

The Impact of Customer Experience on Product Quality, Price, Sales Promotion, and Repurchase Intention of King Fried Chicken in Banda Aceh

Dwi Rizki Febriani^{1*}, Mukhlis Yunus², Ahmad Nizam³

^{1,2,3} Management Department, Universitas Syiah Kuala, Indonesia

DOI - <http://doi.org/10.37502/IJSMR.2025.8718>

Abstract

This study seeks to examine the customer experience as a mediating variable on the model of product quality, price, and sales promotion influence on repurchase intention. The research population consists of all customers of King Fried Chicken in Banda Aceh, with a sample of 210 individuals selected to meet the requirements for Structural Equation Modeling (SEM) analysis used in data testing. The results indicate that product quality significantly influences customer experience, as does price and sales promotion. Additionally, product quality, price, and sales promotion all significantly affect repurchase intention. Customer experience also plays a significant role in influencing repurchase intention. Furthermore, customer experience mediates the effects of product quality, price, and sales promotion on repurchase intention. These findings suggest that all tested mediation models exhibit partial mediation.

Keywords: product quality, price, sales promotion, repurchase intention, customer experience

1. Introduction

The fast-food industry has witnessed considerable growth across various countries, including Indonesia. The hectic lifestyles of consumers and a shift towards more convenient consumption habits have made fast-food restaurants a primary choice for many. In major cities like Banda Aceh, the presence of both international and local fast-food brands has become increasingly prominent. However, the intense competition within this sector requires businesses to understand the factors that influence consumer purchasing decisions to maintain customer loyalty. The demand for fast food continues to rise, as it is valued for its convenience, quick service, and affordability. Typically, fast food products are produced on a large scale and often include various additives to enhance flavor and extend shelf life. The popularity of fast food has surged in both developing and developed nations, largely due to the convenience and consistency it offers. (Min et al., 2018).

In Indonesia, fast food consumption has influenced people's consumption patterns as it is perceived to be inexpensive, quick, and delicious (Hidayat et al., 2020). According to BPS data (2022), public expenditure on fast food and beverages increased by 30.82% compared to the previous year (Ultri, 2024). This data shows that interest in fast food products remains high, and the trend is expected to continue increasing in line with the expansion of fast-food companies into various regions. AC Nielsen (2008) in (Laksono et al., 2022) reported that 69% of urban populations in Indonesia consume fast food, particularly during lunch and dinner. Others consume fast food as snacks or even breakfast. This trend is also influenced by restaurant design, food types, room layout, and service systems that give a modern and

prestigious impression. These factors encourage consumers to make repeat purchases. Changes in lifestyle, especially among the younger generation, also contribute to the increase in fast food consumption. They prefer to eat in shopping centers, cafes, or fast-food restaurants such as McDonald's, KFC, Pizza Hut, and Kutaraja Fried Chicken. This shift is inseparable from the influence of modern marketing systems targeting consumers of various age groups. In Banda Aceh, one of the emerging fast-food brands is King Fried Chicken. This development is partly driven by a boycott campaign against KFC products associated with geopolitical issues. In November 2025, KFC sales in Banda Aceh reportedly declined by up to 25 percent (Masakini.co, accessed November 28, 2025).

Consumer decisions to purchase King Fried Chicken are influenced by modern marketing processes. According to (Saleem et al., 2018), the purchasing decision process involves stages ranging from need recognition, information search, alternative evaluation, to product selection. This process includes various considerations such as brand, payment method, location, and the amount spent. Repurchase intention is a form of consumer desire to buy a particular product again (Kotler and Keller, 2018). This decision is strongly influenced by individual motives and preferences. Consumers tend to choose products with attributes that meet their needs and wants. Based on a pre-survey, the average score for the repurchase intention variable was 3.61, which is considered good. However, there are still indicators with low scores, as 17 respondents disagreed that King Fried Chicken was their top choice.

One factor influencing repurchase intention is customer experience. This experience serves as a benchmark for the effectiveness of the service provided. However, interviews with 10 consumers indicated that they felt King Fried Chicken did not offer a new experience and that its outlet concept seemed monotonous. The average score for the experience variable was 3.79, indicating a fairly good experience. However, there are still shortcomings, especially in price promotion, where 12 respondents disagreed that King Fried Chicken often offered discounts. Furthermore, product quality also greatly influences repurchase intention. Quality reflects how well a product meets consumer expectations. Interviews revealed that some consumers felt the quality of King Fried Chicken had declined and had begun to consider competitor products as alternatives. The average score for the product quality variable was 3.55. Although rated fairly well, there were complaints about product durability, with 11 respondents feeling the products did not last long. Additionally, price serves as a significant factor influencing repurchase decisions. Many consumers felt that King Fried Chicken's products were more expensive than similar products from competitors. This made them more selective in choosing where to buy similar products. The pre-survey showed an average price variable score of 3.65. Although rated well, 10 respondents still considered the products overpriced. Moreover, the final factor is sales promotion. Promotion can drive repeat purchases; however, interviews with 10 consumers revealed that King Fried Chicken's promotions were considered suboptimal, especially during certain events or holidays. The average score for sales promotion was 3.65. While this indicates a fairly good promotional performance, some respondents felt they did not receive special discounts during specific events, making the promotions feel less effective.

2. Literature Review

2.1. Repurchase Intention

Repurchase intention refers to the consumer's tendency to purchase the same product or service again based on previous experiences. This decision is usually influenced by the consumer's

perception of product quality, the services received, and the satisfaction felt after the purchase. When consumers feel satisfied, they are more likely to develop the desire to repurchase without having to consider too many other alternatives. Therefore, maintaining good relationships with consumers and ensuring consistent product quality are key to increasing repurchase intention. Each consumer has different reasons or motives for repurchasing. These motives can be functional, such as the need for quality and product benefits, or emotional, such as attachment to a brand or trust in a product. Thus, products that consistently meet consumer expectations are more likely to foster loyalty, ultimately strengthening the intention to make repeat purchases.

Repurchase intention is also influenced by the relevance of product attributes to the consumer's personal needs. Products deemed suitable in terms of quality, price, and utility are more likely to be chosen again in the future. Consumers tend to evaluate their purchase experiences, and if the product's offered attributes align with their expectations or needs, the likelihood of repurchase intention increases. In a business context, repurchase intention is an important indicator for evaluating the success of marketing and service strategies. Companies that successfully create value-added products and pleasant shopping experiences have a greater chance of retaining customers. Therefore, it is essential to understand consumer motives and preferences in depth so that implemented strategies can effectively drive repeat purchases and enhance brand loyalty. According to (Kotler & Keller, 2018), repurchase intention is measured using several indicators: transactional intention, referential intention, preferential intention, and explorative intention.

2.2. Customer Experience

Understanding customer experience is a crucial element in creating effective marketing strategies. Customer experience reflects how consumers interpret their entire interaction with a brand, starting before the purchase, during the purchase, and continuing after the purchase. Every point of contact between consumers and service providers shapes a certain perception that ultimately determines their satisfaction and loyalty to the brand. The primary goal of building a positive customer experience is to establish a long-term relationship with consumers. This relationship is not solely based on transactions but also on the emotional value and attachment arising from pleasant and meaningful experiences. When companies succeed in creating consistent and enjoyable experiences, consumers are more likely to become loyal customers and even recommend the brand to others.

Unlike physical products, whose benefits can be directly measured, customer experience is subjective and difficult to explain in detail. Consumers do not merely buy a product or service, but also a series of impressions, feelings, and atmospheres they experience during their interaction with the brand. Therefore, companies must understand that a positive experience does not only come from product quality but also from service, accessibility, and personalized touches provided. When consumers purchase an experience, they are essentially buying an opportunity to enjoy something memorable and meaningful. This is what differentiates experience-based strategies from ordinary selling. Companies capable of creating unique and unforgettable experiences will hold a stronger position in the market, as they are not only selling products but also building deep emotional value for consumers. According to (Dewi & Hasibuan, 2016), there are five dimensions to measure customer experience: sense, feel, think, act, and relate.

2.3 Product Quality

Product quality plays a vital role in influencing consumer decisions when choosing goods or services. Consumers tend to consider product quality as the main priority before making a purchase. A high-quality product provides trust and satisfaction to buyers, thereby encouraging loyalty and future repeat purchases. Before being marketed, a product must go through a series of tests to ensure that its quality standards are met. This is done to ensure that the product delivered to the consumer provides benefits in accordance with their expectations. Maintained quality reflects the producer's professionalism and builds a positive image of the brand being offered.

According to Kotler and Armstrong, a product is defined as anything that can be offered to the market to gain attention, be bought, used, or consumed to satisfy consumer needs and wants. This statement confirms that a product is not just a physical item but also includes value and experiences that satisfy users. Nowadays, producers increasingly realize that excellence in product quality is key to survival and competitiveness in the market. Not only in terms of durability and functionality, but also appearance, safety, and comfort must be tailored to consumer preferences. Therefore, meeting consumer expectations through consistent quality is a crucial factor in building trust and long-term business success. According to (Sopiah & Sangadji, 2022), product quality measurement indicators consist of: performance, reliability, durability, consistency, and design.

2.4. Price

Price is an essential element in marketing strategy because it reflects the value consumers must pay to obtain a product or service. (Swastha & Irawan, 2008) stated that price is not merely a sum of money but can also involve other forms of exchange required to obtain a particular combination of goods and services. In this context, price is dynamic and must be adjusted to constantly changing market conditions. Pricing policies cannot be fixed and must be reviewed periodically based on market situations. Companies must be able to identify emerging price trends, understand their market position, and adjust pricing strategies to remain competitive. This is important for business sustainability and to ensure the product continues to appeal to consumers.

In addition to being a medium of exchange, price also functions as an indicator of value and consumer perception of product quality. However, in practice, consumer purchasing decisions are not solely determined by price. Other factors, such as product quality, customer service, and brand image, also influence the final purchasing decision. It should be noted that within the marketing mix, all elements such as promotion, distribution, and product, are cost components. Price is the only element that serves as a revenue generator for the company. Therefore, pricing strategies must be carefully designed to support financial goals without ignoring consumer purchasing power and perception of product value. According to (Kotler & Armstrong, 2018), the indicators of price include:

1. Price suitability with purchasing power or price competitiveness
2. Price appropriateness with benefits
3. Price alignment with product quality

2.5. Sales Promotion

According to (Kotler & Keller, 2018), sales promotion strategies can be directed at three main parties: retailers, consumers, and sales personnel. For retailers, incentives such as special discounts, advertising support, strategic product placement (display), or free product samples can motivate them to actively market the product. Meanwhile, consumers tend to be more encouraged to purchase when offered various forms of direct promotion, such as discount coupons, special price packages, direct gifts, or extended warranties. These incentives create a perception of added value that can influence consumers' decisions to choose a particular product over another.

To improve the performance of sales personnel, companies can organize performance-based reward programs, such as sales competitions with attractive prizes. These programs aim to motivate salespeople to work more effectively, increase morale, and foster healthy competition among colleagues. Thus, sales promotion not only functions to boost short-term sales but can also build stronger relationships between producers and retailers, salespeople, and consumers in the long run. In addition to considering promotional tools, companies must also be able to choose appropriate sales promotion indicators to market their products. According to (Kotler & Keller, 2018), the indicators of sales promotion are : coupons, rebates, price packs / cents-off deals, samples, and cashback.

3. Method

In this study, the population was all King Fried Chicken customers in Banda Aceh. The sample size used was determined using one of the requirements of the Structural Equation Modeling (SEM) technique, which is one of the data testing techniques used in this research, namely 10 times the number of indicator variables. Because this study used 21 indicators (Ferdinand, 2014), the sample size was 210 respondents. To test the research problem, the researcher used Structural Equation Modeling (SEM) through AMOS software for direct effect tests, and the Sobel test through the Sobel Calculator for indirect effect tests. The hypotheses tested are:

H1 : product quality affects customer experience

H2 : price affects customer experience

H3 : sales promotion affects customer experience

H4 : product quality affects repurchase intention

H5 : price affects repurchase intention

H6 : sales promotion affects repurchase intention

H7 : customer experience affects repurchase intention

H8 : product quality affects repurchase intention through customer experience

H9 : price affects repurchase intention through customer experience

H10 : sales promotion affects repurchase intention through customer experience

4. Result

4.1 Structural Model

The structural model analysis is presented in Figure 1.

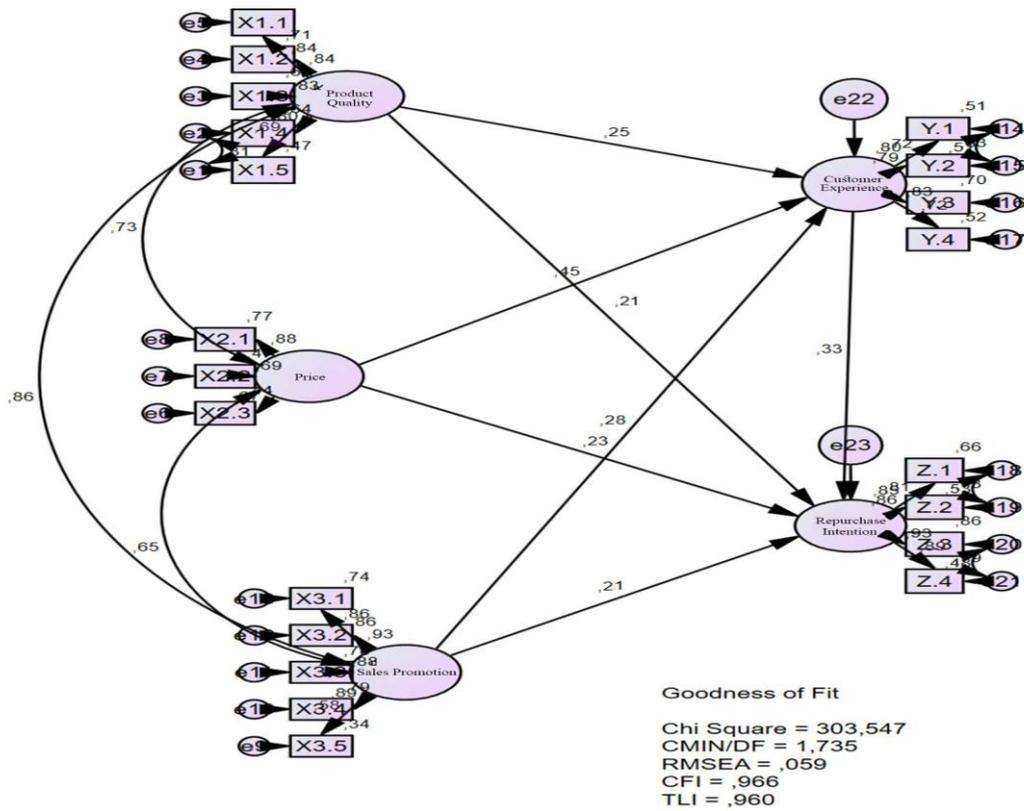


Figure 1. Structural Model Test

The SEM processing results are presented in Table 1 below.

Table 1. Regression Result

| | Estimate | S.E. | C.R. | P |
|---|----------|------|-------|------|
| Customer_Experience <--- Product_Quality | .254 | .106 | 2.867 | .022 |
| Customer_Experience <--- Price | .449 | .108 | 4.601 | *** |
| Customer_Experience <--- Sales_Promotion | .279 | .103 | 3.094 | .017 |
| Repurchase_Intention <--- Product_Quality | .210 | .106 | 1.952 | .041 |
| Repurchase_Intention <--- Price | .237 | .114 | 2.073 | .038 |
| Repurchase_Intention <--- Sales_Promotion | .208 | .119 | 1.900 | .044 |
| Repurchase_Intention <--- Customer_Experience | .331 | .066 | 4.145 | *** |

Source: Processed Primary Data (2025)

4.2. Hypothesis Proof

4.2.1. Direct Effect Test Result

H1: Product Quality on Customer Experience

Based on the research findings, product quality has been proven to have a significant effect on customer experience, with a significance value of 0.001. This value is far below the 0.05

threshold, indicating that the relationship between the two variables did not occur by chance. The product quality in question includes various aspects such as taste, appearance, durability, and consistency of the product delivered to consumers. When a product meets good and consistent quality standards, customers tend to feel more satisfied and comfortable during the purchasing or consumption process, which in turn shapes a positive experience with the brand or company. The magnitude of the effect of product quality on customer experience reaches 25.4%, indicating that nearly a quarter of the variation in customer experience can be explained by their perception of product quality. This reinforces the importance of quality as one of the key elements in creating a strong impression in the minds of customers. When consumers feel that the product they purchase meets or even exceeds their expectations, they are more likely to develop a positive perception of the brand and have the potential to make repeat purchases in the future. Customer experience shaped by product quality also becomes an important foundation in building loyalty. When consumers have a pleasant experience due to good product quality, they are more likely to recommend the product to others. Therefore, companies must ensure that the products they offer are not only physically appealing but also meet quality standards in terms of taste, safety, and benefits. In this way, product quality contributes not only to momentary experiences but also to long-term relationships between customers and the company.

H2 : Price on Customer Experience

The analysis results show that price has a significant effect on customer experience, with a significance value of 0.000, which is well below the 0.05 threshold. This indicates that the relationship between price and customer experience is not coincidental but has a strong statistical basis. Price in this context refers not only to the nominal value but also to the consumer's perception of the alignment between the price paid and the value received from the product or service. When consumers feel that the price is appropriate for the quality and benefits obtained, the resulting experience becomes more positive. The magnitude of the effect of price on customer experience reaches 44.9%, indicating that nearly half of customer experience can be influenced by consumers' perception of price. This underscores the importance of an appropriate pricing strategy in creating a good customer experience. Consumers generally expect a price that is proportional to the quality of the product or service they enjoy. Therefore, companies need to adjust their pricing structure to reflect the value of the product fairly and transparently, so that consumers feel satisfied and not disadvantaged. Furthermore, price also functions as a communication tool between the brand and the consumer. Prices that are too low can raise doubts about quality, while prices that are too high may cause customers to feel they are not receiving equivalent value. By setting competitive prices that still reflect the product's value, companies are not only able to shape positive perceptions but also to enhance customer trust and loyalty through a satisfying and expectation-aligned shopping experience.

H3 : Sales Promotion on Customer Experience

The research findings indicate that sales promotion has a significant effect on customer experience, as shown by a significance value of 0.017. This value is below the 0.05 threshold, thus statistically confirming that sales promotion plays a role in shaping customer experience. Effectively implemented sales promotions, such as discounts, vouchers, direct gifts, or product bundling, can create a positive perception in consumers' minds regarding the value of the

products or services they receive. The magnitude of the effect of sales promotion on customer experience is recorded at 27.9%. This shows that nearly one-third of customer experience is influenced by how well the promotion strategy is executed. Attractive and well-targeted promotions can provide added value to customers, both economically and emotionally, thereby creating higher satisfaction. This can also make consumers feel noticed and appreciated, strengthening their emotional connection to the brand or product. Furthermore, sales promotions also contribute to enhancing interaction between customers and the brand. When consumers are involved in promotional programs, they tend to have more enjoyable and memorable experiences, which leads to increased loyalty. Therefore, companies need to design promotional programs that are not only temporary but also capable of enriching the overall customer journey, so that the experiences felt become more positive and have a long-term impact.

H4 : Product Quality on Repurchase Intention

Based on the research findings, it is known that product quality has a significant effect on repurchase intention, with a significance value of 0.041. Since this value is below the 0.05 threshold, it reveals that product quality has a real influence on consumers' decisions to make repeat purchases. This means that consumers tend to consider quality as the main factor in evaluating a product before deciding to repurchase it in the future. The magnitude of the effect of product quality on repurchase intention reaches 21.0%, indicating that although it is not the dominant factor, quality still plays an important role in driving consumer loyalty. Products that are of good quality, consistent, and meet expectations will foster customer trust and satisfaction. This, in turn, influences consumers' positive perceptions of the brand, encouraging them to continue choosing the product over other alternatives. Therefore, companies need to maintain and even improve the quality standards of the products offered to consumers. Innovations in packaging, taste, product durability, and even after-sales service can enhance the perceived quality in the eyes of consumers. When consumers feel satisfied and trust the quality of the products they purchase, their intention to make repeat purchases will increase and remain consistent.

H5 : Price on Repurchase Intention

The analysis results show that price has a significant effect on consumers' repurchase intention, with a significance value of 0.033. Since this value is below the 0.05 significance level, it concludes that the price variable plays a role in influencing consumers' decisions to make repeat purchases. This means that consumers' perception of the alignment between price and product value will encourage them to remain loyal to the product. The magnitude of the effect of price on repurchase intention is recorded at 0.237 or 23.7%. This indicates that nearly one-fourth of repurchase intention is influenced by consumers' perception of price. Consumers tend to consider competitive and fair prices in relation to product quality as the main reason for making repeat purchases. Prices perceived as too high without being accompanied by adequate quality may reduce consumers' interest in repurchasing, whereas reasonable prices will reinforce loyalty. Therefore, companies need to establish appropriate and flexible pricing strategies. This can be done by adjusting prices to the purchasing power of the target market, offering special deals, or creating attractive bundling packages. When consumers feel that the price paid is fair relative to the benefits received, they are more likely to repurchase the product in the future.

H6 : Sales Promotion on Repurchase Intention

Based on the research findings, sales promotion has been proven to have a significant effect on repurchase intention, with a significance value of 0.044. This value is below the 0.05 threshold, indicating that sales promotion plays a role in shaping consumers' decisions to make repeat purchases. In other words, promotional activities carried out by the company are able to generate consumer interest and motivation to repurchase the same product. The magnitude of the effect of sales promotion on repurchase intention is recorded at 0.208 or 20.8%. This shows that approximately one-fifth of consumers' tendency to repurchase is influenced by the intensity and effectiveness of the sales promotion conducted. Forms of promotion such as price discounts, coupons, direct gifts, or loyalty programs can enhance consumers' perceived value, which ultimately strengthens their desire to continue choosing the product in the future. Therefore, it is important for companies to continuously develop promotional strategies that are attractive, well-targeted, and consistent. Promotions that are conducted regularly and tailored to consumer needs can create positive experiences, foster emotional attachment, and build long-term loyalty toward the brand or product.

H7 : Customer Experience on Repurchase Intention

Based on the analysis results, the variable of customer experience has been proven to have a significant effect on repurchase intention, with a significance value of 0.000. This figure indicates that the relationship between the quality of information received by consumers and their tendency to repurchase a product does not occur by chance. Consumers who obtain useful information tend to feel more confident in making purchasing decisions, including repeat purchases. The magnitude of the effect of customer experience on repurchase intention reaches 0.331 or 33.1%. This indicates that nearly one-third of consumers' decisions to repurchase are influenced by their overall experience with a product. Consumers do not simply buy a product or service; they engage with a series of impressions, emotions, and atmospheres stemming from their interactions with the brand. When consumers invest in an experience, they are effectively seeking an opportunity to enjoy something memorable and meaningful. This distinction is what sets experience-based strategies apart from conventional selling.

4.2.2. Mediation Effect Test Result

H8 : Product Quality on Repurchase Intention through Customer Experience

The results of the Sobel test show a value of 2.129 with a significance level of 0.033. This value indicates that Customer Experience serves as a mediating variable in the relationship between Product Quality and Repurchase Intention. In other words, the higher the product quality perceived by consumers, the more positive the experience they will have during the purchase and usage process, which in turn encourages their tendency to make repeat purchases. However, since both Product Quality and Customer Experience have a significant effect on Repurchase Intention, the form of mediation that occurs is partial mediation. This means that although Customer Experience acts as an intermediary in strengthening the influence of Product Quality on Repurchase Intention, the direct effect of Product Quality on Repurchase Intention still exists and is not entirely replaced by the mediating variable. Therefore, companies need to pay attention to both aspects simultaneously to enhance customer loyalty.

Table 2. Sobel Test for H8

| Input: | | Test statistic: | | Std. Error: | p-value: |
|----------------|-------|-----------------|------------|-------------|------------|
| a | 0.254 | Sobel test: | 2.12934215 | 0.03948356 | 0.03322596 |
| b | 0.331 | Aroian test: | 2.09546881 | 0.04012181 | 0.03612934 |
| s _a | 0.108 | Goodman test: | 2.16491314 | 0.03883481 | 0.03039434 |
| s _b | 0.066 | Reset all | Calculate | | |

H9 : Repurchase Intention through Customer Experience

Based on the calculation results using the Sobel test, a value of 3.200 was obtained with a significance level of 0.001. This result indicates that Customer Experience plays a mediating role in the relationship between Price and Repurchase Intention. In other words, consumers' perceptions of the offered price not only directly influence their repurchase decisions, but also do so through the experience they have while interacting with the product or service. The more positive the experience consumers gain regarding a price they perceive as fair or valuable, the greater the likelihood that they will repurchase. Since both the Price variable and Customer Experience have a significant influence on Repurchase Intention, it can be concluded that Customer Experience acts as a partial mediator. This means that Customer Experience only partially bridges the relationship between Price and Repurchase Intention, while the direct effect of Price on Repurchase Intention still exists and remains relevant. Therefore, a competitive pricing strategy must be supported by a pleasant customer experience to optimally strengthen consumer loyalty.

Table 3. Sobel Test for H9

| Input: | | Test statistic: | | Std. Error: | p-value: |
|----------------|-------|-----------------|------------|-------------|------------|
| a | 0.449 | Sobel test: | 3.20066738 | 0.04643375 | 0.0013711 |
| b | 0.331 | Aroian test: | 3.16360917 | 0.04697767 | 0.00155826 |
| s _a | 0.108 | Goodman test: | 3.23905915 | 0.04588339 | 0.00119925 |
| s _b | 0.066 | Reset all | Calculate | | |

H10 : Sales Promotion on Repurchase Intention through Customer Experience

The Sobel test results show a value of 2.383 with a significance level of 0.017. This finding indicates that Customer Experience serves as a mediating variable in the relationship between Sales Promotion and Repurchase Intention. In other words, effective sales promotions such as discounts, gifts, or loyalty programs not only directly encourage repurchase, but also influence it through the positive experiences consumers feel during the promotional process. When promotions are able to provide added value and create a pleasant impression, consumers tend to have a better experience, which ultimately drives their intention to make repeat purchases. Since both Sales Promotion and Customer Experience have a significant effect on Repurchase Intention, the mediation that occurs is classified as partial mediation. This means that Customer Experience only partially explains the relationship between Sales Promotion and Repurchase Intention. There is still a direct effect of Sales Promotion on Repurchase Intention that is not entirely channeled through Customer Experience. Therefore, companies must ensure that the promotional strategies implemented are not only commercially attractive, but also capable of building meaningful and satisfying interactions with customers.

Table 4. Sobel Test for H10

| Input: | | Test statistic: | Std. Error: | p-value: |
|----------------|-------|--------------------------|-------------|------------|
| a | 0.279 | Sobel test: 2.38332258 | 0.03874801 | 0.01715715 |
| b | 0.331 | Aroian test: 2.34746925 | 0.03933981 | 0.01890143 |
| s _a | 0.103 | Goodman test: 2.42087053 | 0.03814702 | 0.01548339 |
| s _b | 0.066 | Reset all | Calculate | |

5. Conclusion

The findings indicate that product quality has a significant impact on customer experience, while price and sales promotions also play essential roles in influencing customer experience. Additionally, product quality, price, and sales promotions all significantly affect repurchase intention. Customer experience, in turn, influences repurchase intention. Furthermore, customer experience serves as a mediator between product quality and repurchase intention, as well as between price and repurchase intention, and between sales promotions and repurchase intention. These findings suggest that the model for enhancing the repurchase intention of King Fried Chicken customers in Banda Aceh is fundamentally driven by improvements in product quality, price appropriateness, effective sales promotions, and the overall customer experience. However, it is important to acknowledge the limitations of this study, primarily its focus on specific variables and the subjects under investigation. Academically, these results can serve as a reference for future research and signify potential avenues for follow-up studies. Based on the survey outcomes, this research also provides several practical recommendations for the subjects studied :

1. The indicator with the lowest average in the Repurchase Intention variable is the statement "I recommend King Fried Chicken products to my closest relatives," with an average score of 4.20. To improve this, the company should actively adopt a word-of-mouth marketing strategy. One way is to implement a customer referral program by offering incentives such as discount vouchers or free products to customers who successfully refer others. This will foster a sense of brand ownership and enhance customer loyalty in a sustainable manner.
2. In the Customer Experience variable, the lowest-scoring indicator is "I am happy when visiting King Fried Chicken outlets," with an average score of 3.97. This highlights the importance of improving the physical environment and store atmosphere. Therefore, the company is advised to enhance interior aspects such as lighting, air conditioning, table layout, and cleanliness. Additionally, excellent service training for staff will create a more pleasant shopping experience for customers.
3. For the Product Quality variable, the lowest-rated statement is "King Fried Chicken's packaging has an attractive design" (average score: 4.02). Hence, the company should redesign the packaging to make it more aesthetic and functional. Unique, eco-friendly, and informative packaging designs will provide added appeal while reinforcing brand identity. Visual storytelling elements such as product origins or local values can also be highlighted to strengthen emotional ties with consumers.
4. In the Price variable, the lowest-rated statement is "The price of King Fried Chicken is appropriate for the benefits I receive," with an average score of 3.84. The company should enhance value perception by promoting the benefits of its products, such as ingredient quality, local flavor uniqueness, and portion size. Value meal strategies

(combo menus) or membership programs with regular discounts can help balance customers' expectations of price and benefit.

5. The lowest-scoring indicator in the Sales Promotion variable is "King Fried Chicken often provides cashback on new products," with an average score of 3.89. The company can improve this by launching more cashback or discount-based promotional programs for new menu items. Product launches can be linked to specific events or holidays to create relevant promotional moments. The use of social media and digital apps can help communicate these programs more effectively to customers.
6. The company is advised to develop a mobile application or online ordering system integrated with a membership feature. This application can offer easier access to information, exclusive promotions, a loyalty point system, and more efficient delivery services. This technological innovation will enhance the customer experience and expand the market reach digitally.
7. To strengthen long-term loyalty, King Fried Chicken can organize community engagement programs such as creative recipe competitions, food photo contests, or customer testimonials. These programs not only foster emotional consumer involvement but also serve as effective indirect promotional strategies through social media.
8. The company needs to conduct sharper market segmentation based on age, taste preferences, and consumption habits. With a deeper understanding of customer characteristics, the offered products can be adjusted in terms of portion size, spiciness level, and more flexible menu variants.
9. It is also recommended that King Fried Chicken strengthen its partnerships with third-party delivery services such as GoFood or GrabFood. Integrating special promotions on these platforms can reach a wider audience, particularly consumers who prioritize convenience and speed of service.
10. To increase new customer loyalty, the company could implement a welcome promotion system, such as discounts for customers making their first purchase via the app or visiting a store. This strategy can improve customer onboarding and increase the likelihood of repeat purchases.
11. It is essential for the company to regularly conduct customer satisfaction surveys. With periodic feedback, King Fried Chicken can make real-time improvements and respond proactively to consumer needs.
12. Lastly, King Fried Chicken should strengthen its brand positioning as a competitive local product. Emphasizing Acehnese local identity or the use of local ingredients can become a competitive advantage that distinguishes it from multinational brands. This will strengthen emotional ties with consumers and support the movement to promote domestic products.

References

- 1) Dewi, I. T., & Hasibuan, M. I. (2016). Pengaruh Pengalaman Pelanggan (Customer Experience) Terhadap Kepuasan Pelanggan pada Rumah Makan Kuliner Jawa Rantau Prapat. *ECOBISMA: Jurnal Ilmiah Bisnis Dan Manajemen*, 3(1), 93–103. <https://doi.org/https://doi.org/10.36987/ecobi.v3i1.695>
- 2) Ferdinand, A. (2014). *Structural Equation Modeling dalam Penelitian Manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro.

- 3) Hidayat, D., Bismo, A., & Basri, A. R. (2020). The effect of food quality and service quality towards customer satisfaction and repurchase intention (case study of hot plate restaurants). *Manajemen Bisnis*, 10(1), 1–9. <https://doi.org/https://doi.org/10.22219/jmb.v10i1.11913>
- 4) Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- 5) Kotler, P., & Keller, K. L. (2018). *Marketing Management, Global Edition* (15th editi). Pearson.
- 6) Laksono, R. A., Mukti, N. D., & Nurhamidah, D. (2022). The Impacts of Fast Food on Health of “X” Undergraduate Student Program of University “Y.” *Jurnal Ilmiah Kesehatan Masyarakat*, 14(1), 35–39.
- 7) Min, J., Jahns, L., Xue, H., Kandiah, J., & Wang, Y. (2018). Americans’ Perceptions about Fast Food and How They Associate with Its Consumption and Obesity Risk. *Advances in Nutrition*, 9(5), 590–601. <https://doi.org/10.1093/advances/nmy032>
- 8) Saleem, Mohd, H., Sodhi, S., Kale, L., & Hashmi, M. (2018). Lip Traces in Forensic Science. *Journal of Forensic Science and Medicine*, 4(1), 63–66. https://doi.org/0.4103/jfsm.jfsm_3_18
- 9) Sopiah, & Sangadji, E. M. (2022). *Salesmanship (Kepenjualan)*. Bumi Aksara.
- 10) Swastha, B., & Irawan. (2008). *Manajemen pemasaran modern*. Liberty.
- 11) Ultri, J. P. (2024). Hubungan Pengetahuan dan Sikap dengan Konsumsi Fast Food Pada Mahasiswa Kesehatan Universitas Andalas. Universitas Andalas.