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## THE ROLE OF PRICE ON CONSUMERS OF PT JIVA SAMUDRA BIRU: PRODUCT QUALITY AND DESIGN ON REPURCHASE INTENTION

**Cindy Aprilia Sumardi<sup>1</sup>**

**Universitas Djuanda, Bogor, Indonesia**

[cindyaprili05@gmail.com](mailto:cindyaprili05@gmail.com)

**Erny Amriani Asmin<sup>2</sup>**

**Universitas Djuanda, Bogor, Indonesia**

[erny.amriani123@gmail.com](mailto:erny.amriani123@gmail.com)

**Rachmat Gunawan<sup>3</sup>**

**Universitas Djuanda, Bogor, Indonesia**

[rachmatguna5n9@gmail.com](mailto:rachmatguna5n9@gmail.com)

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### Abstract

This study aims to analyze the effect of product quality and product design on repurchase intention through price as an intervening variable (case study on consumers of PT Jiva Samudra Biru). The sample in this study amounted to 384 people who were taken using a non-probability sampling technique with a purposive sampling method with the criteria of consumers who have purchased PT. Jiva Samudra Biru products (Bold and Ko) aged  $\geq 20$  years. The form of this research is descriptive and verification with the path analysis method. The results of the study show that: (1) product quality has a positive and significant effect on repurchase intention, (2) product design has a positive and significant effect on repurchase intention, (3) price has a positive and significant effect on repurchase intention, (4) product quality has a positive and significant effect on price, (5) product design has a positive and significant effect on price, (6) product quality has a positive and significant effect on repurchase intention through price, (7) product design has a positive and significant effect on repurchase intention through price.

**Keywords:** Product Quality, Product Design, Price, Repurchase Intention

## INTRODUCTION

In the era of globalization marked by rapid technological and information developments, the fashion industry in particular has undergone significant transformation. The fashion industry is one of the largest contributors to the 14 creative industries in Indonesia. With a workforce absorption of 54.5%, or approximately 4 million people, the domestic fashion industry contributes Rp 50.3 trillion in foreign exchange earnings. Fashion itself changes with the times, which is largely influenced by society, which causes changes in design modes and product quality.

Children's fashion sales hold significant business potential. Sales of children's clothing have surged in the past five years, even surpassing sales of adult clothing for both men and women. Sales of children's clothing reached US\$135.6 billion worldwide, including in Indonesia. This led to a 13.2% increase in sales transactions for mother and child products. Interest in purchasing children's clothing is influenced by the personal needs of parents who desire comfort and safety for their children. Constantly changing fashion trends and increasing parental awareness of the quality of children's clothing are important factors influencing purchasing decisions. Therefore, it is crucial to understand the factors that can influence children's clothing sales in an increasingly competitive market. In recent years, the children's clothing market has experienced significant growth. According to a study by Research and Markets, demand for children's clothing is increasing along with increasing parental awareness of children's fashion and lifestyle. This creates opportunities for manufacturers to develop more diverse and attractive products.

Besides comfort and safety for children, there are several things parents should understand before purchasing children's clothing, one of which is the general characteristics of children's clothing. According to (Zahidah, 2019) the characteristics of children's clothing can be seen from simple, loose-fitting designs, which provide comfort for children when playing and moving. Suitable materials are made from natural fibers, such as cotton. Furthermore, natural fibers have a texture suitable for children's clothing, namely a soft texture. Further characteristics include the use of bright colors that suit children's personalities. The use of motifs that convey a cheerful and playful impression, and the use of a single, eye-catching decoration. Over time, children's clothing has experienced rapid development, from the numerous changes in children's clothing designs to the use of a variety of materials to follow current fashion trends.

This development is also inseparable from consumer needs and desires, technological advancements, and human creativity. Likewise, the way children's clothing is purchased has changed, from traditional offline stores to online stores. In a context of intense competition, repeat purchase intention is a crucial factor. Consumers who are satisfied with the quality and experience of a particular product are more likely to make repeat purchases. Therefore, companies need to maintain consistent product quality and continuously innovate to increase consumer repeat purchase intention and maintain competitiveness in an increasingly competitive market.

One marketing strategy a company can use to achieve its goals is to pay attention to repeat purchase intention. Repeat purchase intention refers to a consumer's tendency or intention to repurchase a product or service they have previously tried and consumed. This factor is crucial in the business world because it reflects the level of consumer satisfaction with a particular product or brand. In general, consumers with high repeat purchase intention

tend to remain loyal and make more frequent repeat purchases. This, in turn, can increase company revenue and ensure long-term business sustainability.

Repurchase intention is a purchase intention based on past purchasing experiences that reflect a high level of consumer satisfaction (Hasan, 2018). Factors that can influence repurchase intention include product quality, price, brand image, service quality, and customer satisfaction (Hasan, 2018). Several indicators are used to measure repurchase intention: transactional intention, referential intention, preferential intention, and exploratory intention (Hasan, 2018).

Repurchase intention develops after a consumer experiences a positive experience, whether in terms of product quality, brand image, or service. This repurchase intention develops as consumers consistently feel satisfied, thus strengthening their emotional connection with the product or brand. Before consumers become truly loyal, they typically experience satisfaction first upon purchasing a product. This satisfaction arises when consumer expectations are met or even exceeded by the performance of the product or service, which then encourages consumers to repurchase and become loyal to that product or brand. Another factor that can influence repurchase intention is product price.

In general, price is the amount of money a buyer must pay to a seller to obtain the goods or services they wish to purchase. Therefore, prices are generally determined by the seller or service provider. However, in the art of buying and selling, buyers or consumers can negotiate the price. According to (Kotler & Armstrong, 2019), price is "the amount of money charged for a product, or the amount of value that customers exchange for the benefits of having or using it." The only element of the marketing mix that generates revenue is price; all other elements are costs. Four factors influence product pricing: affordability, price-to-quality fit, price-to-benefit fit, and price competitiveness.

Besides price, another factor influencing repurchase intention is product quality. Product quality is a factor that influences repurchase intention. Product quality is the ability of a product to meet consumer needs, desires, and expectations (Kotler & Keller, 2016). Product quality can also be defined as the totality of product features and characteristics that can satisfy consumer needs. A study by (Syahrizal & Sigarlaki, 2024), found that product quality significantly influences repurchase intention. However, a study by (IrawanLubis et al., 2023) found that product quality had no significant effect on repurchase intention. Indicators of product quality are: Form, features, customization, performance quality, conformance quality, durability, reliability, repairability, style, and design (Kotler & Keller, 2016).

In addition to product quality and price, another factor that can influence repurchase intention is product design. (Kotler & Armstrong, 2019) state that product design is the totality of features that influence how a product is perceived, perceived, and functioned by customers. They emphasize that design is not just about appearance but also encompasses the function and value contained within the product. Product design indicators include characteristics, performance, conformance quality, durability, reliability, repairability, and style.

This research is motivated by a research gap in previous studies. Several previous researchers have analyzed the effect of product quality on repurchase intention. This finding is supported by research conducted by (Hafidh et al., 2024) demonstrated an indirect effect of product quality on repurchase intention. Meanwhile, research by (Saputri & Tjahjaningsih,

2022) found that product quality positively influences repurchase intention. It can be concluded that better product quality increases repurchase intention. This research aligns with research by (Aulia & Hutauruk, 2023), which explains that product quality has a positive influence on repurchase intention.

Research by (Taufiq, 2022) shows that product design has a positive and significant effect on repurchase intention, while research by (Albertus, 2015) shows that product design has a positive and significant indirect effect on repurchase intention.

Research by (Soelistio, 2016), shows that price has a positive and significant effect on repurchase intention. (Wiguna et al., 2023) found that product price has a positive and significant effect on repurchase intention. (Muthi, 2023) also stated the same thing, that product price has a positive and significant effect on repurchase intention (Putrifasari et al., 2023) research on product design, analyzed using a partial t-test, showed a significant effect on the repurchase intention variable.

## **REVIEW OF LITERATURE**

### **Repurchase Intention**

Repurchase Intention or repurchase interest is consumer behavior where consumers have a desire to choose and consume a product. Repurchase intention or repurchase interest will arise if a consumer has an influence on the quality and quality of a product and information about a product, (Abzari et al., 2014). According to (Megantara & Suryani, 2016) repurchase intention is a customer's intention to purchase a product they have previously purchased. Repurchase intention is a consumer's decision to purchase a product According to (Kotler & Keller, 2021), in the purchasing process, repurchase intention is closely related to the customer's motives for using or purchasing a particular product. These purchasing motives vary from customer to customer. Customers will choose products that contain attributes they believe are relevant to their needs. From this definition, it can be concluded that repurchase intention is a customer's behavior when making a first-time purchase and having a positive attitude, leading to repeat purchases in the future.

### **Product Quality**

Product quality is the primary foundation for a brand's success in the marketplace. Quality products not only meet customer needs but also exceed their expectations. This builds trust, satisfaction, and long-term loyalty, ultimately becoming a competitive advantage for the company.

According to (Kotler & Armstrong, 2019) "Product quality is one of the primary positioning tools for marketers. Quality has a direct impact on the performance of a product or service; therefore, quality is closely related to customer value and satisfaction. In a narrower sense, quality can be defined as 'freedom from defects.' But most customer-centric companies go far beyond this narrow definition. Instead, they define quality based on value creation and customer satisfaction."

### **Product Design**

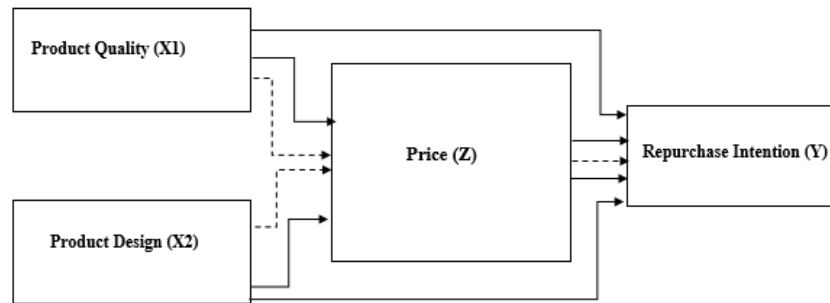
Product design is the totality of features that influence a product's appearance and function in terms of customer needs. With increasingly fierce competition, design will become one of the most powerful ways to differentiate and position a company's products and services. According to (Kotler & Armstrong, 2019) state that product design is the totality of features that influence how a product looks, feels, and functions for customers.

They emphasize that design is not just about appearance, but also encompasses the function and value contained within the product.

### Price

Price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain the benefits of owning or using a product or service. According to (Kotler & Armstrong, 2019), in a narrow sense, price is the amount charged for a product or service. More broadly, price is the sum of all the values given by customers to obtain the benefits of owning or using a product or service.

Based on the definition above, it can be concluded that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for the benefits of owning or using a product or service.



**Figure 1.**  
**Conceptual Framework**

- H1: Product quality has a positive and significant effect on price.
- H2: Product design has a positive and significant effect on price.
- H3: Product quality has a positive and significant effect on repurchase intention.
- H4: The influence of product design has a positive and significant effect on repurchase intention.
- H5: The influence of product price has a positive and significant effect on repurchase intention.
- H6: Product quality has a positive and significant indirect effect on repurchase intention through price.
- H7: Product design has a positive and significant indirect effect on purchase intention through price.

### RESEARCH METHOD

This study used primary and secondary data. Primary data sources were obtained through interviews with research subjects and direct field observations. Secondary data sources included books, journals, articles, and information regarding PT Jiva Samudra Biru. The population of this study was consumers of PT. Jiva Samudra Biru (Bold and Ko). The sample was selected based on the following criteria:

1. Consumers who have purchased PT. Jiva Samudra Biru products (Bold and Ko).
2. Consumers aged twenty years and over, as they are capable of making rational purchasing decisions.

A total of 384 consumers met these criteria. This research was descriptive and verified using path analysis.

**RESULTS AND DISCUSSION**

This study examines the effect of inflation, interest rates, profitability, liquidity, and leverage on stock returns. The research variables are explained in the following descriptive statistical analysis.

**Table 1.**  
**Recapitulation of Research Respondent Characteristics**

| No | Characteristics | Respondent Characteristics | Number (People) | Percentage (%) |
|----|-----------------|----------------------------|-----------------|----------------|
| 1  | Age             | Woman                      | 373             | 97,1           |
| 2  | Occupation      | Housewife                  | 205             | 53,7           |
| 3  | Income          | 3.000.000 - Rp 4.000.000   | 260             | 67,7           |

Source: Processed Data, 2025

Path analysis is a regression model that analyzes the relationship between variables with the aim of determining the direct and indirect influence of brand image mediating product quality and price on purchasing decisions. The direct influence of independent (exogenous) variables on dependent (endogenous) variables is as follows. The following are the results of the analytical test using SPSS Statistics 25 for Windows:

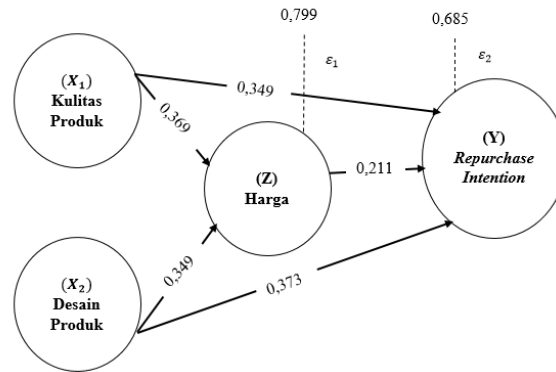
**Table 2.**  
**Path Analysis Test Results**

| Variable                  |                         | Path Coefficient Value |          |       |
|---------------------------|-------------------------|------------------------|----------|-------|
| Independent               | Dependent               | Direct                 | Indirect | Total |
| Product Quality ( $X_1$ ) | Price (Z)               | 0,396                  |          |       |
| Product Design ( $X_2$ )  | Price (Z)               | 0,349                  |          |       |
| Product Quality ( $X_1$ ) | Reprchase Intention (Y) | 0,349                  | 0,084    | 0,433 |
| Product Design ( $X_2$ )  | Reprchase Intention (Y) | 0,373                  | 0,083    | 0,456 |
| Price (Z)                 | Reprchase Intention (Y) | 0,211                  |          |       |

Source: processed data (SPSS), 2025

The interpretation of the results of the path analysis test using SPSS is as follows:

1. Product quality influences repurchase intention, both directly and indirectly through price. This is evident from the direct value of 0.349 (34.9%) and the indirect value of 0.084 (8.4%). The total effect of product quality through price is 0.433 (43.3%).
2. Product design influences repurchase intention, both directly and indirectly through price. This is evident from the direct value of 0.373 (37.3%) and the indirect value of 0.083 (8.3%). The total effect of product design through price is 0.456 (45.6%).



**Figure 2.**  
**Path Analysis Test Results**

The structure of the above model is:

First structural comparison

$$Z = P_{ZX1}X_1 + P_{ZX2}X_2 + \varepsilon_1$$

$$Z = 0,396 X_1 + 0,349X_2 + 0,799$$

Second structural equation

$$Y = P_{YX1}X_1 + P_{YX2}X_2 + P_{YZ1}Z_1 + \varepsilon_2$$

$$Y = 0,349 X_1 + 0,373 X_2 + 0,211Z_1 + 0,685$$

**Hypothesis Testing**

In this study, we conducted two t-tests for the first and second equations. The first equation's t-test was used to determine the effect of product innovation and price on social media. The t-test results for the first purchase were:

**Table 3.**  
**Results of the First Equation t-Test**  
**Coefficients<sup>a</sup>**

| Model           | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
|                 | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)    | 11.243                      | 1.285      |                           | 8.751 | .000 |
| Product Quality | .201                        | .022       | .396                      | 9.240 | .000 |
| Product Design  | .137                        | .017       | .349                      | 8.127 | .000 |

a. Dependent Variable: Price

Source: Primary Data Processed with SPSS Version 25, 2025

Based on Table 3, it can be seen that the product quality variable obtained a calculated t value of 9.240 and a t table value of  $\alpha = 0.05$  with a degree of freedom ( $df = 384 - 2 - 1 = 381$ ) of 1.966. Therefore, the calculated t is greater than the t table ( $9.2401 > 1.966$ ) with a significance level of  $0.000 < 0.050$ . Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that product quality has a positive and significant effect on price.

The product design variable obtained a calculated t value of 8.127 and a t table value of  $\alpha = 0.05$  with a degree of freedom ( $df = 384 - 2 - 1 = 381$ ) of 1.966. Therefore, the calculated t is greater than the t table ( $8.127 > 1.966$ ) with a significance level of  $0.000 < 0.050$ . Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that product design has a positive and significant effect on price.

The t-test value for the second equation is used to examine the partial influence of product innovation, price, and social media on customer satisfaction. The following are the results of the t-test for the second equation:

**Table 3.**  
**Results of the Second Equation t-Test**  
**Coefficients<sup>a</sup>**

| Model           | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
|                 | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)    | 4.983                       | 1.252      |                           | 3.979 | .000 |
| Product Quality | .184                        | .021       | .349                      | 8.565 | .000 |
| Product Design  | .152                        | .016       | .373                      | 9.334 | .000 |
| Price           | .219                        | .046       | .211                      | 4.801 | .000 |

a. Dependent Variable: Repurchase Intention

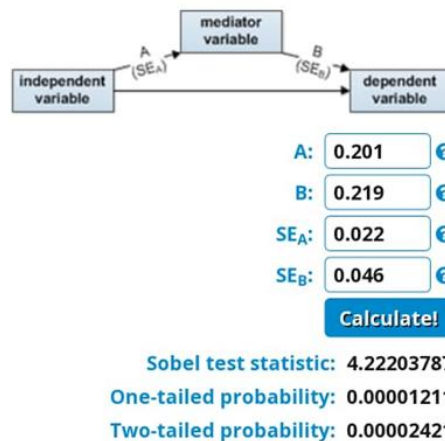
Source: Primary Data Processed with SPSS Version 25, 2025

Based on Table 4, it can be seen that the product quality variable obtained a t-value of 8.565 and a t-value of  $\alpha = 0.05$  with a degree of freedom ( $df = 384 - 2 - 1 = 381$ ) of 1.966. Therefore, the t-value is greater than the t-value ( $8.565 > 1.966$ ) with a significance level of  $0.000 < 0.050$ . Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that product quality has a positive and significant effect on repurchase intention.

The product design variable obtained a t-value of 9.334 and a t-value of  $\alpha = 0.05$  with a degree of freedom ( $df = 384 - 2 - 1 = 381$ ) of 1.966. Therefore, the t-value is greater than the t-value ( $9.334 > 1.966$ ) with a significance level of  $0.000 < 0.050$ . Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that product design has a positive and significant effect on repurchase intention.

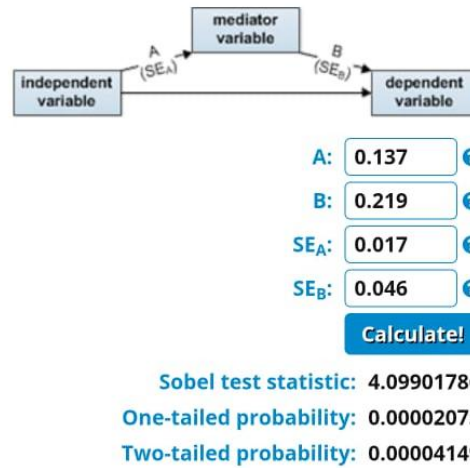
The price variable obtained a t-value of 4.801 and a t-value of  $\alpha = 0.05$  with a degree of freedom ( $df = 384 - 2 - 1 = 381$ ) of 1.966. Therefore, the t-value is greater than the t-value ( $4.801 > 1.966$ ) with a significance level of  $0.000 < 0.050$ . Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that price has a positive and significant effect on repurchase intention.

**Sobel Test**



**Figure 3.**  
**Calculate Sobel Test Results for Product Quality Variables**

Based on Figure 3, it can be seen that the Z-count value is 4.22. The Z-count value is greater than the Z-table ( $4.22 > 1.96$ ), proving that price is able to mediate product quality on repurchase intention.



**Figure 4.**  
**Calculate Sobel Test Results for Product Design Variables**

Based on Figure 4, it can be seen that the Z-count value is 4.09. The Z-count value is greater than the Z-table ( $4.09 > 1.96$ ), proving that price is able to mediate product design on repurchase intention.

#### **Product Quality Has a Direct, Positive and Significant Influence on Repurchase Intention**

Based on the statistical test results, the calculated t value is greater than the t table ( $9.240 > 1.966$ ) with a significance value of  $0.000 < 0.050$ , so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that product quality has a direct, positive and significant effect on repurchase intention. The results of this study are supported by the theory proposed by (Kotler & Armstrong, 2019) which states that product quality is one of the main positioning tools for marketers. Quality has a direct impact on product or service performance, therefore, quality is closely related to customer value and satisfaction. This is in line with research conducted by (Aprilia, 2020) which shows that product quality has a positive and significant effect on repurchase intention.

#### **Product Design Has a Direct, Positive, and Significant Influence on Repurchase Intention**

Based on the statistical test results, the t-value is greater than the t-table ( $8.127 > 1.966$ ) with a significance value of  $0.000 < 0.050$ , so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that product design has a direct, positive and significant effect on repurchase intention. The results of this study are supported by the theory proposed by (Kotler & Keller, 2021) which states that product design is the totality of features that affect how a product can be seen, felt, and functioned for customers. They emphasize that design is not just an external appearance, but also includes the function and value contained in the product. This is in line with research conducted by (Yoopetch et al., 2024) which shows that quality has a positive and significant effect on repurchase intention.

### **Product Quality Has a Direct, Positive, and Significant Effect on Price**

Based on the results of the statistical test, the calculated t value is greater than the t table ( $8.565 > 1.966$ ) with a significance value of  $0.000 < 0.050$ , so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that product quality has a direct, positive and significant effect on price. The results of this study are supported by the theory put forward by (Kotler & Keller, 2016) who stated that product quality is one of the main positioning tools for marketers. Quality has a direct impact on product or service performance, therefore, quality is closely related to customer value and satisfaction. This is in line with research conducted by (Jacobsen, 2018) which shows that quality has a positive and significant effect on price.

### **Product Design Has a Direct, Positive, and Significant Effect on Price**

Based on the statistical test results, the calculated t value is greater than the t table ( $9.334 > 1.966$ ) with a significance value of  $0.000 < 0.050$ . It can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that product design has a direct, positive, and significant effect on price. The results of this study are supported by the theory proposed by (Kotler & Keller, 2016), who state that product design is the totality of features that influence how a product is seen, felt, and functions for customers. They emphasize that design is not just about external appearance, but also includes the function and value contained in the product. This is in line with research conducted by Kim & Moon (2021), which shows that product design has a positive and significant effect on price.

### **Price Has a Direct, Positive, and Significant Effect on Repurchase Intention**

Based on the statistical test results, the calculated t value is greater than the t table ( $4.801 > 1.966$ ) with a significance value of  $0.000 < 0.050$ . It can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that price has a direct, positive and significant effect on repurchase intention. The results of this study are supported by the theory proposed by (Kotler & Armstrong, 2019) in a narrow sense, price is the amount charged for a product or service, more broadly, price is the sum of all values given by customers to obtain benefits from owning or using a product or service. This is in line with research conducted by (Raza & Zaman, 2021) which found that price has a significant influence on consumer purchase intention. This study shows that when the price of a product is considered reasonable and competitive, consumers are more likely to have a purchase intention. Conversely, prices that are too high can reduce purchase interest, especially if consumers feel they are not getting value commensurate with the price.

### **Product Quality Has a Positive and Significant Indirect Effect on Repurchase Intention Through Price**

Based on the results of the Sobel test, the Z-count value was 4.22. The Z-count value is greater than the Z-table ( $3.98 > 1.96$ ), proving that price is able to mediate product quality on repurchase intention. This is in line with research conducted by (Rissa & Prihartono, 2021) which shows that product quality has a positive and significant effect on repurchase intention and price can mediate product quality on repurchase intention.

### **Product Design Has a Positive and Significant Indirect Effect on Repurchase Intention Through Price**

Based on the results of the Sobel test, the calculated Z value was 4.09. The calculated Z value was greater than the Z table ( $4.09 > 1.96$ ), proving that price is able to mediate product design on repurchase intention. The test results show an indirect effect of product

design on repurchase intention through price, thus it can be concluded that mediation occurs. This is in line with research conducted by (Jeon et al., 2021) which showed that product design has a positive and significant effect on repurchase intention.

## **CONCLUSION**

1. Product quality has a positive and significant effect on repurchase intention among PT Jiva Samudra Biru consumers.
2. Product design has a positive and significant effect on repurchase intention among PT Jiva Samudra Biru consumers.
3. Price has a positive and significant effect on repurchase intention among PT Jiva Samudra Biru consumers.
4. Product quality has a positive and significant effect on price among PT Jiva Samudra Biru consumers.
5. Product design has a positive and significant effect on price among PT Jiva Samudra Biru consumers.
6. Product quality has a positive and significant indirect effect on repurchase intention through price as a mediating variable among PT Jiva Samudra Biru consumers.
7. Product design has a positive and significant indirect effect on repurchase intention through price as a mediating variable among PT Jiva Samudra Biru consumers.

## **Suggestion**

1. Product quality was found to have the lowest rating, namely on the style indicator. The company should immediately conduct in-depth research to understand the reasons behind this low rating, then invest in innovation and style improvements to make it more modern, functional, and relevant to the target market's preferences.
2. Product design was found to have the lowest rating, namely on the performance indicator. The company should immediately conduct in-depth evaluation and testing of product performance to identify the root of the problem, whether in raw materials, production processes, or technical design. Afterward, the focus should shift to concrete technical improvements and functional innovations, supported by accurate marketing communications explaining the benefits of these performance improvements.
3. Price was found to have the lowest rating, namely on the price-to-quality indicator. The company should improve product quality in a tangible and measurable way to meet or exceed price expectations, and re-evaluate its pricing strategy to ensure it is competitive and fair.
4. Repurchase intention was found to have the lowest rating, namely on the transactional interest-to-quality indicator. The company should focus on identifying and eliminating purchasing barriers such as price, complicated processes, or lack of trust, and optimizing calls to action and offers to make them more attractive and accessible, so that interest can be converted into actual transactions.
5. Future researchers can use this research as a reference. They can consider other variables that influence repurchase intention to obtain more varied results for optimal results.

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