

THE INFLUENCE OF PRODUCT AND PRICE ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION AT TB TEKAD JAYA IN RASAU JAYA DISTRICT



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Abstract

This study aims to expand the understanding of how product and price influence customer and repurchase intention in the building materials retail sector, which has rarely been the main focus of previous research. The purpose of this study is to analyze product and price on customer satisfaction and repurchase intention at TB Tekad Jaya, located in Rasau Jaya district. The research employs an associative approach with a total of 100 respondents. Data were analyzed using SmartPLS 4 software. The result show that the product variable has a positive and significant effect on the customer satisfaction variable. The price variable has a positive and significant effect on the customer satisfaction variable. The product variable has a positive and significant effect on the repurchase intention variable. The price variable has a positive but not significant effect on the repurchase intention variable. The customer satisfaction variable has a positive and significant effect on the repurchase intention variable. The product variable has a positive and significant effect on the repurchase intention variable through customer satisfaction variable. The price variable has a positive and significant effect on the repurchase intention variable through customer satisfaction variable. Therefore, improving product and applying appropriate pricing strategies can increase customer satisfaction, which in turn enhances repurchase intention.

Keywords: Product, Price, Customer Satisfaction, Repurchase Intention

INTRODUCTION

The modern business world today is developing rapidly and dynamically, in line with the increasing level of competition and the changing behavior of consumers who are becoming more selective. This development will affect the competition and number of competitors in a business. (Wardani and Sumiyati, 2025). Advances in technology, easy access to information, and lifestyle changes allow consumers to have many alternative choices to meet their needs. This phenomenon requires business actors to be more adaptive, creative, and strategic in managing their businesses in order to remain competitive and maintain business sustainability. Every company is required to understand market trends, predict consumer needs, and provide products and services that align with their expectations.

Along with the general development of business, the construction sector in Indonesia has also shown significant growth. The increase in property projects, renovations, and infrastructure development has created high demand for building materials. This phenomenon has encouraged various business opportunities in the building materials sector, as more consumers require diverse, high-quality, and easily accessible construction products. This rapid growth in development not only increases the demand for physical products but also intensifies competition among business actors in meeting that demand.

The retail business, as one of the most consumer-oriented types of enterprises, plays an important role in fulfilling community needs. Retail functions as a distribution channel that provides products directly to end consumers with various choices, prices, and services. Competition in the retail sector requires each store to adopt effective marketing strategies. This situation encourages consumers to become more intelligent in choosing products that suit their needs, budget, and preferences.

One important type of retail business in the construction sector is building supply stores. These stores provide various materials and equipment for construction, renovation, and home repairs. The products offered include cement, paint, tiles, tools, pipes, and various other household supplies. Competition in this sector is quite intense due to the many competitors offering similar products, requiring each store to possess competitive advantages. This phenomenon creates interesting dynamics in consumer behavior, as customers tend to compare several stores before making a purchase.

Kubu Raya Regency is one of the regencies in West Kalimantan Province that has shown rapid development, particularly in the areas of infrastructure, housing, and building construction. This presents an opportunity to start a business in the building supply sector. As of 2025, Kubu Raya Regency has 123 building supply stores. One of them is TB Tekad Jaya. TB Tekad Jaya is a building materials store operating in Rasau Jaya District. Established in 2017, the store is well known by the local community. Its strategic location on the main Rasau Jaya road makes it easy for customers to find and access. In 2020, TB Tekad Jaya opened a branch in Rasau Jaya District as part of its effort to expand its market reach.

In facing intense competition, TB Tekad Jaya strives to provide the best customer satisfaction, with the expectation that satisfied customers will return for repeat purchases. This aligns with the view of Pratiwi, Soeliha, and Pramitasari (2023), who state: "Consumers who feel satisfied with a product, service, or brand are more likely to continue purchasing it and recommend it to others." TB Tekad Jaya implements this through product and pricing

strategies. It offers diverse and high-quality products, various brand options, good packaging, and satisfying service. According to Indrasari (2019), “The better the products offered by producers to consumers, the higher the consumer’s purchase decision will be.”

In terms of pricing policy, TB Tekad Jaya provides competitive prices compared to other stores, ensuring that the prices offered match customer expectations regarding the products they purchase (Rahayu, 2023). Customers were interested in making repeat purchases for a number of reasons, including a welcoming store environment, the availability of products that appealed to the customers’ aesthetic preferences, and pricing that were reasonable given the quality of the goods on sale. (Fachri, Farhan and Sumiyati, 2023). By offering good products and appropriate pricing strategies, TB Tekad Jaya is able to remain sustainable and continue growing amid intense competition, providing customer satisfaction that may eventually influence repurchase intention.

LITERATURE REVIEW

Product

According to Kotler and Armstrong (2019, p. 266): “A product is anything that can be offered to a market to attract attention, acquisition, use, or consumption, and that might satisfy a want or need.” According to Rahayu (2023): “A product is anything received by customers from an exchange with the marketer.” The product dimensions according to Kotler and Armstrong (2019, p. 62) include: “Variety, Quality, Design, Features, Brand name, Packaging, Services.”

Price

According to Kotler and Armstrong (2019, p. 345): “Price is the amount of money charged for a product or service.” According to Sariyanti, Tulhusnah, and Soeliha (2022): “Price plays an important role, particularly in marketing exchanges.” According to Firman (2022): “Price is the amount of money needed as an exchange for a combination of products and services; therefore, a price must be associated with various goods or services, which ultimately correspond to the products and services provided.”

Customer Satisfaction

Customer satisfaction is a measure of a company’s success in meeting the expectations and needs of its consumers. According to Prayoga and Yuliantari (2023): “Customer satisfaction is the response or reaction from customers that reflects their feelings or assessments of their experience in using a company’s products or services.” According to Cahyo et al. (2022): “Customer satisfaction is the condition in which consumers feel satisfied after their desires and expectations regarding the menu, price, facilities, and services provided are fulfilled.”

Repurchase Intention

Repurchase intention refers to a customer’s tendency to make repeat purchases of products or services they have previously used. According to Safitri, Istiqomah, and Utami (2025): “Repurchase intention can be defined as the consumer’s action to make repeated purchases, which is influenced by their experience during or after using the product.”

Conceptual Framework

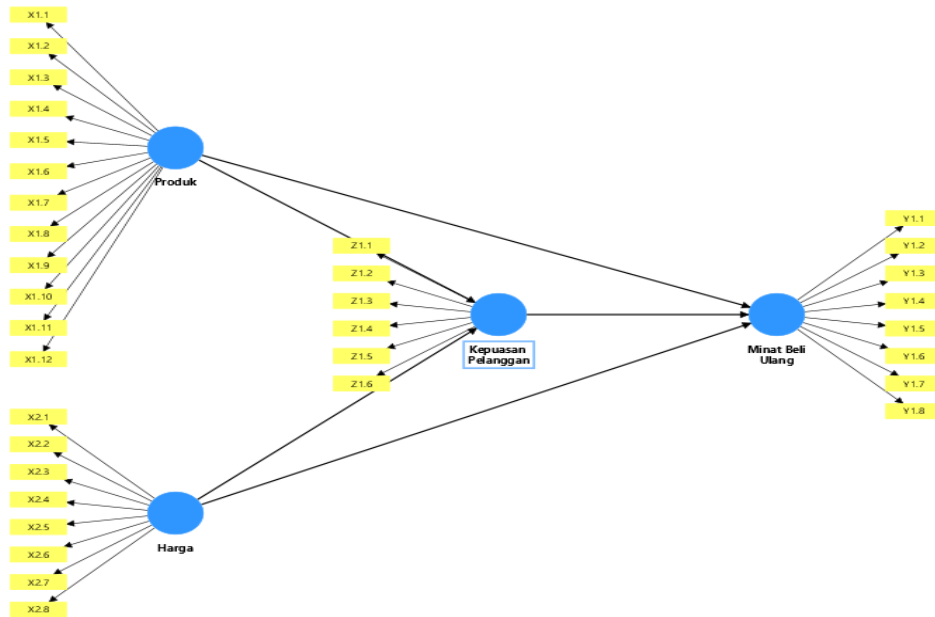


Figure 1.

Conceptual Framework The Influence of Product and Price on Customer Satisfaction and Repurchase Intention at TB Tekad Jaya in Rasau Jaya District

Source: Data processed by researchers, 2025

Hypothesis

- H1: Product influences customer satisfaction
- H2: Price influences customer satisfaction
- H3: Product influences repurchase intention
- H4: Price influences repurchase intention
- H5: Customer satisfaction influences repurchase intention
- H6: Product influences repurchase intention through customer satisfaction
- H7: Price influences repurchase intention through customer satisfaction

RESEARCH METHOD

Type of Research

This research is an associative study. According to Siregar (2018, p. 7): “Associative/relationship research is research aimed at determining the relationship between two or more variables.” This type of research was chosen because the objectives include efforts to explain the relationships and influences that occur among the studied variables, carried out by collecting data through surveys regarding customers’ interest in purchasing building materials at TB Tekad Jaya.

Data Collection Techniques

a. Primary Data

According to Siregar (2018, p. 16): "Primary data is data collected directly by the researcher from the first source or from where the research object is conducted." The data collection techniques in this research are as follows:

1. Interview]

According to Sugiyono (2019, p. 195): "Interviews are used as a data collection technique when researchers want to conduct a preliminary study to identify problems that need to be researched, or when researchers want to obtain deeper information from respondents."

In this research, the researcher interviewed the store owner and employees of TB Tekad Jaya. The questions asked concerned the legality of TB Tekad Jaya and the policies implemented by the store.

2. Questionnaire

According to Sugiyono (2019, p. 199): "A questionnaire is a data collection technique conducted by giving a set of written questions or statements to respondents to be answered." In this research, questionnaires were distributed to all customers of TB Tekad Jaya.

b. Secondary Data

According to Siregar (2018, p. 16): "Secondary data is data published or used by an organization that is not the data processor." The secondary data in this research consist of the list of building supply stores in Kubu Raya Regency, product-based price data for 2025, and TB Tekad Jaya's sales data from 2022 to 2024.

Population and Sample

a. Population

According to Sugiyono (2019, p. 126): "A population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by the researcher to be studied and from which conclusions are drawn." The population in this research is all customers of TB Tekad Jaya.

b. Sample

According to Sugiyono (2019, p. 127): "A sample is a portion of the number and characteristics possessed by the population." To determine the sample size in this research, based on an unknown population size, the Rao Purba formula in Sujarweni (2015, p. 155) is used as follows:

$$n = \frac{Z^2}{4(moe)^2}$$

Description:

n = Number of samples

Z = Normal distribution level at a 5% significance level = 1.96

moe = Maximum margin of error, which is the maximum tolerable or desired sampling error.

Using a maximum margin of error of 10%, the minimum sample size is:

$$n = 1.96/4(0.10)^2$$

$$n = 96.04 \text{ or } 96$$

Based on the calculation above, the minimum sample size required is 96 respondents. In this study, the researcher determined a sample size of 100 respondents.

The sample determination in this study used a purposive sampling technique. According to Sugiyono (2019, p. 133): "Purposive sampling is a sampling technique based on certain considerations." The considerations in determining the sample are as follows:

- 1) Customers with a minimum age of 18 years
- 2) Customers who have made at least two product purchases at TB Tekad Jaya

RESULT AND DISCUSSION

Respondent Characteristics

Table 1.
Gender Description

Category	Description	Number	Percent
Gender	Female	9	9%
	Male	91	91%
Total		100	100%
Age	18–25 years	15	15%
	26–30 years	25	25%
	31–39 years	33	33%
	40–49 years	17	17%
	> 50 years	10	10%
Total		100	100%
Education Level	Elementary School (SD)	23	23%
	Junior High School (SMP)	25	25%
	Senior High School (SMA)	38	38%
	Bachelor's Degree	2	2%
	No Schooling	12	12%
Total		100	100%
Occupation	Student	5	5%
	Entrepreneur	21	21%
	Farmer/Planter	40	40%
	Public/Private Employee	29	29%
	Housewife	5	5%
Total		100	100%
Monthly Income	< Rp 3,000,000	22	22%
	Rp 3,000,000–5,000,000	40	40%
	Rp 6,000,000–9,000,000	32	32%
	> Rp 10,000,000	6	6%
Total		100	100%
Visit Frequency/Year	2–3 times	31	31%
	4–5 times	29	29%
	> 5 times	40	40%

Total	100	100%
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Source: Data processed by researchers, 2025

Based on the data, the majority of TB Tekad Jaya’s customers are male (91%), and most fall within the productive age group of 31–39 years. The respondents’ education levels vary, with the largest group having a senior high school education (38%), followed by junior high school (25%) and elementary school (23%), while only a small proportion hold a bachelor’s degree. Most respondents work as farmers or plantation workers (40%), indicating that customers predominantly come from agricultural backgrounds, followed by private or government employees (29%) and entrepreneurs (21%). In terms of income, most respondents earn between Rp 3,000,000 and Rp 5,000,000 per month (40%), suggesting a middle-income customer base with adequate purchasing power for building materials. Additionally, the majority of customers have made repeated purchases, with 40% buying more than five times per year, indicating strong customer satisfaction and a high level of repurchase intention.

Outer Model

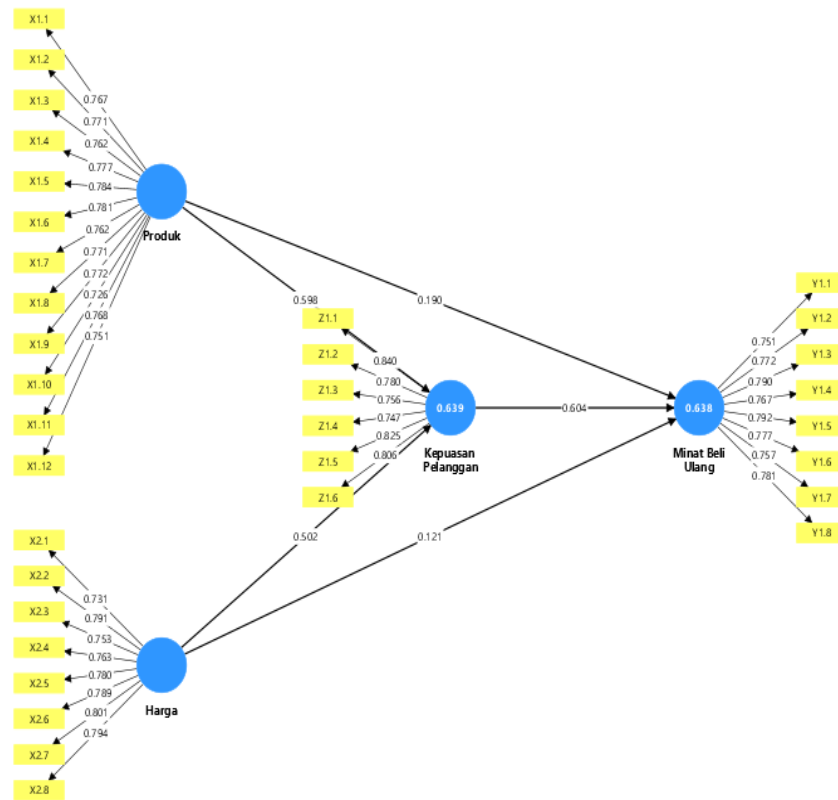


Figure 1.
Outer Model

Source: Data processed by researchers, 2025

Internal Consistency Reliability (Reliability Test)

Table 2.
Cronbach's Alpha Value

Variable	Cronbach's Alpha
Product (X1)	0.905
Price (X2)	0.882
Customer Satisfaction (Z)	0.904
Repurchase Intention (Y)	0.936

Source: Data processed by researchers, 2025

The table above shows that the Cronbach's Alpha value for each variable is >0.7, indicating that the Cronbach's Alpha value meets the requirements and all constructs can be considered reliable.

Validity Test

Convergent Validity

Table 3.
Outer Loading Values

Variable	Indicator	Cross Loadings
Product	X1.1	0.767
	X1.2	0.771
	X1.3	0.762
	X1.4	0.777
	X1.5	0.784
	X1.6	0.781
	X1.7	0.762
	X1.8	0.771
	X1.9	0.772
	X1.10	0.726
	X1.11	0.768
	X1.12	0.751
Price	X2.1	0.731
	X2.2	0.791
	X2.3	0.753
	X2.4	0.763
	X2.5	0.780
	X2.6	0.789
	X2.7	0.802
	X2.8	0.794
Customer Satisfaction	Z1.1	0.840
	Z1.2	0.780
	Z1.3	0.756
	Z1.4	0.747
	Z1.5	0.825
	Z1.6	0.806

Repurchase Intention	Y1.1	0.751
	Y1.2	0.772
	Y1.3	0.790
	Y1.4	0.767
	Y1.5	0.792
	Y1.6	0.777
	Y1.7	0.757
	Y1.8	0.781

Source: Data processed by researchers, 2025

Based on the table above, each research variable indicator has an outer loading value > 0.7. Therefore, it can be concluded that each indicator in this study is valid or has good convergent validity and can be used for further analysis.

Table 4.
Average Variance Extracted Value

Variable	Average Variance Extracted	Description
Product (X1)	0.601	Valid
Price (X2)	0.629	Valid
Customer Satisfaction (Z)	0.598	Valid
Repurchase Intention (Y)	0.587	Valid

Source: Data processed by researchers, 2025

Based on the table above, each variable shows an Average Variance Extracted (AVE) value of >0.5, with the product variable at 0.601, the price variable at 0.629, the customer satisfaction variable at 0.598, and the repurchase intention variable at 0.587. Therefore, it can be concluded that each variable is valid.

Discriminant Validity

Table 5.
Cross-Loading Value

Indicator	Product	Price	Customer Satisfaction	Repurchase Intention
X1.1	0.767	-0.009	0.446	0.423
X1.2	0.771	0.055	0.484	0.406
X1.3	0.762	-0.022	0.492	0.371
X1.4	0.777	0.069	0.466	0.473
X1.5	0.784	0.071	0.528	0.479
X1.6	0.781	0.068	0.520	0.565
X1.7	0.762	0.016	0.502	0.419
X1.8	0.771	0.048	0.450	0.360
X1.9	0.772	0.092	0.463	0.432
X1.10	0.726	-0.019	0.402	0.335
X1.11	0.768	0.067	0.480	0.494
X1.12	0.751	0.059	0.461	0.437
X2.1	-0.012	0.731	0.306	0.355
X2.2	0.036	0.791	0.436	0.297
X2.3	0.059	0.753	0.331	0.309

X2.4	-0.018	0.763	0.371	0.327
X2.5	0.012	0.780	0.418	0.381
X2.6	-0.053	0.789	0.440	0.391
X2.7	0.112	0.801	0.499	0.375
X2.8	0.042	0.794	0.450	0.350
Z1.1	0.569	0.434	0.840	0.627
Z1.2	0.503	0.304	0.780	0.614
Z1.3	0.555	0.375	0.756	0.673
Z1.4	0.399	0.505	0.747	0.602
Z1.5	0.502	0.433	0.825	0.618
Z1.6	0.419	0.472	0.806	0.602
Y1.1	0.325	0.350	0.525	0.751
Y1.2	0.439	0.296	0.644	0.772
Y1.3	0.439	0.305	0.656	0.790
Y1.4	0.446	0.300	0.537	0.767
Y1.5	0.342	0.378	0.564	0.792
Y1.6	0.454	0.385	0.656	0.777
Y1.7	0.471	0.488	0.649	0.757
Y1.8	0.588	0.274	0.602	0.781

Source: Data processed by researchers, 2025

Based on the table above, the outer loading value for each indicator of the product, price, customer satisfaction, and repurchase intention variables is greater than 0.7, it can be declared valid.

Table 6.
Fornell-Larcker Value

	Product	Price	Customer Satisfaction	Repurchase Intention
Product	0.076			
Price	0.047	0.775		
Customer Satisfaction	0.622	0.531	0.793	
Repurchase Intention	0.572	0.450	0.786	0.773

Source: Data processed by researchers, 2025

Multicollinearity Test

Table 7.
Collinearity Statistic (VIF) Values

	Customer Satisfaction	Repurchase Intention
Product	1.002	1.994
Price	1.002	1.701
Customer Satisfaction		2.769
Repurchase Intention		

Source: Data processed by researchers, 2025

Based on the table above, the Collinearity Statistic (VIF) for the product variable on customer satisfaction is 1.002. The product variable on repurchase intention is 1.994. The price variable on customer satisfaction is 1.002. The price variable on repurchase intention is 1.701. The customer satisfaction variable on repurchase intention is 2.769. Since each variable has a cut-off value > 0.1 or equal to a VIF value < 5, it does not violate statistical collinearity.

Structural Model Planning (Inner Model)

The inner model is used to test the influence between one latent variable and another. Three analytical methods can be used to test the inner model: measuring the R2 (R-square) value, Goodness of Fit (GoF), and the Path coefficient.

Goodness of Fit Test (Goodness of Fit)

Table 8.
R-Square Value

Variable	R-Square
Customer Satisfaction	0.639
Repurchase Intention	0.638

Source: Data processed by researchers, 2025

Based on the table above, the R-Square value for the product and price variables on customer satisfaction is 0.639, or 63.9%, indicating a moderate relationship between the variables. The R-Square value for the product and price variables on repurchase intention is 0.638, or 63.8%, indicating a moderate relationship between the variables.

The next test is the Q-Square test. The Q2 value in the structural model test is calculated by looking at the Q2 value. The following are the results of the Q-Square (Q) calculation:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0,639) \times (1 - 0,638)] \\
 &= 1 - (0,361 \times 0,362) \\
 &= 1 - 0,130682 \\
 &= 0,869
 \end{aligned}$$

The results showed a Q-Square value of 0.869, indicating that 86.9% of the data variability can be explained by the research model. Therefore, based on these calculations, it can be concluded that this research model has good Goodness of Fit (GoF).

Hypothesis Testing

Path Coefficient Test

Table 9.
Path Coefficient Value (direct effect)

Relationship	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Value	Description
Product → Customer Satisfaction	0.598	0.600	0.058	10.319	0.000	Positive Significant

Price → Customer Satisfaction	0.502	0.504	0.068	7.358	0.000	Positive Significant
Product → Repurchase Intention	0.190	0.194	0.089	2.137	0.033	Positive Significant
Price → Repurchase Intention	0.121	0.126	0.070	1.730	0.084	Positive Not Significant
Customer Satisfaction → Repurchase Intention	0.604	0.600	0.093	6.524	0.000	Positive Significant

Source: Data processed by researchers, 2025

Based on the table above, the interpretation is as follows:

1. The first hypothesis tests whether the product variable has a positive and significant effect on customer satisfaction. The table above shows an effect size of 0.598 and a p-value of 0.000. With a p-value <0.05, it can be concluded that hypothesis one is accepted, as there is a positive and significant effect between the product variable and customer satisfaction.
2. The second hypothesis tests whether the price variable has a positive and significant effect on customer satisfaction. The table above shows an effect size of 0.502 and a p-value of 0.000. With a p-value <0.05, it can be concluded that hypothesis two is accepted, as there is a positive and significant effect between the price variable and customer satisfaction.
3. The third hypothesis tests whether the product variable has a positive and significant effect on repurchase intention. The table above shows an effect size of 0.190 and a p-value of 0.033. With a p-value <0.05, it can be concluded that hypothesis three is accepted, as there is a positive and significant effect between the product variable and repurchase intention.
4. The fourth hypothesis tests whether the price variable has a positive and significant effect on repurchase intention. The table above shows an effect size of 0.121 and a p-value of 0.084. With a p-value <0.05, it can be concluded that hypothesis four is rejected, as there is no positive and significant effect between the price variable and repurchase intention.
5. The fifth hypothesis tests whether customer satisfaction has a positive and significant effect on repurchase intention. The table above shows an effect size of 0.604 and a p-value of 0.000. With a p-value <0.05, it can be concluded that hypothesis five is accepted, as there is a positive and significant effect between customer satisfaction and repurchase intention.

Indirect Effect Test

Table 10.
Indirect Effect Test Values

Relationship	Original Sample	Sample Mean	Standard Deviation	T- Statistic	P- Value	Description
Product → Customer Satisfaction →	0.303	0.302	0.061	5.000	0.000	Positive Significant

Repurchase Intention						
Price → Customer Satisfaction → Repurchase Intention	0.361	0.359	0.063	5.780	0.000	Positive Significant

Source: Data processed by researchers, 2025

Based on the table above, the following results are obtained:

1. The sixth hypothesis tests whether customer satisfaction mediates the relationship between product and repurchase intention. The table above shows an effect size of 0.303 and a p-value of 0.000. With a p-value <0.05, it can be concluded that hypothesis six is accepted, namely that the product has a positive and significant effect on repurchase intention through customer satisfaction.
2. The seventh hypothesis tests whether customer satisfaction mediates the relationship between price and repurchase intention. The table above shows an effect size of 0.361 and a p-value of 0.000. With a p-value <0.05, it can be concluded that hypothesis seven is accepted, namely that price has a positive and significant effect on repurchase intention through customer satisfaction.

The Influence of Product on Customer Satisfaction

The results of the study indicate that the product variable has a positive and significant effect on customer satisfaction. The original sample value is 0.598 with a p-value of 0.000. This means that the better the product elements offered by TB Tekad Jaya, the higher the level of customer satisfaction. In the context of this building materials store, the product variable includes five main dimensions: product variety, product quality, product brand, product packaging, and product-related services.

The relationship between product and customer satisfaction is crucial because a diverse product range, good quality, recognized brands, proper packaging, and adequate service contribute to a positive customer experience. The experience gained from purchasing the product leads to increased customer satisfaction. This study aligns with previous research by Herlambang and Komara (2021), which found that product has a positive and significant effect on customer satisfaction.

Thus, the results reinforce the argument that product management strategies at TB Tekad Jaya must continue to be optimized to maintain customer satisfaction, ultimately strengthening business sustainability amid competition in the building materials market.

The Influence of Price on Customer Satisfaction

The results show that the price variable has a positive and significant effect on customer satisfaction. The analysis reveals an original sample value of 0.502 and a p-value of 0.000. This means that TB Tekad Jaya’s ability to set appropriate prices—considering affordability, quality alignment, competitiveness, perceived benefits, and pricing policies— affects customers’ purchasing considerations. These factors contribute to customer satisfaction.

This finding is consistent with research conducted by Yumiarti and Sukma (2024), which states that “price affects customer satisfaction.”

The Influence of Product on Repurchase Intention

The results show that the product has a positive and significant influence on repurchase intention, with an original sample value of 0.190 and a p-value of 0.033. This indicates that the better customers perceive the product offered by TB Tekad Jaya, the higher their tendency to repurchase in the future.

These findings support research by Wardani and Sumiyati (2025), which concluded that “In other words, there is a significant partial influence and simultaneously between the relationship with the product and repurchase intention.” The study emphasizes that customers who are satisfied with product characteristics are more likely to make repeated purchases.

The Influence of Price on Repurchase Intention

The results show that the price variable has a positive but not significant effect. The original sample value is 0.121 with a p-value of 0.084. Although the influence is positive—indicating that improved customer perceptions of pricing may encourage repurchase—the effect is not strong enough to be considered significant.

Research by Suprianto, Brahmantyo, and Ingkadijaya (2023) explains that while competitive pricing can attract attention, repurchase decisions are more strongly influenced by product quality and overall shopping experience. Thus, although price has a positive yet insignificant effect, it must still be managed carefully to maintain customers’ perceived value of TB Tekad Jaya.

The Influence of Customer Satisfaction on Repurchase Intention

Customer satisfaction is a post-purchase evaluation that reflects how well product performance and service meet customer expectations. The study results show a p-value of 0.000, meaning customer satisfaction has a positive and significant effect on repurchase intention. The higher the customers' satisfaction with TB Tekad Jaya, the greater their intention to repurchase in the future.

This finding aligns with research by Teresa, Lukito, Aprilia, and Andreani (2024), stating that “customer satisfaction has a positive and significant effect on repurchase intention.” Thus, customer satisfaction is a key factor in the success and sustainability of TB Tekad Jaya, as satisfied customers not only make repeat purchases but also provide positive word-of-mouth recommendations.

The Influence of Product on Repurchase Intention Through Customer Satisfaction

The study shows that the product has a positive and significant effect on repurchase intention through customer satisfaction. The original sample value is 0.303 with a p-value of 0.000. This indicates that the product offered by TB Tekad Jaya not only affects customer satisfaction directly but also indirectly increases repurchase intention through satisfaction.

Research by Fachri, Farhan, and Sumiyati (2023) states that “The products, significantly influences the likelihood of a repurchase. This indicates that consumers will be more satisfied and likely to make a repeat purchase if product-related policies are improved”

Thus, this study confirms that TB Tekad Jaya’s success in retaining customers depends not only on its product offering but also on its ability to create overall customer satisfaction.

The Influence of Price on Repurchase Intention Through Customer Satisfaction

The findings show that price has a positive and significant effect on repurchase intention through customer satisfaction. The original sample value is 0.361 with a p-value of

0.000. This indicates that prices perceived as fair, affordable, and aligned with product benefits enhance customer satisfaction, which subsequently increases repurchase intention.

Previous research by Pratiwi, Soeliha, and Pramitasari (2023) also found that price significantly and positively influences repurchase intention through customer satisfaction.

Therefore, it can be concluded that TB Tekad Jaya has implemented an effective pricing strategy that attracts new customers while retaining existing ones by fostering satisfaction. The satisfaction derived from TB Tekad Jaya's pricing policy helps strengthen long-term customer relationships.

CONCLUSION

Based on the results of the research conducted, it can be concluded that the variables of product and price play an important role in influencing customer satisfaction and repurchase intention at TB Tekad Jaya. First, the analysis shows that the product has a positive and significant effect on customer satisfaction, meaning that the better the product offered, the higher the level of customer satisfaction. Second, price has a positive and significant effect on customer satisfaction, indicating that price setting that is aligned with the product's quality and benefits can provide a sense of satisfaction for customers. Third, the product has a positive and significant effect on repurchase intention, meaning that customers who perceive TB Tekad Jaya's products as high-quality and meeting their expectations tend to make repeat purchases in the future. Fourth, price has a positive but insignificant effect on repurchase intention, indicating that although price influences purchasing decisions, it is not the main factor that determines customers' repurchase intentions. Fifth, customer satisfaction has a positive and significant effect on repurchase intention, showing that the higher the level of customer satisfaction, the greater the likelihood that customers will repurchase products at TB Tekad Jaya. Sixth, the product has a positive and significant effect on repurchase intention through customer satisfaction. The higher the level of customer satisfaction with the purchased product, the greater the likelihood that customers will make repeat purchases at TB Tekad Jaya. Seventh, price has a positive and significant effect on repurchase intention through customer satisfaction. This shows that although price does not have a significant direct effect on repurchase intention, through customer satisfaction, its influence becomes stronger.

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