

## The Influence of Product Packaging and Brand Awareness on Repurchase Intention of Sumbawa Forest Massage Oil Mediated by Consumer Satisfaction

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### **Keywords:**

Product Packaging, Brand Awareness, Repurchase Intention, Consumer Satisfaction, Mediating Variables

### **Abstract**

*This study aims to analyze the effect of product packaging, brand awareness on repurchase intention of Sumbawa Forest Massage Oil with consumer satisfaction as a mediating variable. This study uses a quantitative approach with a correlational research design. Data collection was carried out through a Likert-scale questionnaire distributed online to 200 respondents who knew and had purchased Sumbawa Forest Massage Oil at least once, selected using a non-probability purposive sampling technique. The variables studied included product packaging, brand awareness, repurchase intention, and consumer satisfaction. Data analysis was carried out using Partial Least Square-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 through evaluation of measurement models and structural models. The results showed that product packaging and brand awareness had a positive and significant effect on consumer satisfaction, brand awareness and consumer satisfaction had a positive and significant effect on repurchase intention, while product packaging had no effect and was not significant on repurchase intention, but consumer satisfaction was proven to be able to mediate the influence of product packaging and brand awareness on repurchase intention. This study shows that increasing brand awareness and consumer satisfaction is the main strategy in encouraging repeat purchases and sustainability of traditional medicinal product MSMEs, and provides a basis for policy making and further research development by adding other variables or expanding the study object to other traditional herbal products.*

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## INTRODUCTION

Indonesia is known as a country that has very abundant biodiversity, supported by geographical conditions in the form of a tropical climate, fertile soil, and sufficient water availability, which allows the growth of various types of plants (Hernawati, 2020). The potential of these natural resources extends throughout West Nusa Tenggara, particularly Sumbawa Island, which boasts a diverse array of herbal plants traditionally used as raw materials for medicines. The government, through the Directorate of Traditional Medicine and Health Supplements Supervision, is encouraging MSMEs to develop natural ingredients into high-quality, beneficial, and high-quality traditional medicinal products (Irwan, 2022).

One traditional medicinal product developed from the local wisdom of the Sumbawa people is Sumbawa Forest Massage Oil, which has been used for generations since the time of our ancestors. This product is made from herbal ingredients such as ginger, galangal, kencur, and various other herbs believed to relieve aches and pains, muscle aches, sprains, swelling, and aid wound healing (Fitriana et al., 2020). In addition to being used as an external medicine, Sumbawa

Forest Massage Oil is also used as a toothache medicine and coffee mix, while the resulting pulp can be used as animal feed, thus demonstrating the diverse uses of this product (Rhaswika, 2022) Despite its high potential and utility value, Sumbawa Forest Massage Oil, as an MSME product, still requires strengthening, particularly in terms of marketing, to ensure its competitiveness and sustainability in the market.

The challenge facing Sumbawa Forest Massage Oil is that it is a product that does not run out quickly because it can be used for a relatively long period of time, so consumers tend to make purchases only at certain times. This condition presents a challenge for MSMEs in improving business sustainability, especially in encouraging consumers to make repeat purchases. One aspect that plays a crucial role in facing this challenge is product packaging, which not only functions as a protector, but also as a means of brand communication to consumers. The current packaging for Sumbawa Forest Massage Oil uses clear glass bottles with red and yellow labels and forest images as brand identity, but the use of glass bottles has a risk of being easily broken and relatively higher production costs compared to plastic packaging (Taruna, 2021).

Apart from packaging, brand awareness plays an important role in shaping consumer perception of a product, because it reflects the consumer's ability to recognize, remember, and place trust in a brand in the decision-making process (Nathalia & Indriyanti, 2022) Consumers who have a high level of brand awareness tend to feel emotional satisfaction and pride because the brand is easily recognized, trusted, and sticks in their memory (Herawati et al., 2023). Brand awareness not only influences initial purchases, but also impacts consumer satisfaction, which occurs when the experience of using a product matches or even exceeds their initial expectations (Efendi et al., 2023) This level of satisfaction can be observed through a sense of satisfaction, fulfillment of expectations, and the tendency of consumers to make repeat purchases (Kumrotin & Susanti, 2021), because repeat purchases usually occur when consumers feel satisfied with the benefits and performance of the product because it matches their expectations, both in terms of appearance and the uses provided (Prasetyo & Suryani, 2023) Therefore, consumer satisfaction plays an important role as a link between consumer perception of a product and repeat purchase decisions.

Based on the existing phenomena and problems, this study aims to analyze the influence of product packaging and brand awareness on repurchase intentions for Sumbawa Forest Massage Oil, with consumer satisfaction as a mediating variable. This study was designed to understand consumer perceptions of product packaging and brand awareness in shaping satisfaction, which then influences repurchase intentions.

The urgency of this research lies in the importance of repeat purchase intention in maintaining the sustainability of MSMEs and consumer loyalty, particularly for traditional medicinal products that are not consumed regularly. Theoretically, this research is expected to enrich academic studies on traditional products. Practically, this research is expected to serve as a reference for MSMEs in developing product packaging, increasing brand awareness, satisfying consumers, and encouraging continuous repeat purchases.

The novelty of this study lies in its focus on traditional medicinal products based on Sumbawa's local wisdom, the use of consumer satisfaction as a mediating variable, and its emphasis on repurchase intention as an indicator of the long-term success of MSMEs. Unlike previous studies that focused more on non-herbal products or first-time purchases, this study explains the mechanism by which product packaging and brand awareness influence repurchase intention through consumer satisfaction.

## **METHOD**

### **Types and Methods of Research**

This study uses a quantitative approach because its focus is on measuring the influence of product packaging and brand awareness on repurchase intentions, mediated by consumer satisfaction. This approach is oriented towards processing numerical data to obtain objective

knowledge and allows researchers to measure variables in a structured manner and analyze the relationships between variables through statistical procedures (Mardawani, 2020).

According to Putra et al (2025) The application of a quantitative approach is highly dependent on the role of research design. This study uses a correlational design to analyze the relationship or connection between two or more variables, thus meeting the research objectives of determining the extent to which product packaging and brand awareness influence repurchase intentions, both directly and indirectly through consumer satisfaction as a mediator. Data were collected using questionnaires distributed to consumers and analyzed statistically to obtain objective results.

### **Data Analysis Instruments and Techniques**

Data collection in this study was conducted using a Likert-scale questionnaire distributed online via Google Forms. The Likert scale was chosen as the measurement instrument because it can assess respondents' attitudes, opinions, and perceptions regarding the variables studied. This scale consists of five answer options: score 1 = strongly disagree (STS), score 2 = disagree (TS), score 3 = neutral (N), score 4 = agree (S), and score 5 = strongly agree (SS).

This research instrument consists of 42 statement items divided into four variables, namely 12 items for product packaging variables, 12 items for brand awareness variables, 7 items for repurchase intention variables, and 11 items for consumer satisfaction variables.

### **Population and Sample**

A population refers to the entire group or element that shares certain characteristics that are the focus of the research. The population in this study consists of people familiar with Sumbawa Forest Massage Oil. This population was determined based on the fact that individuals with product knowledge can potentially provide accurate assessments of the variables being studied. The sample is a subset of the population. Sample selection must be carried out carefully to accurately represent the population (Asrulla et al., 2023). The sample was selected using non-probability purposive sampling. Non-probability purposive sampling is a sampling method that does not give every member of the population an equal opportunity to be selected as a research sample (Mushofa et al., 2024) This study used a sample of 200 respondents, with the criteria being consumers who knew about and had purchased Sumbawa Forest Massage Oil at least once. This criterion was applied to ensure that respondents had direct experience with the research object, ensuring that the data obtained were relevant and accurate.

### **Research Procedures**

The data analysis technique was carried out using Partial Least Square-Structural Equation Modeling (PLS-SEM) by utilizing SmartPLS software version 4. The PLS-SEM method was chosen because it is able to predict and explain latent variables developed based on theory, and provides a comprehensive understanding of the relationship between variables, namely product packaging, brand awareness, repurchase intentions, and consumer satisfaction (Yusuf, 2022).

The data analysis procedure was carried out in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The evaluation of the measurement model aimed to test the validity and reliability of the construct, which included testing convergent validity through the Average Variance Extracted (AVE) value, discriminant validity through examining the cross-loading value, and testing the construct reliability by looking at the Cronbach's alpha value. Furthermore, the evaluation of the structural model aimed to assess the ability of the independent variables to explain the dependent variable through the coefficient of determination (R-square). After that, the research hypothesis was tested using a bootstrapping procedure by considering the path coefficient, t-statistic, and p-value as the basis for decision-making regarding the hypothesis (Abdurrahman & Mulyana, 2022).

## RESEARCH RESULT

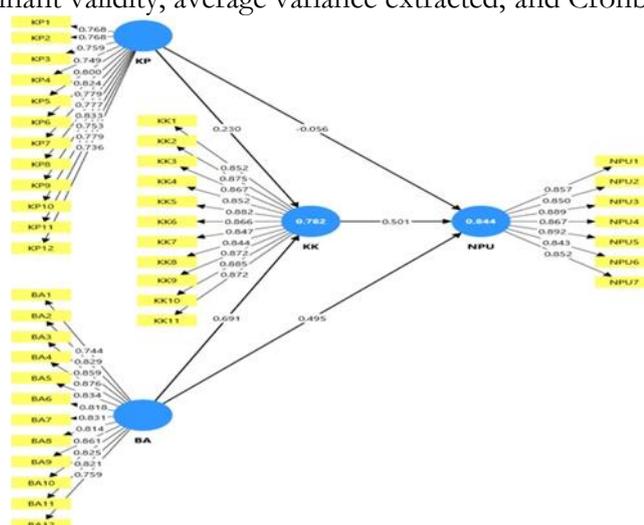
**Table 1. Respondent Profile**

Statement	Total	Percentage (%)
<b>Gender:</b>		
Man	73	36.5%
Woman	127	63.5%
<b>Age:</b>		
15-25 years	121	60.5%
25-35 years	48	24.0%
>35 years	31	15.5%

Based on the table above, it can be concluded that of the 200 respondents, the majority of respondents were women with a percentage of 63.5% and male respondents at 36.5%. This indicates that women more often purchase Sumbawa Forest Massage Oil products. In terms of age, the majority of respondents who purchased Sumbawa Forest Massage Oil products were aged 15-25 years (121 respondents), then respondents aged 25-35 years (48 respondents), and respondents aged over 35 years (31 respondents).

### Evaluation of Measurement Model

The measurement model explains the relationship of each indicator to its construct. The measurement model is evaluated based on specific criteria. The following describes the data from convergent validity, discriminant validity, average variance extracted, and Cronbach's alpha tests.



Source: Processed primary data, 2026

**Feature 1. SEM Analysis Result**

### Convergent Validity

Convergent validity indicates the extent to which the indicators used in a construct are strongly related to one another. In SEM, validity serves as a basis for ensuring that the indicators compiled are truly capable of representing the same construct. If convergent validity is met, the indicators can be said to be interrelated and consistent in measuring the latent variable (Kuncahyo & Salmiyati, 2025).

Convergent validity testing is conducted by assessing the factor loadings of each indicator to ensure a significant relationship between the indicator and the construct being measured. Convergent validity can also be evaluated using Average Variance Extracted (AVE).

**Table 2. Convergent Validity**

Construct	Information
Product Packaging (KP)	
(KP1)	0.768

(KP2)	0.768
(KP3)	0.759
(KP4)	0.749
(KP5)	0.800
(KP6)	0.824
(KP7)	0.779
(KP8)	0.777
(KP9)	0.833
(KP 10)	0.753
(KP11)	0.779
(KP12)	0.736
<b>Brand Awareness</b>	
(BA1)	0.744
(BA2)	0.829
(BA3)	0.859
(BA4)	0.876
(BA5)	0.834
(BA6)	0.818
(BA7)	0.831
(BA8)	0.814
(BA9)	0.861
(BA10)	0.825
(BA11)	0.821
(BA12)	0.759
<b>Repurchase Intention (NPU)</b>	
(NPU1)	0.857
(NPU2)	0.850
(NPU 3)	0.889
(NPU 4)	0.867
(NPU5)	0.892
(NPU6)	0.843
(NPU7)	0.852
<b>Consumer Satisfaction (KK)</b>	
(KK1)	0.852
(KK2)	0.875
(KK3)	0.867
(KK4)	0.852
(KK5)	0.882
(KK6)	0.866
(KK7)	0.847
(KK8)	0.844
(KK9)	0.872
(KK10)	0.885
(KK11)	0.872

Source: Processed primary data, 2026

According to Hair et al (2014) Convergent validity is declared fulfilled if each indicator variable shows an outer loading value of more than 0.70. In the table above, the product packaging indicator ranges from 0.736 to 0.833, the brand awareness indicator ranges from 0.744 to 0.876, the repurchase intention indicator 0.843 to 0.892, and the consumer satisfaction indicator ranges

from 0.844 to 0.885. All of these indicators show an outer loading value of more than 0.70, so they can be declared to meet the convergent validity criteria.

**Table 3. AVE Test**

Variable	Average Variance Extracted (AVE)	Information
Product Packaging	0.604	Valid
Brand Awareness	0.678	Valid
Repurchase Intention	0.747	Valid
Customer Satisfaction	0.748	Valid

The Average Variance Extracted (AVE) value for each indicator variable is used as an assessment criterion. A variable is considered good if it has an AVE value greater than 0.05. Based on the results of AVE data processing, the product packaging (X1), Brand Awareness (X2), Repurchase Intention (Y), and Consumer Satisfaction (Z) variables show AVE values above 0.05, so all variables have met the established criteria and are declared valid.

### Discriminant Validity

Discriminant validity is used to assess the level of differences between constructs. This validity ensures that indicators of one construct are not highly correlated with indicators of another construct. In this study, discriminant validity was evaluated using a cross-loading approach, comparing the outer loading value of each indicator against its own latent construct and against other latent constructs.

**Table 4. Discriminant Validity**

Variable	Product Packaging	Brand Awareness	Repurchase Intention	Customer Satisfaction	Information
(KP1)	0.768	0.641	0.582	0.652	Valid
(KP2)	0.768	0.665	0.599	0.632	Valid
(KP3)	0.759	0.661	0.634	0.663	Valid
(KP4)	0.749	0.557	0.538	0.598	Valid
(KP5)	0.800	0.557	0.552	0.595	Valid
(KP6)	0.824	0.643	0.627	0.655	Valid
(KP7)	0.779	0.573	0.524	0.547	Valid
(KP8)	0.777	0.607	0.541	0.567	Valid
(KP9)	0.833	0.645	0.602	0.651	Valid
(KP 10)	0.753	0.564	0.476	0.513	Valid
(KP11)	0.779	0.687	0.576	0.607	Valid
(KP12)	0.736	0.582	0.490	0.539	Valid
(BA1)	0.661	0.744	0.613	0.653	Valid
(BA2)	0.731	0.829	0.723	0.761	Valid
(BA3)	0.683	0.859	0.726	0.748	Valid
(BA4)	0.671	0.876	0.752	0.736	Valid
(BA5)	0.693	0.834	0.707	0.683	Valid
(BA6)	0.649	0.818	0.657	0.653	Valid
(BA7)	0.660	0.831	0.759	0.730	Valid
(BA8)	0.645	0.814	0.722	0.724	Valid
(BA9)	0.663	0.861	0.806	0.750	Valid
(BA10)	0.637	0.825	0.786	0.755	Valid
(BA11)	0.640	0.821	0.763	0.724	Valid
(BA12)	0.516	0.759	0.730	0.694	Valid

(NPU1)	0.638	0.721	0.857	0.761	Valid
(NPU2)	0.634	0.761	0.850	0.785	Valid
(NPU 3)	0.632	0.820	0.889	0.803	Valid
(NPU 4)	0.601	0.778	0.867	0.765	Valid
(NPU5)	0.678	0.832	0.892	0.813	Valid
(NPU6)	0.593	0.710	0.843	0.718	Valid
(NPU7)	0.618	0.739	0.852	0.730	Valid
(KK1)	0.621	0.726	0.766	0.852	Valid
(KK2)	0.620	0.747	0.774	0.875	Valid
(KK3)	0.655	0.778	0.799	0.867	Valid
(KK4)	0.683	0.752	0.735	0.852	Valid
(KK5)	0.672	0.745	0.754	0.882	Valid
(KK6)	0.715	0.775	0.747	0.866	Valid
(KK7)	0.705	0.735	0.734	0.847	Valid
(KK8)	0.714	0.734	0.755	0.844	Valid
(KK9)	0.673	0.755	0.795	0.872	Valid
(KK10)	0.660	0.784	0.804	0.885	Valid
(KK11)	0.687	0.775	0.798	0.872	Valid

Based on the table above, each indicator has the highest outer loading value on its respective latent construct compared to the loading values on other latent constructs, so it can be declared valid and meets the criteria for discriminant validity.

## Rehabilitation Testing

**Table 5. Rehabilitation Testing**

Variable	Cronbach's Alpha	Information
Product Packaging	0.940	Reliable
Brand Awareness	0.957	Reliable
Repurchase Intention	0.940	Reliable
Customer Satisfaction	0.944	Reliable

The Cronbach's alpha coefficient value which is above 0.70 indicates that each measurement item has good reliability in presenting the research construct (Hair et al., 2017). Based on the results of the rehabilitation test above, the product packaging variable produced a value of 0.940, brand awareness 0.957, repurchase intention 0.940, and consumer satisfaction 0.944, thus showing reliable results.

## Structural Model Evaluation

According to Subhaktiyasa (2024) A structural model is part of an overall model that focuses on the relationships between latent constructs. This model is used to test hypotheses regarding the influence of one construct on another. In PLS-SEM, a structural model is presented with paths or arrows that indicate the direction and strength of the hypothesized relationships between constructs. One measure used to assess a structural model is the R-square, which indicates how much of the variance in the dependent variable can be explained by the independent variables in the model.

## R-Square (R2)

**Table 6. R-Square**

Variable	R-Square	Adjusted R-Square
Customer Satisfaction	0.782	0.780
Repurchase Intention	0.844	0.842

The table above shows that the R2 value for consumer satisfaction is 0.782 and for repurchase intention is 0.844. This means that consumer satisfaction influences repurchase intention.

### Hypothesis Testing

**Table 7. Hypothesis Testing**

Hypothesis	Original Until (O)	T-Statistics	P-Values	Information
<b>Product Packaging→Customer Satisfaction</b>	0.230	2,446	0.014	Valid
<b>Product Packaging→Repurchase Intention</b>	-0.056	0.640	0.522	Invalid
<b>Brand Awareness→Customer Satisfaction</b>	0.691	8,010	0.000	Valid
<b>Brand Awareness→Repurchase Intention</b>	0.495	3,914	0.000	Valid
<b>Customer Satisfaction→Repurchase Intention</b>	0.501	4,632	0.000	Valid
<b>Product Packaging→Customer Satisfaction→Repurchase Intention</b>	0.115	3,026	0.002	Valid
<b>Brand Awareness→Customer Satisfaction→Repurchase Intention</b>	0.356	3,246	0.001	Valid

Source: Processed primary data, 2026

If the t-statistic value is greater than the t-table value of 1.96 and the p-value is less than 0.05, then the hypothesis can be accepted. The results of the study show that the relationship between product packaging and consumer satisfaction has a t-statistic value of 2.446 and a p-value of 0.014, so the first hypothesis is accepted because it shows a positive and significant influence. However, the second hypothesis is rejected because the relationship between product packaging and repurchase intention has a t-statistic value of 0.640 and a p-value of 0.522, which indicates no positive and significant influence. The third hypothesis is accepted because the relationship between brand awareness and consumer satisfaction is supported by a t-statistic value of 8.010 and a p-value of 0.000. Furthermore, the relationship between brand awareness and repurchase intention also shows a t-statistic value of 3.914 and a p-value of 0.000. Then, the fifth hypothesis is accepted because the relationship between consumer satisfaction and repurchase intention has a t-statistic value of 4.632 and a p-value of 0.000. Similarly, the sixth hypothesis is also accepted because the relationship between product packaging, consumer satisfaction, and repurchase intention shows a t-statistic value of 3.026 and a p-value of 0.002. Finally, the relationship between brand awareness, consumer satisfaction, and repurchase intention is accepted because the t-statistic value is 3.246 and a p-value of 0.001.

## **DISCUSSION**

### **The Direct Influence of Product Packaging on Consumer Satisfaction of Sumbawa Forest Massage Oil Products.**

The research results show that product packaging has a positive and significant impact on consumer satisfaction with Sumbawa Forest Massage Oil. Attractively designed, informative, and well-protected packaging provides a positive user experience, thereby increasing consumer satisfaction. These findings confirm that packaging not only functions as a protective layer for the product but also acts as a communication medium that shapes consumer perceptions and assessments.

The results of this study are in line with Ramadhan & Kurniawati (2024) who found that product packaging has a significant effect on consumer satisfaction. Similar findings were also expressed by Fara et al (2025) which shows that satisfaction has a significant influence on consumer satisfaction at UD. Purnama Jati Jember. This statement is supported by research conducted by Staciana (2023) which shows that product packaging has a positive and significant impact on consumer satisfaction at Lestari Kopi Sampit.

### **The Direct Influence of Product Packaging on Repurchase Intentions for Sumbawa Forest Massage Oil Products.**

The results of this study indicate that product packaging has no significant effect on repurchase intentions for Sumbawa Forest Massage Oil. Although product packaging plays a role in increasing consumer satisfaction, this finding confirms that product packaging is not the primary factor directly driving consumer repeat purchases. Consumers tend to consider the benefits, quality, and effectiveness of the product more when determining repurchase decisions than the appearance of the packaging.

The results of this study are in line with the findings Asmoro & Tuti (2023) which states that packaging does not have a significant effect on repurchase intentions. Research Ramadhan & Kussudyarsana (2024) also supports these results by showing that packaging design has no influence on consumer repurchase intentions.

### **The Direct Influence of Brand Awareness on Consumer Satisfaction with Sumbawa Forest Massage Oil Products.**

The results of this study indicate that brand awareness has a positive and significant effect on consumer satisfaction with Sumbawa Forest Rubbing Oil. Consumers with high levels of brand awareness tend to have higher expectations of the product, so when the product meets those expectations, their perceived level of satisfaction increases.

The results of this study are in line with the findings Atmaka & Putra (2024) which shows that brand awareness has a positive and significant effect on Kopiko consumer satisfaction in Cimahi City Furthermore, Lengkong et al (2021) also found that the better the brand awareness that consumers have, the higher the level of consumer satisfaction will be, which in the end will result in consumers looking for that brand more.

### **The Direct Influence of Brand Awareness on Repurchase Intention for Sumbawa Forest Massage Oil Products.**

The results of this study indicate that brand awareness has a positive and significant effect on repurchase intention for Sumbawa Forest Massage Oil. Consumers who are familiar with and remember Sumbawa Forest Massage Oil are more likely to make repeat purchases due to their trust and confidence in the brand.

The results of this study are in line with the findings Subadar & Nusron (2023) which shows that brand awareness has a positive and significant effect on repurchase intentions. Similar results were also found by Tuinesia et al (2022) shows that brand awareness has a significant influence on repeat purchase intentions, because the more a brand is known and remembered by consumers, the higher the level of repeat purchases will be. This statement is supported by research conducted by Sadikin & Aprilianto (2022) which shows that the higher the brand awareness provided, the more influential it is and the greater the intention to repurchase an iPhone.

### **The Direct Influence of Consumer Satisfaction on Repurchase Intention for Sumbawa Forest Massage Oil Products**

The results of this study indicate that consumer satisfaction has a positive and significant effect on repurchase intention for Sumbawa Forest Massage Oil. Consumers who are satisfied with the product's quality and benefits tend to demonstrate loyalty by making repeat purchases and recommending the product to others.

The results of this study are in line with the findings Gultom et al (2021) which shows that consumer satisfaction has a positive and significant effect on repurchase intentions for DBD Power Medan products. Similar results were also presented by Nurjanah & Hayadi (2025) shows that consumer satisfaction has a positive and significant effect on repurchase intentions. In addition, research conducted by Gustia & Hayuningtias (2024) also strengthens these findings by showing that consumer satisfaction has a positive and significant influence on repurchase intentions.

### **The Indirect Effect of Consumer Satisfaction in Mediating Product Packaging on Repurchase Intention.**

The results of this study indicate that consumer satisfaction mediates the influence of product packaging on repurchase intentions. Although packaging does not directly influence repurchase intentions, good packaging can increase consumer satisfaction, which in turn encourages repeat purchases.

The results of this study are supported by Mulyono & Wahyudi (2021) which found that packaging mediated customer satisfaction had a positive effect on customer loyalty of AMDK AirKu in Kulon Progo district. In addition, research conducted by Syahrizal & Sigarlaki (2024) also shows that customer satisfaction has a clear and substantial influence on customer tendency to make repeat purchases.

### **The Indirect Effect of Consumer Satisfaction in Mediating Brand Awareness on Repurchase Intention.**

The results of this study indicate that consumer satisfaction can mediate the influence of brand awareness on repurchase intention. High brand awareness can increase consumer satisfaction, which in turn encourages repurchase intention.

The results of this study are supported by Assiddiq (2024) which confirms that brand awareness has a significant influence on repurchase intentions through consumer satisfaction, both simultaneously and partially. Similar findings were put forward by Atmaka & Putra (2024) which shows that customer satisfaction plays a role in mediating the influence of brand awareness on repurchase intentions. This statement is supported by Haeruddin (2025) which shows that brand awareness influences repurchase intention through customer satisfaction as a mediating variable.

## **CONCLUSION**

This study shows that product packaging and brand awareness play a role in shaping repurchase intentions for Sumbawa Forest Massage Oil, with satisfaction as a mediating variable. The analysis results prove that product packaging has a positive and significant effect on consumer satisfaction, but no significant effect on repurchase intentions. Conversely, brand awareness has a positive and significant effect on both consumer satisfaction and repurchase intentions. In

addition, consumer satisfaction is proven to have a significant effect on repurchase intentions and is able to mediate the influence of product packaging and brand awareness. These findings contribute to the development of marketing studies by emphasizing the role of consumer satisfaction as a connecting mechanism between brand perception and repurchase behavior, especially in the context of traditional medicine products based on local wisdom. However, the limitations of this study lie in the research object which only focuses on one product and the use of relatively limited variables.

Based on these limitations, further research is recommended to expand the research object and context to other traditional products or add research locations to increase the generalizability of the results. The addition of other variables such as product quality, price, brand trust, and promotion is also recommended to provide a more comprehensive picture of the factors influencing repurchase intention. Furthermore, future research can consider using different methodologies, such as mixed methods or longitudinal methods, to gain a deeper understanding of the dynamics of consumer satisfaction and repurchase behavior over time.

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