Customer Satisfaction Mediates the Effect of Content Marketing and Product Quality on Repurchase Intention at Warunk Upnormal Bali

I Nengah Surya Budhi Dharma[1*], Ida Ayu Iswari Pidada[1]
[1]Universitas Pendidikan Nasional Denpasar

*Corresponding Author's e-mail: suryabudhi455@gmail.com

Abstract: *The rapid decline of Warunk Upnormal, a previously successful Indonesian culinary brand that experienced a 90.7% reduction in outlets from 2020 to 2025, necessitates investigation into factors influencing repurchase intention among consumers. Despite extensive research on content marketing and product quality, the empirical literature reveals inconsistent findings regarding their direct effects on repurchase intention, suggesting potential mediating mechanisms. This quantitative study examined whether customer satisfaction mediates the relationship between content marketing, product quality, and repurchase intention. The research employed purposive sampling with 108 respondents from Badung and Denpasar who had previous purchase experience at Warunk Upnormal Bali. Data were collected through online questionnaires using a 5-point Likert scale and analyzed using Structural Equation Modeling with Partial Least Squares (PLS-SEM) version 4.0 software with 5,000 bootstrap subsamples. Results demonstrated that content marketing exerts a direct positive significant effect on repurchase intention (β = 0.229, p = 0.009), while product quality shows positive but non-significant direct effects (β = 0.186, p = 0.051). Both variables significantly influence customer satisfaction (content marketing: β = 0.425, p < 0.001; product quality: β = 0.366, p < 0.001). Customer satisfaction mediates both relationships, with indirect effects of 0.138 (p = 0.016) for content marketing and 0.119 (p = 0.025) for product quality on repurchase intention. The overall model explains 66.8% of variance in endogenous variables. Findings reconcile previous inconsistencies by demonstrating that content marketing and product quality influence repurchase intention partially through customer satisfaction, offering managerial implications for organizational recovery and competitive repositioning in Indonesia's culinary sector.*

INTRODUCTION

The culinary and food, and beverage industry in Indonesia represents one of the most dynamic and rapidly evolving sectors within the contemporary business landscape. Modern lifestyle transformations, characterized by increased time constraints and a shift toward convenience-oriented consumption patterns, have fundamentally altered consumer behavior and purchasing preferences (Tamimi & Munawaroh, 2024; Afriza et al., 2024). Within this context, the culinary business sector has undergone substantial modernization, marked by accelerated expansion, diversified marketing innovations, and strategic

implementation of digital marketing strategies across social media platforms (Shadrina & Sulistyanto, 2023). Restaurant and cafe businesses, in particular, have increasingly leveraged social media engagement as a primary mechanism for customer acquisition, brand positioning, and loyalty cultivation, recognizing that 74% of consumers now utilize social media platforms when deciding where to dine (Ritonga, 2025; CROPINK, 2025). Warunk Upnormal exemplifies this industry transformation, having established itself as a pioneering culinary enterprise since its inception in 2014 and subsequently achieving recognition as the fourth-ranked establishment in the Top Brand Index within the cafe category across Indonesia by 2019 (Febriyantoro, 2025).

However, despite its previous market prominence and brand recognition, Warunk Upnormal has experienced a severe deterioration in business performance and market position in recent years. Google review data for Warunk Upnormal Bali indicates that customers have consistently assigned ratings between one and three stars, thereby reflecting significant dissatisfaction regarding the perceived decline in food quality and the overall customer satisfaction experienced at the establishment (Google Review, 2025). This sentiment is further corroborated by aggregate outlet performance metrics, which demonstrate an alarming contraction in the brand's physical presence; whereas Warunk Upnormal operated 118 outlets nationwide in February 2020, by July 2025, this figure had diminished substantially to merely 11 outlets distributed across five geographic regions (Table 1; Image 2). This precipitous decline from 2020 to 2025, representing approximately a 90.7% reduction in operational outlets, reflects systemic challenges encompassing aspects of business management, operational consistency, and customer value proposition. Industry analysts have attributed these closures to multifaceted factors, including accelerated expansion strategies that exceeded operational capacity, inconsistent product quality and service delivery across franchise locations, pricing strategies misaligned with perceived value, and internal management governance failures (Legistari, 2024; CNBC Indonesia, 2023).

Despite extensive scholarly investigation into consumer behavior and purchasing decision-making within the food and beverage sector, the empirical literature reveals significant inconsistency regarding the direct effects of content marketing and product quality on repurchase intention. Specifically, Ridwan et al. (2024) demonstrated through their analysis that content marketing does not exert a statistically significant direct effect on repurchase intention, while Aprina and Hadi (2024) similarly concluded that product quality lacks a direct influence on repurchase intention among consumers. These findings contradict the implicit assumptions within much marketing literature that quality products and engaging content automatically stimulate repeat purchase behavior. Conversely, complementary research by Saputri (2024) and Wulandari and Vania (2023) established positive and significant relationships between these variables and repurchase intention, thereby creating theoretical ambiguity and prompting investigation into potential explanatory mechanisms that might reconcile these contradictory findings.

The inconsistency observed within the empirical literature suggests that the relationships between content marketing, product quality, and repurchase intention may not be entirely direct in nature, but rather may be contingent upon intermediary psychological and evaluative processes. Customer satisfaction, defined as an evaluative judgment regarding whether a product or service meets or exceeds consumer expectations (Ardianto et al., 2021), represents a plausible mediating variable capable of explaining why content marketing and product quality sometimes do and sometimes do not translate into

increased repurchase intention. Research conducted by Kushariyadi et al. (2025) and Husna and Purwanto (2025) has provided empirical support for customer satisfaction functioning as a significant mediator within consumer decision-making contexts. Furthermore, Ramadhan and Adialita (2024) established that customer satisfaction exerts a substantial positive influence on repurchase intention, while Nursolihah and Lestari (2024) corroborated this relationship within diverse product categories. These findings suggest a model wherein content marketing and product quality initially influence consumer satisfaction, which subsequently drives repurchase intention.

The specific case of Warunk Upnormal Bali provides a particularly compelling research context within which to examine these theoretical relationships. Warunk Upnormal's documented decline, demonstrated through a comprehensive reduction in outlet numbers and consistent customer dissatisfaction indicators reflected in Google reviews, illustrates a real-world business scenario where content marketing strategies and product quality may have failed to generate sustained repurchase intention among consumers. The Theory of Planned Behavior (TPB), which posits that consumer actions are determined by attitudes formed through received information, subjective social norms, and perceived behavioral control (Ajzen, 1991; Wardana, 2025), provides a robust theoretical framework supporting this investigative approach. Within the TPB context, content marketing and product quality serve as informational inputs shaping consumer attitudes, while customer satisfaction represents the affective consequence of positive experiences that reinforce behavioral intention and facilitate the translation of these attitudes into actual repurchase behavior. This study addresses the identified research gap by examining the mediating role of customer satisfaction within the relationships between content marketing and product quality on one hand, and repurchase intention on the other hand, within the specific organizational context of Warunk Upnormal Bali. This investigation is necessary to provide empirical clarification of previously contradictory research findings, to offer managerially actionable insights for organizational performance recovery, and to extend theoretical understanding of consumer behavior within the competitive Indonesian culinary sector through application of established behavioral theories to a contemporary and practically significant business case.

THEORY
Theory of Planned Behavior
The Theory of Planned Behavior (TPB) is an approach that seeks to understand the reasons behind a person's actions (Ajzen, 1991). Its relationship with the variables is that content marketing and product quality influence the formation of positive attitudes, the influence of social norms, and the perceived control felt by consumers. These three TPB factors, mediated by customer satisfaction as a result of positive experience, will significantly encourage and explain why consumers have the intention to repurchase at Warunk Upnormal Bali.

Content Marketing
According to Amrita et al. (2024), content marketing is a promotional method focused on how to create, deliver, and distribute valuable information so that consumers are interested, engaged, and can consistently remain. Good promotional content, such as providing accurate information, being interesting to watch, and conforming to facts, will create customer satisfaction that will encourage customers to make transactions again. Based on previous research, Saputri (2024) stated that content marketing has a positive

effect on repurchase intention, and Husna & Purwanto (2025) explained that content marketing has a positive effect on customer satisfaction. Thus, content marketing has a positive and significant effect on both the repurchase intention and customer satisfaction variables. Some indicators of content marketing, according to Cahyaningtyas & Wijaksana, (2021), are relevance, accuracy, value, easy to understand, easy to find, and consistency.

Product Quality

According to Alvis et al. (2024), product quality is the ability of a product to demonstrate its function, which includes its durability, reliability, precision, ease of operation, and repairability, as well as other attributes. Good product quality, such as good taste, beautiful food presentation, and conformity to the menu, increases the satisfaction felt by customers, but good product quality is not enough to make customers make a repurchase. Some indicators that measure the level of product quality according to Sopiah & Sangadji (2022) are performance, features, durability, consistency, and design. Based on previous research, Arif and Tania (2024) stated that product quality has a positive effect on customer satisfaction, while Hanggara & Hussein (2023) stated that product quality does not have a positive effect on repurchase intention.

Customer Satisfaction

According to Ardianto et al. (2021), customer satisfaction is an evaluation of a product or service whose relationship is perceived by an individual as good or bad due to the difference from expectations that are not met. Good customer satisfaction, such as positive feedback and a low level of complaints, encourages customers to make transactions again. Some indicators of customer satisfaction, according to Agung et al. (2023), are feeling satisfied, fulfillment of consumer expectations, and having purchased the product. Based on previous research, Ramadhan & Adialita (2024) explained that customer satisfaction has a positive effect on repurchase intention. Furthermore, Kushariyadi et al. (2025) and Husna & Purwanto (2024) also stated that customer satisfaction can mediate repurchase intention.

Repurchase Intention

According to Ardianto et al. (2021), repurchase intention is the consumer's behavior of making a purchase again of a product or service when the consumer feels satisfied with the previous transaction. Based on previous research, Nursolihah & Lestari (2024) explained that repurchase intention is positively influenced by customer satisfaction, and Wulandari & Vania (2023) explained that repurchase intention is positively influenced by content marketing. Some indicators of repurchase intention, according to Humairoh et al. (2023), are transactional interest, referential interest, preferential interest, and explorative interest.

RESEARCH METHOD

Research Type and Methods

This investigation employs a quantitative research methodology designed to test predetermined hypotheses regarding relationships among observed variables. Quantitative research, as defined by Sugiyono (2024), is a research approach grounded in positivist philosophy, conducted on specific populations or samples through the utilization of validated research instruments, and employing statistical or quantitative data analysis with the explicit objective of testing previously established hypotheses. The quantitative approach aligns with the study's aim to examine causal relationships between content

marketing, product quality, and repurchase intention mediated by customer satisfaction through empirical hypothesis testing and numerical analysis. This methodological choice is particularly appropriate given the study's objectives to measure the magnitude and statistical significance of direct and indirect effects among the constructs, thereby establishing quantifiable relationships within the theoretical framework (Creswell & Creswell, 2023; Sugiyono, 2024). The investigation utilizes a cross-sectional research design in which data collection occurs at a single point in time from respondents who meet predetermined criteria, enabling a snapshot of the relationships among variables at a specific moment (Kerlinger & Lee, 2020).

Research Instruments and Data Analysis Techniques

The investigation employed an online questionnaire as the primary data collection instrument, distributed via Google Forms and administered electronically to respondents within the designated geographic region. The questionnaire incorporated a 5-point Likert scale response format, wherein respondents indicated their level of agreement with each statement, ranging from 1 (strongly disagree) to 5 (strongly agree) [translate:sangat tidak setuju sampai sangat setuju]. This scaling approach was selected for its widespread adoption in behavioral research, its demonstrated reliability and validity, and its capacity to capture ordinal data representing gradations of respondent perspectives (Likas et al., 2024; Oetari & Idramsa, 2025). Before full-scale data collection, a preliminary validity and reliability test was conducted with 30 initial respondents to evaluate the clarity, comprehensibility, and psychometric properties of each indicator's measurement statement, thereby ensuring instrument quality before final administration. This pretesting procedure aligns with best practices in quantitative research instrument development (Sudaryono et al., 2024).

The data analysis technique employed in this investigation is Structural Equation Modeling with Partial Least Squares (PLS-SEM) using SmartPLS version 4.0 software. PLS-SEM was selected as the primary analytical approach due to its distinctive capacity to simultaneously evaluate both measurement models and structural relationships, its robust performance with modest sample sizes, its tolerance for data that deviates from normal distribution assumptions, and its particular suitability for model complexity and mediation analysis (Ringle et al., 2024; Demir, 2025). PLS-SEM operates through a two-stage analytical process: assessment of the outer model (measurement model) and evaluation of the inner model (structural model) (Sarstedt et al., 2024; Sitio & Idramsa, 2025). The outer model assessment examines the validity and reliability of measurement instruments through evaluation of convergent validity (measured via outer loading factors and average variance extracted), discriminant validity (assessed through cross-loadings and the Fornell-Larcker criterion), and internal consistency reliability (evaluated using Cronbach's alpha and composite reliability coefficients) (Ghozali, 2016; Narimawati & Sarwono, 2024). The inner model analysis examines the structural relationships among latent constructs, with particular attention to path coefficient estimates, their statistical significance determined through bootstrap resampling procedures with 5,000 subsamples, and explanatory power as measured by R-squared values and predictive relevance assessed via Q-squared values (Cheah et al., 2024; Hair et al., 2025). Hypothesis testing was conducted through bootstrap analysis to determine whether path coefficients achieved statistical significance, with a significance threshold established at $p < 0.05$ for a 95% confidence level (Streukens et al., 2016; Hair et al., 2025).

Population and Sample

The target population for this investigation consists of individuals born between 1975 and 2005 who were physically residing in Bali during the data collection period, thus encompassing Generation X and Generation Y cohorts with varied life experiences and consumption patterns. The specific sample criteria established for participant inclusion were: (1) demonstrated history of at least one prior purchase transaction at Warunk Upnormal Bali, (2) age range between 20 and 50 years at the time of survey completion, (3) confirmed exposure to promotional content from Warunk Upnormal through various media channels, and (4) current residence within either Badung Regency or Denpasar City municipalities. These criteria were implemented to ensure that respondents possessed experiential familiarity with the brand, had observed contemporary marketing communications, and represented the primary geographic market for the Bali outlet (Legistari, 2024).

The sample size was determined to be 108 respondents, calculated to provide adequate statistical power for hypothesis testing while remaining practical for online questionnaire administration. This sample magnitude exceeds conventional requirements for structural equation modeling analysis and represents an acceptable balance between statistical robustness and data collection feasibility (Hair et al., 2020; Sarstedt et al., 2024). The sample determination technique employed was purposive sampling, classified within the non-probability sampling methodological category. Purposive sampling, also designated as judgmental or selective sampling, involves the intentional selection of research participants based upon the researcher's professional judgment regarding specific characteristics, attributes, or qualifications relevant to the study's research questions and objectives (Sugiyono, 2024; Etikan & Bala, 2017). This non-probability approach was deemed appropriate because the study required participants with explicit experiential knowledge of Warunk Upnormal Bali and exposure to its marketing communications, rather than random selection from a general population. While purposive sampling introduces potential selection bias and limits the statistical generalizability of findings to broader populations, its utilization is justified given the specific nature of the target population and the requirement for respondent familiarity with the case organization (Adeoye, 2024).

Research Procedure

The research procedure for this investigation followed a systematic, sequential protocol established a priori to ensure methodological rigor and adherence to ethical research standards. Initially, approval for the research was obtained from the relevant institutional review authorities and study supervisors. Subsequently, the questionnaire was constructed based on established measurement scales derived from preceding empirical research and theoretical frameworks, with each construct operationalized through multiple indicators representing salient dimensions of the latent variable (Sudaryono, 2024).

The preliminary validity and reliability assessment was then conducted with 30 conveniently selected respondents who matched the inclusion criteria. During this pretesting phase, respondents completed the questionnaire, after which their responses were subjected to statistical analysis using Pearson correlation coefficients to assess item-total correlations (measuring convergent validity) and Cronbach's alpha coefficients to evaluate internal consistency reliability. Items demonstrating inadequate validity (correlation < 0.30) or contributing negatively to scale reliability were identified, and problematic items were revised or removed based upon feedback and statistical evidence

(Pertiwi, 2024). This iterative refinement process ensured that the instrument possessed sufficient psychometric properties before full-scale administration.

Following successful completion of the pretesting phase and confirmation of instrument validity and reliability, the refined questionnaire was administered to the target sample of 108 respondents through online distribution via Google Forms. Respondents were contacted through social media platforms, personal networks, and snowball recruitment procedures, with the questionnaire remaining accessible for completion over a specified period. Respondents were provided with clear instructions, informed that participation was voluntary, and assured that their responses would be treated confidentially and used exclusively for research purposes, in accordance with ethical research protocols.

Upon completion of data collection, the resulting dataset underwent preliminary screening to identify and address missing data, outliers, and data entry errors. Respondent characteristics were then described utilizing basic descriptive statistics, including frequency distributions and percentages for categorical variables. Subsequently, the primary data analysis was executed through PLS-SEM methodology following the two-stage analytical process. The outer model was initially evaluated to confirm that measurement instruments met requisite psychometric standards. Specifically, outer loading factor values (factor loadings) were examined to ensure each indicator exhibited a loading > 0.70 on its intended construct (Ghozali, 2016; Sitio & Idramsa, 2025). Convergent validity was additionally confirmed through average variance extracted (AVE) values exceeding 0.50, indicating that each latent construct explained more than 50% of its indicators' variance (Ringle et al., 2024). Composite reliability and Cronbach's alpha values were evaluated to ensure internal consistency reliability exceeded the 0.70 threshold, confirming that multiple indicators reliably measured their respective latent constructs (Cheah et al., 2024). Discriminant validity was assessed through examination of cross-loadings, with verification that each indicator's loading on its intended construct exceeded its loadings on other constructs, and through application of the Fornell-Larcker criterion, confirming that each construct's AVE square root exceeded its correlations with other constructs (Sarstedt et al., 2024).

Following successful outer model evaluation, the inner model analysis examined the structural relationships among latent variables. Path coefficients representing hypothesized direct and indirect relationships were calculated, with their statistical significance evaluated through bootstrap resampling procedures. A bootstrap procedure was executed with 5,000 random subsamples drawn with replacement from the original data, generating empirical distributions of path coefficient estimates and enabling calculation of t-statistics and p-values for hypothesis testing (Hair et al., 2025; Streukels et al., 2016). Results from bootstrap analysis were inspected to determine whether path coefficients achieved statistical significance at the 0.05 probability level, with rejection of hypothesized relationships if p-values exceeded this threshold. R-squared values were examined to determine the proportion of variance in endogenous variables explained by their predictors, providing measures of model explanatory power (Chin, 1998; Nuryani & Winata, 2024). The Stone-Geisz Q-squared statistic was calculated to assess the model's predictive relevance, confirming that the model demonstrates predictive ability for the endogenous constructs (Geisser & Stone, 1974).

Mediation analysis was conducted to evaluate whether customer satisfaction functioned as a statistically significant mediating variable in the relationships between predictor variables (content marketing and product quality) and the outcome variable (repurchase intention). Mediation effects were estimated through multiplication of the path coefficient from the predictor to the mediator by the path coefficient from the mediator to the outcome, with statistical significance determined through bootstrap analysis (Narimawati & Sarwono, 2024; Hair et al., 2025). Finally, results from all analyses were compiled and interpreted in relation to the study's theoretical framework, prior empirical findings, and the specific case context of Warunk Upnormal Bali, leading to conclusions regarding the study's research questions and hypotheses (Creswell & Creswell, 2023).

RESULTS AND DISCUSSION
Respondent Characteristics
Based on the results of the questionnaire from 108 respondents, the characteristics of the respondents are dominated by the age group 20-25 years (57.4%), male gender (63.9%), student occupation (57.4%), and domicile in Badung Regency (66.7%).
Outer Model

Table 2 Outer Loadings

Indicators	Content Marketing	Customer Satisfaction	Product Quality	Repurchase Intention
X.1	0.808			
X.2	0.982			
X.3	0.988			
X.4	0.990			
X.5	0.984			
X.6	0.988			
M.1		0.781		
M.2		0.856		
M.3		0.758		
X2.1			0.921	
X2.2			0.806	
X2.3			0.889	
X2.4			0.777	
X2.5			0.940	
Y.1				0.797
Y.2				0.725
Y.3				0.731
Y.4				0.727

Source: Data Processed by Researcher (2025)

Based on the results of the analysis in Table 2, each indicator of each variable has a loading factor value above 0.5. Therefore, it can be concluded that the convergent validity of the model in this study has met the criteria, so the model has sufficient validity to explain the latent construct.

Table 3 Discriminant Validity

	Content Marketing	Customer Satisfaction	Product Quality	Repurchase Intention
Content Marketing				
Customer Satisfaction	0.701			
Product Quality	0.483	0.675		
Repurchase Intention	0.586	0.755	0.554	

Sumber: Data Diolah Peneliti (2025)

The results of the analysis in Table 3 show that each indicator of each variable has a cross-loading factor value or rule of thumb below 0.85 within one variable. Therefore, it can be concluded that the discriminant validity of this research model has met all the established criteria and has sufficient discriminant power to explain the latent construct.

Table 4 Reliability

	Cronbach's alpha	Composite reliability
Content Marketing	0.981	0.986
Customer Satisfaction	0.718	0.841
Product Quality	0.917	0.939
Repurchase Intention	0.736	0.833

Source: Data Processed by Researcher (2025)

The results of the analysis in Table 4 show that each indicator of each variable has a Cronbach's Alpha and Composite Reliability value greater than 0.70 within one variable. Therefore, it can be concluded that every construct used in this study meets the relevant reliability standards.

Inner Model
Table 5 *R-Square*

	R-Square	R-Square Adjusted
Customer Satisfaction	0.457	0.446
Repurchase Intention	0.389	0.371

Source: Data Processed by Researcher (2025)

Based on the results of the error influence calculation (Pe$_i$), the results obtained are an error influence (Pe$_1^2$) of 0.737 and an error influence (Pe$_2^2$) of 0.782. After analyzing e1 and e2, the total coefficient of determination calculation result is obtained as follows:

$R^2m = 1 - (Pe1^2 \times Pe2^2)$
$R^2m = 1 - (0,737^2 \times 0,782^2)$
$R^2m = 1 - (0,543 \times 0,611)$
$R^2m = 1 - (0,332)$
$R^2m = 0,668$

Therefore, the overall research model is able to explain 66.8% of the variation in the endogenous variables, while 33.2% is explained by other factors outside the research model. This measurement shows strength because the value has exceeded 0.668, where the minimum value indicating strength is 0.67 (Amiruddien et al., 2021). This explains that the research model used is good at explaining the relationship between the analyzed variables.

Table 6 Q-Square

	Q² Predict
Customer Satisfaction	0,277
Repurchase Intention	0,194

Source: Data Processed by Researcher (2025)

Based on Table 6, the results of the Q^2 Predict test show that the customer satisfaction construct has a predictive relevance of Q^2 Predict of 0.277, which is categorized as strong. This explains that the model has a strong predictive ability in explaining the customer satisfaction variable. Meanwhile, the repurchase intention construct shows a Q^2 Predict value of 0.194, which indicates a moderate category, so the model is quite capable of predicting the repurchase intention variable, although not as strongly as the customer satisfaction variable.

Hypothesis Testing

Table 7 Hypothesis Testing Results

	Original Sample Estimate	Sample Mean (M)	Standard Deviation	t-Statistic	P Values
Content Marketing (X1)-> Repurchase Intention (Y)	0.229	0.225	0.091	2.632	0.009**
Product Quality (X2) -> Repurchase Intention (Y)	0.186	0.189	0.095	1.952	0.051*
Content Marketing (X1)-> Customer Satisfaction (M)	0.425	0.425	0.087	4.864	0.000***

Product Quality (X2) -> Customer Satisfaction (M)	0.366	0.363	0.092	3.691	0.000***
Customer Satisfaction (M) -> Repurchase Intention (Y)	0.326	0.311	0.115	2.830	0.005**
Customer Satisfaction Content Marketing Repurchase Intention (X1*M*Y)	0.138	0.141	0.057	2.421	0.016**
Customer Satisfaction Product Quality Repurchase Intention (X2*M*Y)	0.119	0.120	0.053	2.254	0.025**

Source: Data Processed by Researcher (2025)

DISCUSSION
Effect of Content Marketing on Repurchase Intention
Based on the hypothesis testing results, it can be concluded that content marketing has a positive and significant effect on repurchase intention. Previous research supports this finding, where Saputri (2024) showed that content marketing has a significant effect on repurchase intention, meaning good content marketing can increase the interest in repurchasing. Furthermore, Kushariyadi et al. (2025) also found that content marketing has a positive and significant effect on repurchase intention.

Effect of Product Quality on Repurchase Intention
Based on the hypothesis testing results, it can be concluded that product quality has a positive but not significant effect on repurchase intention. This result is consistent with the research of Aprina & Hadi (2024), which stated that product quality does not have a positive effect on repurchase intention, and Hanggara & Hussein (2023), who also found that product quality does not have a significant effect on repurchase intention.

Effect of Content Marketing on Customer Satisfaction
Based on the hypothesis testing results, it can be concluded that content marketing has a positive and significant effect on customer satisfaction. Previous research supports this finding, where Wulandari & Vania (2022) showed that content marketing has a significant effect on customer satisfaction, meaning good promotional content can increase customer satisfaction. Furthermore, Husna & Purwanto (2025) also found that content marketing has a positive and significant effect on customer satisfaction.

Effect of Product Quality on Customer Satisfaction
Based on the hypothesis testing results, it can be concluded that product quality has a positive and significant effect on customer satisfaction. Previous research supports this finding, where Nursolihah & Lestari (2024) showed that product quality has a significant effect on customer satisfaction, meaning good product quality can increase customer satisfaction. Furthermore, Fauzan & Tania (2024) also found that product quality has a positive and significant effect on repurchase intention (Note: The text seems to have a typo here, as the previous sentence mentioned customer satisfaction, but the citation refers to

repurchase intention. Following the flow of the section title, I will assume the intended variable was Customer Satisfaction.

Effect of Customer Satisfaction on Repurchase Intention

Based on the hypothesis testing results, it can be concluded that customer satisfaction has a positive and significant effect on repurchase intention. Previous research supports this finding, where Ramadhan & Adialita (2024) showed that customer satisfaction has a positive effect on repurchase intention, meaning good customer satisfaction can increase the interest in repurchasing. Furthermore, Nursolihah & Lestari (2024) also found that customer satisfaction has a significant effect on repurchase intention.

Relationship of Customer Satisfaction as a mediator between Content Marketing and Repurchase Intention

Based on the hypothesis testing results, it can be concluded that customer satisfaction mediates the relationship between content marketing and repurchase intention. Previous research also strengthens this finding. Wulandari & Vania (2023) and Kushariyadi et al. (2025) stated that customer satisfaction has a significant effect on repurchase intention, indicating that a high level of customer satisfaction can strengthen consumers' intention to repurchase.

Relationship of Customer Satisfaction as a mediator between Product Quality and Repurchase Intention

Based on the hypothesis testing results, it can be concluded that customer satisfaction mediates the relationship between product quality and repurchase intention. Previous studies also support this result. Ramadhan & Adialita (2024) and Husna & Purwanto (2025) showed that customer satisfaction positively and significantly influences repurchase intention, where the fulfillment of consumer expectations regarding a product can strengthen their belief to make a purchase again.

CONCLUSION

This study successfully examined the mediating role of customer satisfaction in the relationships between content marketing, product quality, and repurchase intention among consumers of Warunk Upnormal Bali. The empirical findings reveal that content marketing exerts a direct positive and statistically significant effect on repurchase intention, with an original sample estimate of 0.229 (p = 0.009), indicating that enhanced promotional content quality directly stimulates repeated purchase behavior among consumers. Furthermore, the investigation established that both content marketing and product quality independently influence customer satisfaction, with path coefficients of 0.425 (p < 0.001) and 0.366 (p < 0.001) respectively. Most critically, customer satisfaction functions as a significant mediating variable, with indirect effects of 0.138 (p = 0.016) for content marketing and 0.119 (p = 0.025) for product quality on repurchase intention. These findings collectively demonstrate that content marketing and product quality operate partially through customer satisfaction to influence repurchase behavior, thereby reconciling previous inconsistencies in the literature regarding direct effects of these variables on repurchase intention. The overall research model demonstrates substantial explanatory power, accounting for 66.8% of variation in endogenous variables, with the customer satisfaction construct exhibiting strong predictive relevance ($Q^2 = 0.277$).

Despite these significant findings, several limitations warrant acknowledgment and suggest directions for future investigation. First, the study employed purposive sampling

with 108 respondents, limiting statistical generalizability to broader consumer populations beyond the specific Badung and Denpasar geographic regions. Second, the cross-sectional research design captures relationships at a single point in time, precluding causal inference regarding temporal precedence of variables. Third, the investigation examined a single organizational case context, restricting transferability of findings across different culinary establishments or industries. For future research, scholars are encouraged to expand geographic scope to encompass multiple Indonesian regions, incorporate longitudinal designs to establish temporal relationships, and conduct comparative case studies across competing culinary brands. Additionally, future investigations should incorporate supplementary variables such as service quality, perceived value, and brand loyalty to develop more comprehensive understanding of repurchase intention determinants. From a practical perspective, Warunk Upnormal management should prioritize content marketing enhancement through development of culturally relevant, engaging social media content, implement rigorous quality control mechanisms to ensure product consistency across franchise locations, and cultivate customer satisfaction through responsive service recovery and loyalty incentives. These strategic interventions, grounded in the empirical evidence provided by this investigation, offer pathways toward organizational performance recovery and competitive repositioning within the dynamic Indonesian culinary market.

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