

ABSTRACT

The growth of the frozen food industry in Indonesia, driven by changes in consumer lifestyles, has intensified business competition, requiring companies to understand the factors influencing consumers repurchase intention. This study aims to analyze the effects of brand trust, content marketing, and product variety on repurchase intention through customer satisfaction as a mediating variable among consumers of UD. Barokah Frozen Food in Cirebon City.

This study employed a quantitative approach using a survey method. The population consisted of all consumers of UD. Barokah Frozen Food, whose exact number is unknown. The sampling technique used was non-probability sampling with purposive sampling method. The sample consisted of 150 respondents. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) with AMOS 25 software.

The results indicate that brand trust, content marketing, and product variety have a positive and significant effect on repurchase intention. Furthermore, customer satisfaction has a positive and significant effect on repurchase intention and also functions as a mediating variable in the relationship between brand trust, content marketing, and product variety on repurchase intention. In addition, brand trust, content marketing, and product variety have a positive and significant effect on customer satisfaction. These findings suggest that strengthening brand trust, implementing effective content marketing strategies, and providing diverse product offerings can enhance customer satisfaction and encourage repurchase intention. This study provides managerial implications for improving marketing strategies to strengthen customer relationships and ensure business sustainability.

Keywords: Brand Trust, Content Marketing, Product Variety, Customer Satisfaction, Repurchase Intention