

# The Effect of Brand Awareness And Service Quality on Repurchase Intention Through Customer Satisfaction of Mcdonald's Consumers in Semarang

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## Keywords:

Brand Awareness, Service Quality, Customer Satisfaction, Repurchase Intention, Fast Food Restaurant

## Abstract

The rapid growth of the fast-food restaurant industry in Indonesia demands effective strategies to maintain consumer loyalty, especially in the face of intense competition and shifting consumer preferences. This study aims to analyze the effect of Brand Awareness and Service Quality on Repurchase Intention with Customer Satisfaction as a mediating variable, focusing on McDonald's consumers in Semarang. Data were collected through a survey of 100 respondents using a purposive sampling technique. Respondents were McDonald's customers who had made at least two purchases in the last three months. Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS. The findings show that Brand Awareness has a significant positive effect on Customer Satisfaction ( $\beta = 0.386$ ;  $p = 0.000$ ) but does not directly affect Repurchase Intention ( $\beta = 0.093$ ;  $p = 0.425$ ). Meanwhile, Service Quality significantly influences both Customer Satisfaction ( $\beta = 0.429$ ;  $p = 0.000$ ) and Repurchase Intention ( $\beta = 0.140$ ;  $p = 0.017$ ). Furthermore, Customer Satisfaction itself significantly drives Repurchase Intention ( $\beta = 0.307$ ;  $p = 0.000$ ) and acts as an effective mediator for the influence of both Brand Awareness and Service Quality on Repurchase Intention. This study highlights the key role of Customer Satisfaction as a bridge that connects consumer perceptions of brand and service with repeated purchasing decisions. The results are expected to provide practical input for McDonald's management to strengthen loyalty strategies through service quality improvements and brand reputation management

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## INTRODUCTION

The fast food restaurant industry in Indonesia is growing rapidly in line with changing urban lifestyles, which demand practical, fast, and high-quality service. McDonald's is one brand that dominates both the global and national markets, and remains a top choice for consumers across generations (Huarng & Yu, 2019). In Semarang, McDonald's presence is growing stronger with the growth of shopping centers, business districts, and high mobility.

However, the intense competition in the quick-service restaurant industry requires McDonald's to maintain customer loyalty through effective strategies. One indicator of loyalty is repurchase intention, which is a consumer's desire to make repeat purchases in the future (Tandon et al., 2017; Wilson et al., 2019). Several key factors believed to influence repurchase intention are brand awareness and service quality (Jasin et al., 2023). Consumers with strong brand awareness tend to have higher trust in the product, while excellent service quality will create a satisfying consumption experience (Aaker, 2010).

In the era of digital competition, brand awareness is built not only through conventional advertising, but also through digital interactions, social media promotions, and consumer testimonials. McDonald's utilizes various digital channels to maintain brand connection with its consumers. However, it needs to ensure that this extensive brand communication truly impacts consumer trust, which leads to satisfaction and repeat purchase decisions. This is crucial because

consumer preferences are rapidly changing with the emergence of many alternative fast food restaurants in Semarang.

Beyond brand awareness, service quality is a crucial pillar that differentiates McDonald's from competitors. Fast service, store cleanliness, friendly staff, and easy access to ordering through the app are all part of a service quality strategy that must be maintained. Customers who feel comfortable, are served promptly, and receive products that meet their expectations tend to be highly satisfied. In this context, customer satisfaction serves as a bridge connecting initial perceptions of the brand and service quality with ongoing loyalty.

Several previous studies, such as those by Jasin et al. (2023) and Huarng & Yu (2019), confirm that brand awareness and service quality can influence customer satisfaction, which ultimately influences repurchase intention. However, most studies still focus on SMEs or digital services, so their relevance to the context of multinational fast food restaurants like McDonald's in Semarang needs to be reexamined. This is because consumer characteristics, brand perceptions, and service expectations in global restaurants may differ from those in the SME sector.

Based on this background, this study aims to analyze the influence of brand awareness and service quality on repurchase intention with customer satisfaction as a mediating variable among McDonald's consumers in Semarang. The results of this study are expected to provide academic contributions to the development of service marketing theory, as well as serve as a basis for strategic considerations for McDonald's management in increasing consumer loyalty by optimizing brand reputation and service quality.

## 2. Literature Review

### 2.1 Grand Theory

This research is based on the Behavioral Intention Model theory, which explains that consumer behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of service marketing, this model is relevant to Customer Satisfaction Theory, which emphasizes that repurchase decisions are formed from consumers' assessments of actual experiences compared to their expectations (Oliver, 1980). If service or product performance meets or exceeds expectations, satisfaction is achieved and drives loyalty and repurchase intentions (Huarng & Yu, 2019).

### 2.2 Brand Awareness

Brand awareness is the ability of consumers to recognize and remember a brand and distinguish it from competitors in various situations (Mashur et al., 2020). A high level of brand awareness creates trust and positive perceptions, thus influencing repurchase decisions (Huarng et al., 2019). Ilyas et al. (2020) emphasized that brand awareness indicators include brand recall, brand recognition, and top-of-mind awareness, where consumers are able to spontaneously recall a brand, recognize its logo or symbol, and place the brand first when thinking about similar product categories. High brand awareness can be driven by consistent promotions, unique visual designs, and positive consumer experiences through direct interactions and digital media (Huarng & Yu, 2019). Based on this study, brand awareness is believed to have a positive effect on customer satisfaction and repurchase decisions (Tandon et al., 2021).

### 2.3 Service Quality

Service quality is the extent to which the service received by consumers meets or even exceeds their expectations (Jasin et al., 2023). Referring to the SERVQUAL theory by Parasuraman et al. (1988), which is still relevant today, service quality is measured through five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Mulyandi & Tjandra (2022) emphasized that physical aspects such as facility cleanliness, service reliability as promised, staff response time, security assurance, and employee concern are important factors in shaping perceptions of service quality. Research by Phuong & Trang (2021) added that employee training, implementation of SOPs, and supporting technology are key factors that strengthen service quality in the service

sector. In the context of fast food restaurants like McDonald's in Semarang, consistency of service standards is a determinant of customer satisfaction and repeat purchases (Nguyen et al., 2023).

#### 2.4 Customer Satisfaction

Customer satisfaction is defined as a post-purchase evaluation that compares expectations with the actual service received (Huarng & Yu, 2019). He & Song (2020) state that customer satisfaction can be measured through overall satisfaction, fulfillment of initial expectations, and willingness to recommend to others. Mashur et al. (2020) explain that satisfaction is formed through positive experiences that support trust and perceived value. Factors such as ease of transactions, speed of service, and a good brand reputation also support customer satisfaction (Tandon et al., 2021). Ismail et al. (2023) emphasize that satisfied customers will have a greater intention to make repeat purchases.

#### 2.5 Repurchase Intention

Repurchase intention is defined as a consumer's tendency to repurchase the same product or service based on previous consumption experiences (Wilson et al., 2019). Tandon et al. (2021) state that repurchase intention is generally measured through the desire to repurchase, the tendency to recommend the brand to others, and long-term loyalty commitment. According to Huarng et al. (2019), repurchase intention arises when consumers feel satisfied and believe in the consistency of brand quality. Ismail et al. (2023) added that repurchase intention can be strengthened if brand awareness and service quality are well managed, especially with the mediating role of customer satisfaction. In a recent study, Nguyen et al. (2023) also emphasized that satisfied customers tend to be loyal and maintain repurchase intentions even when faced with many alternatives.

#### 2.6 Framework of Thought

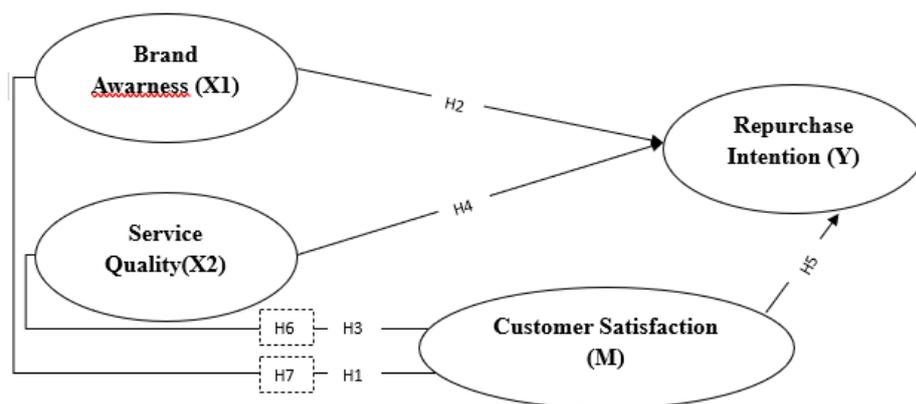
This research is based on consumer behavior theory, which explains that behavioral intention is formed from consumer attitudes, beliefs, and perceptions of a product or service (Ajzen, 1991; Oliver, 1980). In the context of service marketing, brand awareness and service quality are two important factors that influence customer satisfaction, which in turn determines repurchase intention.

Brand awareness influences how much consumers recognize, remember, and place McDonald's as their primary choice among other fast food restaurant brands (Mashur et al., 2020; Ilyas et al., 2020). A high level of brand awareness encourages consumers to have positive expectations of the service they receive, thereby increasing satisfaction when those expectations are met (Huarng et al., 2019).

On the other hand, service quality is a crucial aspect that directly shapes customer satisfaction (Parasuraman et al., 1988; Jasin et al., 2023). Excellent service quality is demonstrated through store cleanliness, speed of service, reliable procedures, security assurance, and friendly staff (Phuong & Trang, 2021; Mulyandi & Tjandra, 2022). Service performance that meets or exceeds expectations strengthens positive customer experiences, thereby increasing satisfaction (Nguyen et al., 2023).

Customer satisfaction acts as a mediating variable that bridges the relationship between brand awareness and service quality with repurchase intention (Huarng & Yu, 2019; Tandon et al., 2021). Satisfied consumers tend to make repeat purchases, recommend products to others, and demonstrate brand loyalty (Ismail et al., 2023; Wilson et al., 2019).

Based on this framework, it can be assumed that the higher the brand awareness and the better the service quality, the higher the customer satisfaction, which ultimately drives the repurchase intention of McDonald's consumers in Semarang.



**Figure 1 Research Framework**

### Research Hypothesis

Based on the framework above, the hypothesis proposed is as follows:

- H1: Brand awareness has a positive effect on customer satisfaction.
- H2: Brand awareness has a positive effect on repurchase intention.
- H3: Service Quality has a positive effect on Customer Satisfaction.
- H4: Service Quality has a positive effect on Repurchase Intention.
- H5: Customer Satisfaction has a positive effect on Repurchase Intention.
- H6: Customer Satisfaction mediates the influence of Brand Awareness on Repurchase Intention.
- H7: Customer Satisfaction mediates the influence of Service Quality on Repurchase Intention.

## METHODS

### 3.1 Types of Research

This quantitative study, using a causal approach, aims to examine the influence of Brand Awareness and Service Quality on Repurchase Intention through Customer Satisfaction among McDonald's consumers in Semarang. This approach is suitable for simultaneously testing the relationship between latent variables using Structural Equation Modeling (SEM) (Hair et al., 2020).

### 3.2 Population and Sample

The population in this study was all McDonald's consumers in Semarang City who had made at least two purchases in the last three months. Because the population size cannot be calculated precisely (infinite population), the sample size was determined using the Lemeshow (1997) formula, which is appropriate for populations that are not precisely identified.

The Lemeshow formula used is:

$$n = \frac{Z^2 \times p \times (1 - p)}{d^2}$$

Information:

- **Z**= Z table value for 95% confidence level (1.96)
- **p**= assumed proportion, generally 0.5 (because the true proportion is unknown)
- **d**= desired margin of error (usually 0.1 or 0.05)

Thus the calculation is:

$$n = \frac{(1,96)^2 \times 0,5 \times (1 - 0,5)}{(0,1)^2} = 96,04$$

Based on the results of these calculations, the minimum sample size was obtained of around 96 respondents, and then rounded up to 100 respondents to maintain the level of data reliability.

Respondent selection was carried out using purposive sampling with the following criteria: (1) minimum age 17 years, (2) having made a transaction at McDonald's Semarang at least twice in the last three months, and (3) willing to complete the questionnaire in full.

### 3.3 Data Collection Techniques

Primary data was collected through questionnaires using a 1–5 Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire was divided into four sections: respondent identity, Brand Awareness questions, Service Quality, Customer Satisfaction, and Repurchase Intention. The questionnaires were distributed both online and offline in the McDonald's Semarang area.

### 3.4 Data Analysis Techniques

Data analysis in this study was conducted using the Structural Equation Modeling (SEM) approach with the assistance of AMOS or SmartPLS software. SEM was chosen because it can test causal relationships between latent variables simultaneously and in a complex manner (Hair et al., 2020). The analysis process included convergent and discriminant validity tests to ensure each indicator adequately represents its construct (Henseler et al., 2021). Furthermore, reliability testing was conducted through the calculation of Cronbach's Alpha and Composite Reliability (CR) values to ensure measurement consistency (Hair et al., 2020). The constructed model was also evaluated using several Goodness of Fit (GoF) measures such as Chi-square, RMSEA, GFI, AGFI, CFI, TLL, and SRMR according to the guidelines of Hair et al. (2020). Finally, path analysis was conducted to determine the direct and indirect influences between variables, while exploring the mediating role of Customer Satisfaction without using the Sobel test, but directly based on the path coefficient values and the significance of SEM output (Sarstedt et al., 2022).

## RESULTS AND DISCUSSION

### Respondent Profile

Characteristics	Category	Frequency (people)	Percentage (%)
Gender	Man	48	48%
	Woman	52	52%
Age	17–20 years	22	22%
	21–25 years	45	45%
	26–30 years	21	21%
	> 30 years	12	12%
Work	Student	58	58%

	Private employees	27	27%
	Self-employed	10	10%
	Other	5	5%
Frequency of Visits	2–3 times/month	40	40%
	4–6 times/month	35	35%
	> 6 times/month	25	25%
Purchase Method	Dine-in	47	47%
	Takeaway	28	28%
	Delivery	25	25%
Promotion Information Sources	Social media	62	62%
	Friends/Family	23	23%
	Other Advertisements (Banner/TV)	15	15%

Based on the Respondent Profile Table, the majority of respondents were female (52%), slightly outnumbering males (48%). This indicates that McDonald's consumers in Semarang in this sample are relatively gender balanced, with a slight female predominance.

Based on age, the largest group of respondents was 21–25 years old (45%), followed by 17–20 years old (22%), 26–30 years old (21%), and the remainder over 30 years old (12%). This data shows that the majority of McDonald's consumers in Semarang are young people, particularly students and young workers.

In terms of occupation, the majority of respondents were students (58%), followed by private sector employees (27%), self-employed (10%), and others (5%). This supports the finding that the dominant age group is the 21–25 age group.

Frequency of visits indicates a regular consumption pattern: the majority of respondents visit 2–3 times per month (40%), followed by 4–6 times per month (35%), and more than 6 times per month (25%). This indicates a relatively high level of loyalty to the McDonald's brand.

Regarding purchasing methods, respondents preferred dine-in (47%), takeout (28%), and delivery (25%). This indicates a significant consumer preference for dine-in, despite significant delivery services.

The most dominant source of promotional information is social media (62%), followed by recommendations from friends/family (23%), and conventional advertising (15%). This indicates the importance of digital promotion in maintaining awareness among the younger segment.

### Outer Test

**Table 1 Outer Loading**

Indicator	Outer Loading	AVE
BA1	0.958	0.884
BA2	0.943	
BA3	0.919	
SQ1	0.889	0.729
SQ10	0.845	
SQ11	0.832	
SQ12	0.827	
SQ13	0.833	
SQ14	0.856	
SQ15	0.847	
SQ16	0.888	
SQ2	0.798	
SQ3	0.819	
SQ4	0.883	
SQ5	0.832	
SQ6	0.865	
SQ7	0.853	
SQ8	0.879	
SQ9	0.903	0.681
CS1	0.761	
CS2	0.803	
CS3	0.812	
CS4	0.858	
CS5	0.888	
RI1	0.894	0.810
RI2	0.891	
RI3	0.927	
RI4	0.908	
RI5	0.927	
RI6	0.855	
RI7	0.896	

The outer loading values for all indicators were above 0.70, with a range of 0.761–0.958. This indicates that each indicator has a strong contribution in representing its respective construct.

The AVE (Average Variance Extracted) values for all constructs were also above 0.50 (BA: 0.884, SQ: 0.729, CS: 0.681, RI: 0.810). Thus, the model has excellent convergent validity because the indicators are able to adequately explain the construct variance (Hair et al., 2020).

### Reliability Test

**Table 2 Reliability Test**

	Cronbrand Awarnessch's Alpha	Composite Reliability (Rho_A)
Brand Awareness	0.935	0.954
Customer Satisfaction	0.882	0.890
Repurchase Intention	0.961	0.963
Service Quality	0.975	0.978

The results of the reliability test showed that the Cronbach's Alpha and Composite Reliability values for all constructs were above the minimum limit of 0.70 (BA: 0.935–0.954, SQ: 0.975–0.978, CS: 0.882–0.890, RI: 0.961–0.963). This confirms that the research instrument has excellent reliability and is consistent in measuring each latent variable.

### Discrechase Intention Minant Validity

**Table 5 Discriminant Validity**

	Brand Awareness	Customer Satisfaction	Repurchase Intention
Customer Satisfaction	0.422		
Repurchase Intention	0.221	0.437	
Service Quality	0.067	0.451	0.282

The results of the discriminant validity test indicate that the correlation between constructs is still below the square root of the AVE value. The relationship between Brand Awareness (BA) and Customer Satisfaction (CS) is 0.422, BA with Repurchase Intention (RI) is 0.221, and CS with RI is 0.437. The relationship between Service Quality (SQ) and other variables is also moderate (SQ–CS: 0.451; SQ–RI: 0.282). This proves that each construct has adequate discrimination so that there is no overlap between constructs (Henseler et al., 2021).

### R-Square

**Table 4 R Square**

	R- Square	R- Square Adjusted
Customer Satisfaction	0.336	0.322
Repurchase Intention	0.182	0.157

The R-square value for Customer Satisfaction (CS) is 0.336, meaning that Brand Awareness and Service Quality variables together explain 33.6% of the variation in customer satisfaction. Meanwhile, the R-square value for Repurchase Intention (RI) is 0.182, meaning that BA, SQ, and CS explain 18.2% of the variation in repurchase intention. This value is categorized as moderate for CS and weak to moderate for RI (Hair et al., 2020).

Path Coefficient

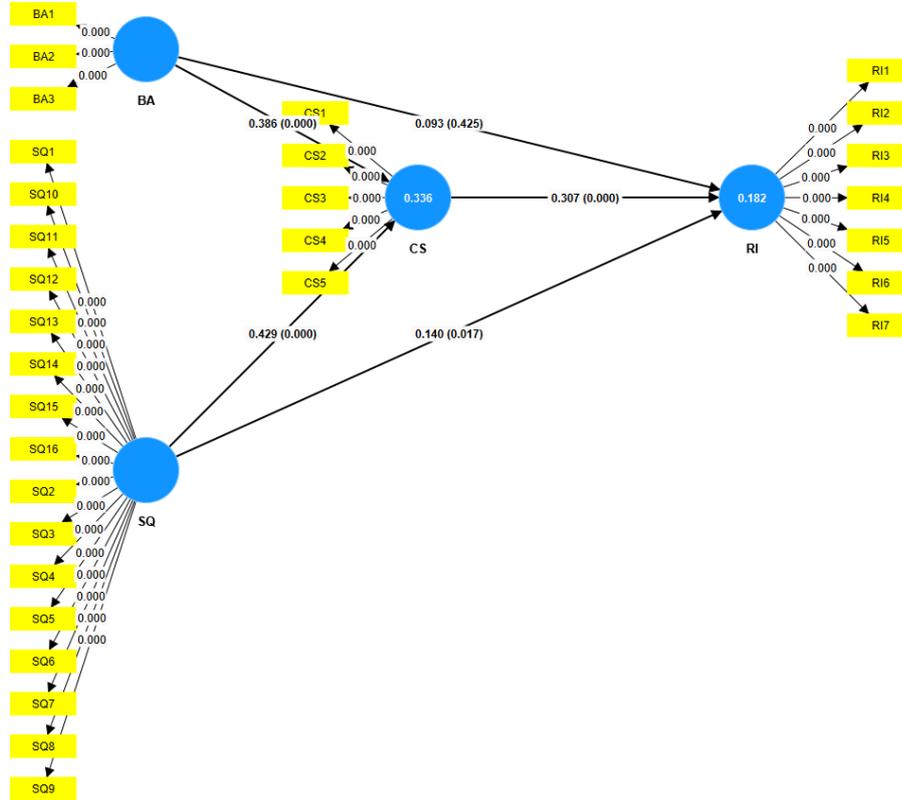


Figure 2 Path Coefficient  
Table 5 Path Coefficient

	Purchase Intentional Sample (O)	Sample Mean (M)	Standard Deviation (Stdev)	T Statisticscustomer Satisfaction ( O/Stdev )	P Values
Brand Awareness -> Customer Satisfaction	0.386	0.390	0.069	5,619	0.000
Brand Awareness -> Repurchase Intention	0.093	0.097	0.117	0.798	0.425
Customer Satisfaction -> Repurchase Intention	0.307	0.305	0.078	3,933	0.000
Service Quality -> Customer Satisfaction	0.429	0.435	0.084	5,120	0.000

Service Quality -> Repurchase Intention	0.140	0.141	0.059	2,384	0.017
Brand Awareness -> Customer Satisfaction -> Repurchase Intention	0.118	0.118	0.036	3,315	0.001
Service Quality -> Customer Satisfaction -> Repurchase Intention	0.131	0.132	0.044	3,001	0.003

The path test results show that Brand Awareness has a fairly strong positive influence on Customer Satisfaction with a coefficient value of 0.386 and is significant ( $p = 0.000$ ). However, the direct influence of Brand Awareness on Repurchase Intention is small (0.093) and insignificant ( $p = 0.425$ ), so it does not have a direct impact on repurchase decisions.

**Service Quality** has a positive and significant effect on Customer Satisfaction (0.429;  $p = 0.000$ ) and also directly on Repurchase Intention (0.140;  $p = 0.017$ ). This indicates that service quality drives both satisfaction and repeat purchases, although the direct effect is smaller than the indirect path.

**Customer Satisfaction** itself contributes significantly to Repurchase Intention with a coefficient of 0.307 ( $p = 0.000$ ). In addition to the direct relationship, the influence of Brand Awareness → Customer Satisfaction → Repurchase Intention is also significant (0.118;  $p = 0.001$ ) as well as Service Quality → Customer Satisfaction → Repurchase Intention (0.131;  $p = 0.003$ ).

## 5. Discussion

The results of this study confirm that brand awareness has a significant influence on customer satisfaction, but does not directly influence repurchase intention. This finding supports Oliver's (1980) view that strong brand perceptions need to be supported by tangible satisfaction to foster behavioral loyalty. This finding also aligns with Mashur et al. (2020), who emphasized the importance of enhancing tangible experiences to retain customers.

Conversely, service quality has been shown to have a positive influence, both directly and through customer satisfaction, on repurchase intentions. This supports the SERVQUAL concept (Parasuraman et al., 1988), which states that consistent service quality fosters trust and satisfaction, which ultimately increases repurchase intentions (Nguyen et al., 2023). The finding of customer satisfaction as a mediator also strengthens the Behavioral Intention Model (Ajzen, 1991), which explains that behavioral intentions are formed through the evaluation of actual experiences.

Practically, these results suggest that McDonald's customer retention strategy in Semarang should focus on improving overall service quality, not just promotions to increase brand awareness. Without tangible customer satisfaction, brand-building efforts may not be effective in driving repeat purchases amidst intense fast-food competition.

## CONCLUSION

Based on the results and discussion, it can be concluded that customer satisfaction plays a crucial role as a bridge between brand awareness and service quality and repurchase intention. Despite McDonald's strong brand recognition in Semarang, repeat purchases will not occur if consumers are dissatisfied with the service they receive.

These results imply that McDonald's management needs to ensure that service quality standards are maintained, from cleanliness and speed of service to employee interaction. This way, customer loyalty can be built not only through brand popularity but also through a consumption experience that meets expectations.

This study has limitations, particularly in that it limited respondents to the Semarang area and employed a cross-sectional survey approach. Future research suggests conducting similar studies in other cities, or comparing multinational and local fast food restaurant brands, for more comprehensive and broader generalizability.

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