



**THE IMPACT OF INNOVATION, CONSUMER BEHAVIOUR CHANGES, AND THE COVID-19
PANDEMIC ON REPURCHASE INTENTION: THE MEDIATING ROLE OF CUSTOMER
SATISFACTION IN WARUNK UPNORMAL**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Manajemen**

By:

OLIVIA RENGGANIS PERMATASARI

014202000007

**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM**

CIKARANG

SEPTEMBER, 2023

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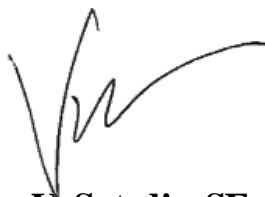
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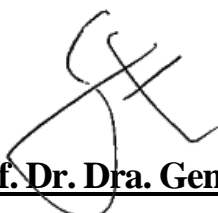
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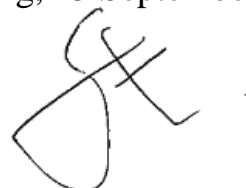
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ABSTRACT

This study explores the profound impact of the COVID-19 pandemic on the restaurant industry, with a focus on Warunk Upnormal, a prominent player in the food and beverage sector. By examining innovation, shifts in consumer behavior, and their influence on repurchase intention, it highlights the critical role of customer satisfaction as a mediator. Data from 128 Warunk Upnormal patrons across Indonesia, collected through an online survey, is analyzed using PLS-SEM (Partial Least Square Structural Equation Modelling) with SmartPLS 4.0.9.6. The results show significant positive direct effects of most independent variables on repurchase intention. Importantly, both innovation and the pandemic significantly affect repurchase intention through customer satisfaction. However, changes in consumer behavior do not have a statistically significant impact on repurchase intention through customer satisfaction. These findings offer practical insights and recommendations for businesses, industry stakeholders, and policymakers. Leveraging innovation to adapt to evolving consumer trends is crucial for enhancing customer satisfaction and loyalty. The study also underscores the importance of robust pandemic preparedness plans and suggests refining marketing strategies based on changing consumer behavior and preferences.

Keywords: *COVID-19, Repurchase Intention, Customer Satisfaction, Innovation, Consumer Behavior, Restaurant Industry*

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The researcher hopes that this thesis will prove valuable to anyone in the future who may require information on the related topic.

Cikarang, 15 September 2023

A handwritten signature in black ink, appearing to read 'Olivia', with a decorative flourish underneath.

(Olivia Rengganis Permatasari)

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