

The Impact of Product Innovation and Product Quality on Supermi Repurchase Decisions

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Abstract: The food and beverage industry in Indonesia has experienced rapid growth, driven by increasing consumer demand and evolving market dynamics. As one of the world's largest instant noodle-consuming countries, Indonesia presents a highly competitive environment for food brands. In this context, product innovation and consistent product quality are crucial for maintaining consumer loyalty and securing a long-term market position. Supermi, a long-established instant noodle brand, faces intense competition from newer and more innovative brands. To remain competitive, it is essential for Supermi to understand the factors influencing consumer repurchase behavior. This study aims to analyze the influence of product innovation and product quality on repurchase decisions, using Supermi as a case study. A quantitative research method with a descriptive approach was applied, involving 95 respondents selected through random sampling. The research was conducted among students of the Management Study Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" East Java. Data were collected through an online questionnaire distributed via Google Forms and analyzed using SmartPLS 3.0. The results show that both product innovation and product quality play an important role in encouraging repurchase decisions. These findings highlight the need for continuous product development and quality assurance to enhance customer retention in a highly saturated market.

Introduction

Over the years, various sectors such as industry, manufacturing, transportation, and tourism have undergone significant development. This progress has intensified business competition across sectors, including the food and beverage industry. In this increasingly dynamic environment, companies must consistently foster innovation and creativity to remain competitive. Both factors contribute to the development of products with quality that aligns with user needs, whether they are tangible goods or consumable products.

From a theoretical standpoint, when public needs grow, the demand for products inevitably follows. This presents a compelling opportunity for industries to provide a higher volume and wider variety of goods to meet evolving market demand. Consequently, many businesses are prompted to pursue innovations in their products, not only to survive but to stand out. This dynamic fosters an environment where product differentiation becomes essential, empowering consumers to select offerings that best align with their preferences and expectations.

According to the World Bank (2021), Indonesia is among the most populous and consumption-driven countries globally, with a population exceeding 276 million. It ranks fourth worldwide in population size, behind only China (1.4 billion), India (1.3 billion), and the United States (331 million). In such a populous nation, the fast-moving consumer goods (FMCG) sector, particularly instant noodles, represents a large and competitive market segment.

Supermi is one of Indonesia's well-known instant noodle brands, produced by PT Indofood CBP Sukses Makmur Tbk. The product was initially introduced by PT Lima Satu Sankyo Industri Pangan, a joint venture between Japanese and Indonesian partners, established on February 12, 1969. However, after experiencing internal operational issues in 1986, PT Indofood Interna Corp. took over the business, which later merged and rebranded as PT Indofood CBP Sukses Makmur Tbk. Today, Supermi offers a range of instant noodle flavors such as chicken and onion, chicken broth, spicy chicken stew, vegetable soup, and several others.

Despite its long-standing presence in the market, Supermi's market share has experienced a decline in recent years. Based on the Top Brand Index (TBI) data from 2018 to 2022, Supermi's brand performance consistently fell, decreasing from 4.1% in 2018 to 1.6% in 2022. This is significantly lower than its competitors: Indomie has maintained a dominant position with 72.9% in 2022, while Mie Sedaap followed at 15.5%, and Sarimi at 2.6%.

Table 1. Top Brand Index Instant Noodle 2018-2022

Brand	2018	2019	2020	2021	2022
Indomie	78,7%	71,7%	70,5%	72,9%	72,9%
Mie Sedaap	10,12%	17,6%	16%	15,2%	15,5%
Sarimi	4,4%	3,3%	3,8%	3,1%	2,6%
Supermi	4,1%	3,7%	2,3%	2,7%	1,6%

Source: TBI (Top Brand Index) 2018-2022

This downward trend highlights a significant loss of consumer interest in Supermi compared to its key competitors. One of the main contributing factors is the perceived lack of product innovation. While Indomie continues to captivate the market with new product

lines featuring Japanese-themed flavors such as *takoyaki*, *shoyu*, *tori kara*, and *tori miso*, Mie Sedaap has introduced culturally hybrid products such as *rendang kebab*, a collaboration of Indonesian and Turkish flavors, as well as trending items like *geprek chicken*. Even Sarimi, despite its relatively lower percentage, has managed to maintain visibility through its “Sarimi isi dua” campaign, which offers a double portion in one pack.

Supermi, in contrast, has struggled to keep pace with these competitors. Its limited flavor innovation and relatively outdated product concepts appear to contribute to its decline in consumer appeal. Innovation is no longer a luxury, it is a necessity in the current competitive landscape.

Beyond innovation, product quality also emerges as a vital determinant of consumer loyalty. Anecdotal feedback on Supermi’s official Facebook page indicates dissatisfaction among consumers regarding product quality. Compared to other brands, Supermi is often perceived to have inferior texture, seasoning, or durability. These perceived shortcomings further reinforce the brand’s declining position in the market.

Against this backdrop, it becomes necessary to assess the impact of both product innovation and product quality on consumer behavior, specifically repurchase decisions. This study is therefore designed to investigate the extent to which these two variables influence repeat purchases among Supermi consumers. The outcomes are expected to offer practical insights that may assist the brand’s strategic realignment and market repositioning.

In an environment characterized by fierce competition, marketing plays a central role in helping businesses achieve their goals. Marketing encompasses a range of activities carried out by individuals or organizations to ensure business continuity, maximize profits, and create value for customers. Success in marketing is often reflected in how effectively a company meets its performance objectives across various dimensions, such as financial, operational, and consumer-oriented (Murdiyanto et al., 2016).

Understanding consumer behavior is essential for businesses aiming to remain relevant in the market. The field of consumer behavior investigates the reasons behind purchasing decisions and is influenced by a dynamic interaction of cognition, environmental stimuli, and personal experiences. According to Sunyoto & Saksono (2022), this interaction shapes the way individuals behave and make decisions across different contexts in their lives.

Several factors influence consumer behavior. Cultural factors play a foundational role, shaping desires, habits, and expectations. For marketers, an understanding of culture, subcultures, and social class is imperative to align products with consumer expectations. Social factors, such as peer groups, family roles, and status within a community, also significantly impact buying behavior. In particular, family influence has been found to strongly affect purchase decisions. Psychological factors, including perception, motivation, learning, and attitude, further contribute to how consumers form preferences and make choices. Finally, personal factors, like age, income, or lifestyle, interact with social dynamics and individual preferences to produce unique consumer responses (Hamida & Amron, 2022).

Within this framework, product innovation emerges as a strategic imperative. In competitive markets, innovation is considered a vital investment to ensure that products remain aligned with evolving consumer needs and preferences. Without innovation, even well-established brands risk obsolescence, as consumers are drawn toward newer, more engaging alternatives. Innovation serves not only to refresh the appeal of existing products but also to enhance their functional and emotional value.

A product is regarded as high-quality when it is continuously refined and adapted to meet prevailing market conditions and consumer expectations. According to Ellitan et al.

(2023), product innovation serves as a key strategy in responding to market shifts by introducing new items or upgrading existing ones to match contemporary trends. These efforts are not only aimed at differentiation but also at reinforcing brand loyalty and stimulating repurchase behavior.

Empirical evidence supports the notion that innovation influences repurchase intentions. Widyanita & Rahanatha (2022) found that product innovation positively affects consumers' decisions to repurchase, especially when the innovations successfully address consumer needs or create excitement through novelty. Innovative products tend to capture attention, create brand buzz, and drive loyalty by offering a fresh experience that goes beyond mere functionality.

Moreover, the relationship between product innovation and repurchase decisions is often reciprocal and interdependent. As Kapirossi & Prabowo (2023) suggest, innovation enhances product quality, which in turn boosts consumer trust. When consumers perceive a product as innovative and of high quality, they are more likely to provide feedback, make recommendations, and remain loyal, thereby fostering a mutually beneficial cycle between consumer and producer.

The role of product quality is equally prominent. The performance of a product, measured in durability, reliability, and consistency, strongly influences how consumers evaluate its value. High-quality products not only drive satisfaction but also motivate repeated purchases, reinforcing revenue streams for the company. Gerion & Manggu (2024) argue that after consumers experience a product or service, their decision to repurchase is largely based on whether that experience met or exceeded expectations. Satisfaction derived from quality becomes the foundation for ongoing brand engagement.

Together with a range of supporting studies, the literature emphasizes that product quality and innovation are interlinked drivers of consumer loyalty and repurchase behavior. The higher the perceived quality, the greater the chance consumers will develop a long-term connection with the brand, particularly when innovation reinforces this perception.

In light of these theoretical and empirical insights, this study aims to analyze the influence of product innovation and product quality on Supermi's repurchase decisions. By focusing on a real-world brand experiencing competitive pressure, the research contributes to a broader understanding of how FMCG companies can align innovation and quality to maintain relevance and sustain market share.

Research Methods

This study employed a quantitative research design with a descriptive approach to analyze the influence of product innovation and product quality on repurchase decisions. A total of 95 respondents, selected through probability-based random sampling, participated in the study. The sample consisted primarily of undergraduate students from the Department of Management at the Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" East Java, who had previously purchased Supermi products. Data were collected via an online questionnaire distributed through Google Forms, designed to capture respondent perceptions on key variables based on validated indicators from prior research. The collected data were then analyzed using SmartPLS 3.0, applying the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, which is effective for evaluating complex relationships among latent constructs in exploratory research contexts.

Operational Definition

The variables and indicators used in this study were adapted from prior research to ensure theoretical validity and alignment with existing literature. Drawing from Natania et al. (2024), the construct of product innovation is represented by three dimensions:

1. *Product Features (X1.1)*, defined as the functional attributes that differentiate a company's product from its competitors;
2. *Product Design (X1.2)*, referring to the visual appearance and design elements that serve both aesthetic and functional purposes;
3. *Product Quality (X1.3)*, denoting a product's capability to perform reliably with respect to durability, precision, and usability.

To assess the product quality variable, this study applied the dimensions proposed by Laksana & Yudhiantoro (2021), which include:

1. *Feature (X2.1)*, representing additional or complementary characteristics that enhance product functionality;
2. *Conformance (X2.2)*, which reflects the degree to which product specifications align with established quality standards;
3. *Durability (X2.3)*, measuring the extent to which a product maintains performance over time without failure;
4. *Design (X2.4)*, referring to the overall configuration of product elements that influence both its appearance and functionality as perceived by consumers.

Meanwhile, the repurchase decision variable was constructed using four behavioral indicators, as outlined by Antika & Indiani (2023):

1. *Transactional Interest*, which reflects the consumer's inclination to repurchase a product they have previously consumed;
2. *Referential Interest*, referring to a consumer's willingness to recommend the product to others;
3. *Preferential Interest*, indicating a consumer's expressed preference for a particular product over alternatives;
4. *Explorative Interest*, which captures the consumer's initiative in seeking additional information about the product.

For data analysis, this study employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, as described by Dewi & Darma (2021). PLS is a multivariate analysis method capable of simultaneously evaluating both measurement and structural models. It is especially useful for exploratory research, as it supports models with complex relationships and does not require strict assumptions regarding data distribution. Its soft modeling characteristics make it suitable for various types of data scales and sample sizes, thereby enhancing the robustness of the findings in this research context.

Result and Discussion

Research Object

Supermi, one of Indonesia's earliest instant noodle brands, has been produced by PT Indofood CBP Sukses Makmur Tbk since its initial launch in 1969. The brand originated from a joint venture between Japan's Sankyo Shokuhin Kabushiki Kaisha and the Indonesian firm PT Lima Satu, founded by Sjarif Adil Sagala and Eka Widjaja Moeis (Astuti & Gusti, 2024). The

manufacturing facility was inaugurated on July 16, 1969, in Ciracas, Cijantung, East Jakarta, and since then, Supermi has been widely distributed across the Indonesian market and exported internationally. Despite its long-standing presence and initial success, Supermi has faced a noticeable decline in consumer interest in recent years, especially when compared to stronger market players like Indomie and Mie Sedaap. This trend suggests a growing gap in competitiveness, likely stemming from shortcomings in innovation and perceived product quality. As a result, strategic interventions are necessary to revitalize the brand and improve its sales performance in a highly saturated and dynamic market environment.

Respondent Distribution

This study engaged 95 respondents selected based on predefined criteria, specifically active students from the Department of Management, Faculty of Economics and Business at Universitas Pembangunan Nasional "Veteran" East Java. All participants had previously purchased Supermi products and reported making repeat purchases at least one to three times within a one-month period. In terms of gender distribution, male respondents comprised the majority at 54.7%, while female respondents accounted for 45.3%, indicating a stronger consumption pattern among male consumers. Regarding purchase frequency, 34.7% of respondents reported buying Supermi one to three times per month, 52.6% reported four to six times, and 12.6% exceeded six purchases monthly, suggesting that the dominant consumption group falls within the mid-range frequency category. Analysis of mean scores from each indicator revealed that within the product innovation construct, the highest average was recorded for X1.3 (4.263), while X1.1 had the lowest (4.221). For the product quality construct, X2.4 achieved the highest mean (4.389), whereas X2.1 was the lowest (4.168). Among the repurchase decision indicators, Y1 had the highest average score (4.368), and Y3 showed the lowest (4.168), offering insight into the dimensions most influential in shaping consumer behavior toward repeat purchases.

Convergent Validity

Table 2. Outer Loadings Convergent Validity

Indicator	X1	X2	Y
X1.1	0,863		
X1.2	0,816		
X1.3	0,809		
X2.1		0,910	
X2.2		0,868	
X3.3		0,836	
X4.4		0,754	
Y1			0,825
Y2			0,770
Y3			0,871
Y4			0,823

Source: Data processed by researchers

The convergent validity of the measurement model was assessed through outer loading values, as shown in Table 2. All indicators for the constructs of product innovation (X1), product quality (X2), and repurchase decision (Y) demonstrated outer loading values exceeding the minimum threshold of 0.70. Specifically, X1.1, X1.2, and X1.3 yielded loadings

of 0.863, 0.816, and 0.809 respectively, indicating strong item reliability for the product innovation construct. Similarly, product quality indicators, X2.1 (0.910), X2.2 (0.868), X3.3 (0.836), and X4.4 (0.754), also met the required threshold. For the repurchase decision variable, all four indicators ($Y_1 = 0.825$; $Y_2 = 0.770$; $Y_3 = 0.871$; $Y_4 = 0.823$) reflected adequate convergent validity. These results confirm that each item reliably represents its respective latent construct and that the measurement model meets the standard criteria for convergent validity.

Discriminant Validity

Table 3. Cross Loadings

	X1	X2	Y
X1.1	0,863	0,765	0,747
X1.2	0,816	0,699	0,750
X1.3	0,809	0,684	0,595
X2.1	0,807	0,910	0,765
X2.2	0,740	0,868	0,719
X2.3	0,725	0,836	0,661
X2.4	0,638	0,754	0,700
Y1	0,646	0,643	0,825
Y2	0,550	0,569	0,770
Y3	0,842	0,872	0,871
Y4	0,704	0,642	0,823

Source: Data processed by researcher

Discriminant validity was assessed using the cross-loading method, as presented in Table 3. Each indicator's loading on its associated construct was higher than its loadings on other constructs, with all intended loadings exceeding the recommended threshold of 0.70. For instance, indicators for product innovation (X1) such as X1.1 (0.863), X1.2 (0.816), and X1.3 (0.809) displayed stronger associations with X1 than with X2 or Y. Likewise, indicators for product quality (X2), including X2.1 (0.910), X2.2 (0.868), X2.3 (0.836), and X2.4 (0.754), were more strongly correlated with their respective latent variable than with others. The same pattern was observed in the repurchase decision (Y) indicators, such as Y1 (0.825), Y2 (0.770), Y3 (0.871), and Y4 (0.823), confirming discriminant validity across all constructs.

Table 4: Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
X1	0,688
X2	0,712
Y	0,677

Source: Data processed by researcher

In addition to cross-loadings, the Average Variance Extracted (AVE) was used to further verify discriminant validity. As shown in Table 4, all constructs reported AVE values above the 0.50 benchmark, indicating that the latent variables explain more than half of the variance in their respective indicators. Specifically, the AVE values were 0.688 for product

innovation (X1), 0.712 for product quality (X2), and 0.677 for repurchase decision (Y). These results confirm that the constructs exhibit adequate convergent and discriminant validity, validating the robustness of the measurement model used in this study.

Reliability Test

Table 5. Cronbach's Alpha and Composite Reliability

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>
X1	0,775	0,783	0,869
X2	0,863	0,867	0,908
Y	0,842	0,865	0,893

Source: Data processed by researcher

Reliability of the measurement model was evaluated using Cronbach's Alpha, rho_A, and Composite Reliability (CR), as summarized in Table 5. All constructs demonstrated reliability values exceeding the minimum threshold of 0.70, indicating strong internal consistency among their respective indicators. Specifically, the product innovation (X1) variable achieved a Cronbach's Alpha of 0.775, rho_A of 0.783, and Composite Reliability of 0.869. The product quality (X2) construct yielded even higher reliability values, with a Cronbach's Alpha of 0.863, rho_A of 0.867, and Composite Reliability of 0.908. Similarly, the repurchase decision (Y) construct reported a Cronbach's Alpha of 0.842, rho_A of 0.865, and Composite Reliability of 0.893. These results confirm that all latent constructs in the model exhibit acceptable reliability levels, ensuring that the indicators used are both stable and consistent in measuring their respective variables.

Hypothesis Test

Table 6. T-Statistic and P-Values

Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
(X1) -> (Y)	0.467	0.471	0.102	4.575
(X2) -> (Y)	0.441	0.441	0.104	4.263

Source: Data processed by researcher

The hypothesis testing results are presented in Table 6, which includes coefficient values, T-statistics, and P-values for the structural relationships between variables. The path coefficient from product innovation (X1) to repurchase decision (Y) is 0.467, with a T-statistic of 4.575 and a P-value of 0.000. These values exceed the critical threshold ($T > 1.96$, $P < 0.05$), indicating that H1 is supported. This result confirms that product innovation has a positive and statistically significant effect on repurchase decisions, suggesting that enhancements in product features, design, and functional quality contribute meaningfully to consumer loyalty.

Similarly, the path from product quality (X2) to repurchase decision (Y) shows a coefficient of 0.441, a T-statistic of 4.263, and a P-value of 0.000. These findings also support H2, indicating that product quality exerts a significant and positive influence on repurchase behavior. In other words, improvements in product conformity, durability, and perceived

design quality significantly increase the likelihood of consumers making repeat purchases. These results affirm that both product innovation and product quality are critical drivers of customer retention in the instant noodle market.

Discussion

The analysis confirms that product innovation has a positive and significant effect on repurchase decisions. This aligns with Muslim & Permana (2024), who found that innovation boosts repurchase intention in the marine engine industry, especially when paired with high perceived value, and Saputra & Santosa (2024), who documented the same trend in FMCG markets. These studies support the view that innovation reinforces consumer loyalty over time. In contrast, research by Manuhutu et al. (2021) on smartphone users demonstrated a nonsignificant link due to very rapid innovation cycles causing consumer fatigue. Unlike the tech sector, instant noodles like Supermi are low-involvement products where even small updates, such as new flavors or packaging, can meaningfully influence repeat purchases. This contextual difference explains why product innovation remains a strong predictor of repurchase behavior in our study.

Similarly, product quality was found to exert a positive and significant influence on repurchase decisions. This result is supported by Gitaringga et al. (2024), who demonstrated that product quality directly enhances repurchase intention in a retail context, mediated through customer satisfaction, and Adela & Tuti (2024), who emphasized quality's role in building trust and encouraging repeat purchases in digital food service platforms. However, contrasting evidence came from research on skincare products in Indonesia by Then & Johan (2020), where product quality did not significantly affect repurchase intention when emotional branding was weak. Unlike cosmetics, which depend heavily on emotional appeal, instant noodles are judged primarily on tangible factors such as taste, portion size, and consistency. Among Supermi's mainly student respondents, practical attributes of quality strongly influence purchasing behavior, making product quality a key differentiator for repeat buying decisions.

Conclusion

This study examined the role of product innovation and product quality in shaping repurchase decisions for Supermi among students of the Management Department at UPN "Veteran" East Java. The findings indicate that product innovation contributes meaningfully to encouraging consumers to repurchase, particularly through improvements in features, functionality, and product appeal that align with consumer expectations. In parallel, product quality also plays an important role in reinforcing repeat purchase behavior, as consumers tend to return to products they perceive as reliable, consistent, and suited to their needs.

Through this research, it can be concluded that consumers' decisions to repurchase Supermi are influenced by how effectively the product combines innovation and quality. These two factors are essential for maintaining consumer interest in a competitive market. Future studies are recommended to expand the research scope beyond student populations, involving respondents from varied demographic and geographic backgrounds. This would allow for broader generalization of the findings and a more comprehensive understanding of repurchase behavior across different consumer segments.

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