

DOI: <https://doi.org/10.31933/dijdbm.v2i5>

Received: 19 August 2021, Revised: 28 August 2021, Publish: 31 August 2021



DETERMINATION OF PURCHASE AND REPURCHASE DECISIONS: PRODUCT QUALITY AND PRICE ANALYSIS (CASE STUDY ON SAMSUNG SMARTPHONE CONSUMERS IN THE CITY OF JAKARTA)

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Abstract: This study aims to analyze the effect of Product Quality and Price on Purchase Decisions and their impact on Repurchase on Samsung smartphone consumers in the city of Jakarta. The population in this study are consumers who have purchased and used Samsung smartphone products located in the city of Jakarta. The number of samples used is based on the number of indicators multiplied by 5 to obtain 180 respondents. The research data was obtained through a survey conducted using a questionnaire and data analysis using Partial Least Square (PLS) version 3.0. The results showed that product quality and price had a positive and significant effect on purchasing decisions, product quality had no effect on repurchases, prices had a positive and significant effect on repurchases, and purchase decisions were not able to mediate the relationship between product quality and repurchase, but were able to mediate relationship between Price and Repurchase.

Keywords: Product Quality, Price, Purchase Decision, Repurchase

INTRODUCTION

In the current era of information technology, the development of communication technology is growing rapidly. This is evidenced by the availability of various communication technologies that make it easier for people to communicate. And one of the communication technology tools that are widely used is a smartphone. In Indonesia, smartphone sales also experienced fluctuations in sales. Based on the report of the International Data Corporation (IDC) in the second quarter of 2020, from 2017 to 2020, there were several declines and increases in several smartphone products. The smartphone that continues to experience a decline is the Samsung. From 2017 to 2018 it decreased by 5%, from 32% to 27%. Furthermore, the 2nd quarter of 2018 to the 2nd quarter of 2019 decreased slightly by 0.1%, from 27% to 26.9%. In the 2nd quarter of 2019 until the 2nd quarter of 2020, Samsung still experienced a decline in market share with the market share in 2019 of 26.9%, down to 18.7%, indicating a decrease of 8.2%. This decline resulted in Samsung

being shifted to 3rd position from the top position in 2020, where the first and second positions were achieved by Vivo and Oppo.

The continuous decline in sales on this Samsung smartphone makes this case interesting to study. The number of smartphone brands that have quality and affordable prices causes Samsung smartphones to experience big obstacles in selling. These competing brands are Vivo, Oppo, Xiaomi, and the ones that have recently emerged are Realme, and others. If left unchecked, it is feared that Samsung smartphones will find it difficult to maintain their position in the struggle for market share, and could be displaced by other smartphone brands in the top 5 smartphones that dominate market share in Indonesia. Therefore, it is necessary to know what factors influence consumer purchasing decisions and the factors for repurchasing from the Samsung smartphone product.

In research (Brata et al., 2017), purchasing decisions are influenced by several factors, namely product quality, price, promotion, and location. In another study (Yunita & Ali, 2017), purchasing decisions are influenced by product quality, price, and service. In research (Hidayat et al., 2020), repurchase is influenced by several factors, namely product quality and service quality. In another study, namely research (Yohanda et al., 2019), repurchase is influenced by promotion, perceived convenience, and price. To find out the dominant factors that influence purchase and repurchase decisions on Samsung smartphone products, the researcher conducted a pre-survey of 20 respondents. From the data from this pre-survey, it can be seen that there are two dominant factors that have a major influence on purchasing and repurchase decisions on Samsung smartphone products, namely product quality and price.

Researchers take previous research to strengthen the research conducted. Regarding product quality on purchasing decisions (Brata et al., 2017) said product quality has an effect on purchasing decisions. (Tawas & Pandensolang, 2015) has a negative effect on purchasing decisions. Regarding price on purchasing decisions, the results of research (Yunita & Ali, 2017) show a positive influence. Meanwhile (Estu Mahanani, 2018) shows a negative influence. Furthermore (Hidayat et al., 2020) conducted a research on product quality on repeat purchases, the result was that product quality had a positive effect on repeat purchases. Meanwhile (Palma & Andjarwati, 2016) had no effect. In research (Paramananda & Sukaatmaja, 2018), shows that price perception has a positive effect on repurchase. Meanwhile (Yohanda et al., 2019), showed a negative effect. Researchers also refer to research results (Alexi et al., 2016), (Novansa & Ali, 2017), (Suhaily & Darmoyo, 2017), (Ali, 2019), (Ernawati & Ali, 2019), (Nguyen et al. , 2019), and others as a comparison of research results. The differences in the results of this study make this issue interesting to study.

Based on the results of preliminary research and previous research, the researcher aims to further analyze the effect of product quality and price on purchasing and repurchase decisions with the following problem formulation:

1. How does product quality affect purchasing decisions on Samsung smartphone products?
2. How does price affect purchasing decisions on Samsung smartphone products?
3. How does product quality affect repurchases of Samsung smartphone products?
4. How does the price affect the repurchase of Samsung smartphone products?

5. How does the purchase decision affect the repurchase of Samsung smartphone products?
6. How does product quality affect repurchases through purchasing decisions on Samsung smartphone products?
7. How does the price affect the repurchase through purchasing decisions on Samsung smartphone products?

LITERATURE REVIEW

Product quality

Product quality is the ability of a product to perform its function, this includes product useful life, reliability, accuracy, ease of operation and repair, and other attribute values (Kotler & Armstrong, 2012b). Product quality reflects the product's ability to provide satisfaction to customer needs and requirements. The definition focuses on the customer as well as focuses on how customers think that the product fits their goals (Perreault et al., 2017). Product quality can be understood as how consistently the resulting product can meet the expectations and needs of internal and external customers (Schiffman & Kanuk, 2010). Where, product quality has several dimensions (Mullins & Walker, 2015) namely: performance, durability, suitability, features, reliability, aesthetics, and impression of quality.

Price

In a narrow sense, price is the amount charged for a product or service (Kotler & Armstrong, 2012b). More broadly, price is the sum of all the values that customers give up in order to benefit from having or using a product or service. Simply put, the term price can be interpreted as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities or uses needed to obtain a service, utility is an attribute or factor that has the potential to satisfy certain needs and desires (Tjiptono & Fandy, 2015). The price reflects the amount of money needed to get a number of combinations of products and services (Swastha, Basu Dharmesta, 2014). Where, the price has several dimensions, namely: affordability of the price, suitability of price with product quality, suitability of price with benefits, and price competitiveness or price according to ability.

Purchase Decision

Purchasing decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchase decision (Tjiptono & Fandy, 2015). The purchase decision reflects the consumer's decision to decide to buy after evaluating several factors such as the brand, place of purchase, quantity to be purchased, time of purchase, and payment methods that can be made (Kotler & Keller, 2016). Purchasing decisions are related to the selection of two or more alternative choices. In other words, alternative options must be available to a person when making a decision. The alternative choices faced can be in the form of making a purchase or not, the choice between various brands, the choice of location and place of purchase, and so on (Schiffman & Kanuk, 2010). The purchase decision dimension consists of several stages (Kotler & Keller, 2016), namely: introduction of

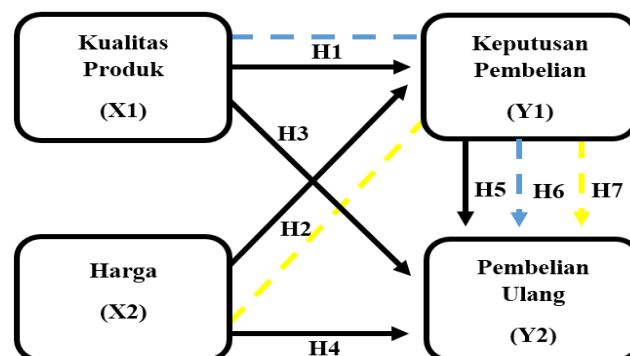
problems or needs, information search, evaluation of alternatives, purchase decisions, post-purchase.

Repurchase

Repurchase is a post-purchase consumer action, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will affect subsequent behavior, if consumers are satisfied it will show a higher possibility to repurchase the product (Kotler & Keller, 2016). Repurchase or Repurchase is a behavior that appears in response to an object. Repurchase interest indicates the customer's desire for the future. Repurchase behavior is often associated with Product Quality. However, there is a difference between the two. If loyalty reflects a psychological commitment to a particular brand, then repurchase behavior is solely related to the purchase of the same particular brand repeatedly (Tjiptono & Fandy, 2015). The more experience a person has with a brand or product, the more repeat purchases will occur for a product that gets a good evaluation. Repurchase has several dimensions (Naufal & Ferdinand, 2015) namely: transactional interest, referential interest, preferential interest, and exploratory interest.

Framework

The framework in this research can be presented in figure 1. below:



Source: Data processed by researchers, 2020

Figure 1. Framework

H1 : Product quality effect on purchasing decisions

H2 : Price effect on purchasing decisions

H3 : Product quality effect on repurchases

H4 : Price effect on repurchase

H5 : Purchase decisions effect on repurchase

H6 : Product quality effect on repurchase through purchasing decisions

H7 : Price effect on repurchase through purchasing decisions

RESEACH METHODS

This study aims to examine the relationship between product quality and price variables on purchasing and repurchase decisions. The research method used is a quantitative method with an explanatory and survey approach. Quantitative research methods can be interpreted

as research methods based on the philosophy of positivism which views the phenomenon as being classified, relatively fixed, concrete, observable, measurable and the causal relationship of symptoms is used to examine certain populations or samples (Sugiyono, 2018).

The population of this study are consumers who have purchased and used Samsung smartphone products located in the city of Jakarta. The sample amounted to 180 respondents, taken by non-probability sampling technique with purposive sampling technique, namely consumers who have bought and used Samsung smartphone products located in the city of Jakarta. The data used are primary data from questionnaires, as well as secondary data from books, internet, and journals. Data collection techniques with literature study and questionnaires using a Likert scale as a calculation score.

FINDINGS AND DISCUSSION

Descriptive Statistics

Characteristics of respondents are presented based on descriptive statistical analysis which presents a general picture of a number of data. The characteristics of the respondents used were based on gender, age, occupation, monthly income, and domicile.

Table 1. Characteristics of Respondents

Category	Description	Frequency	%
Gender	Male	75	41.7
	Female	105	58.3
Age	< 20	16	8.9
	21 - 30	102	56.7
	31 - 40	46	25.6
	> 40	16	8.9
Job	Housewife	11	6.1
	employees	131	72.8
	Student	24	13.3
	Businessman	14	7.8
Income per month	< IDR 3.000.000,00	50	27.8
	IDR 3.000.000,00 to IDR 5.000.000,00	58	32.2
	IDR 5.000.001,00 to IDR 8.000.000,00	57	31.7
	> IDR 8.000.000,00	15	8.3
Domicile	West Jakarta	64	35.6
	Central Jakarta	25	13.9
	South Jakarta	29	16.1
	East Jakarta	29	16.1
	North Jakarta	33	18.3

Source: Processing Results from SPSS 23, 2021

From descriptive statistical data, it can be concluded that Samsung smartphone users in the city of Jakarta are dominated by female users, as many as 105 respondents. Ages 21 to 30 years are the most numerous respondents, namely 102 respondents. Samsung smartphone users are also dominated by users with employee jobs including free, private, and public employees, namely 131 respondents with monthly income of 3 million to 5 million per month. For the domicile with the highest score is the respondent from the City of West Jakarta with a total of 64 respondents.

The results of variable descriptive statistics present variable data reports from the results of the questionnaire. Figures on the results of the questionnaire as a whole show that the respondents agree with the statements on the questionnaire that are presented. Where, Descriptive statistics on product quality obtained an average score of 4.20, Descriptive statistics on prices obtained an average number of 4.11, Descriptive statistics on purchasing decisions get an average number of 4.29, Descriptive statistics of repurchase obtained an average score of 4.21, which indicated that the respondents agreed with the statement on the questionnaire regarding product quality, prices, purchasing decisions, and repurchase.

Validity and Reliability Test

The results of the validity and reliability tests can be presented in table 2, below:

Table 2. Validity and Reliability Test Results

Variable	Indicator	Outer Loading	Description	AVE	Cronbach's Alpha	Composite Reliability
Product quality	KP1	0.841	VALID	0.743	0.971	0.974
	KP2	0.842	VALID			
	KP3	0.883	VALID			
	KP4	0.870	VALID			
	KP5	0.853	VALID			
	KP6	0.856	VALID			
	KP7	0.874	VALID			
	KP8	0.866	VALID			
	KP9	0.867	VALID			
	KP10	0.867	VALID			
	KP11	0.874	VALID			
	KP12	0.863	VALID			
	KP13	0.848	VALID			
Price	Harga1	0.779	VALID	0.651	0.923	0.937
	Harga2	0.813	VALID			
	Harga3	0.801	VALID			
	Harga4	0.830	VALID			
	Harga5	0.782	VALID			
	Harga6	0.825	VALID			
	Harga7	0.811	VALID			
	Harga8	0.811	VALID			
Purchase decisions	KPM1	0.886	VALID	0.730	0.959	0.964
	KPM2	0.871	VALID			
	KPM3	0.874	VALID			
	KPM4	0.844	VALID			
	KPM5	0.832	VALID			
	KPM6	0.803	VALID			
	KPM7	0.842	VALID			
	KPM8	0.842	VALID			
	KPM9	0.865	VALID			
	KPM10	0.880	VALID			
Repurchase	PU1	0.859	VALID	0.696	0.891	0.920

PU2	0.862	VALID
PU3	0.807	VALID
PU4	0.836	VALID
PU5	0.807	VALID

Source: Processing Results from Smart PLS 3.0, 2021

Data with a good level of convergent validity has an outer loading value of more than 0.7, while a loading factor of 0.50 to 0.60 can be considered sufficient. Then the Average Variance Extracted (AVE) value must be greater than 0.5 (Ghozali & Latan, 2015). From the test results in table 2, it can be seen that the value of the loading factor shows a number more than 0.7, so all indicators are declared valid. Then the AVE value on all constructs shows a number greater than 0.50, so that all constructs have potential reliability to be tested further. To see discriminant validity is to compare the value of the square root of average variance extracted for each construct with the correlation between other constructs having a greater value, then it is said to have a good discriminant validity value. (Ghozali & Latan, 2015). The results of the discriminant validity test are obtained as follows:

Table 3. Discriminant Validity (Fornell Larcker) Test Results

Variable	Price	Purchase decisions	Product Quality	Repurchase
Price	0.807			
Purchase				
Decisions	0.612	0.854		
Product Quality	0.301	0.380	0.862	
Repurchase	0.750	0.662	0.223	0.835

Source: Processing Results from Smart PLS 3.0, 2021

It can be seen in table 3, the square root values of average variance extracted are 0.807, 0.854, 0.862 and 0.835. bigger than the others. Thus the discriminant validity requirements have been fulfilled and it can be said that the data has a good discriminant validity value.

Assess the reliability of the data by looking at the composite Reliability and Cronbachs Alpha values. A good Composite Reliability and Cronbach's Alpha must have a value of more than or equal to 0.7 (Ghozali & Latan, 2015). From table 2, it shows that the composite Reliability and Cronbach's Alpha values are satisfactory, because all latent variable values have a value of more than 0.7. So it can be concluded that the data in this study have good validity and reliability

Coefficient of Determination Test

Look at the value of R-Square (R²) which is the Goodness of Fit (GoF) model test. In assessing the model with PLS, it begins by looking at the R-Square (R²) for each dependent latent variable. The coefficient of determination shows how much the independent variable explains the dependent variable. The value of R² is zero to one. If the value of R² is getting closer to one, then the independent variable provides all the information needed to predict the variation of the dependent variable. (Ghozali & Latan, 2015). The following are the results of the coefficient of determination test.

Table 4. Coefficient of Determination Test Results

	R Square	R Square Adjusted
Purchase Decisions	0.417	0.410
Repurchase	0.633	0.627

Source: Processing Results from Smart PLS 3.0, 2021

From table 4, it can be seen that the value of R Square (R^2) of the repurchase variable is 0.633 and for the purchase decision variable is 0.417. These results indicate that 63,3% of the repurchase variables can be influenced by product quality, price, and purchasing decisions, while the remaining 36,7% are explained by other variables. For the Purchase Decision variable, 41,7% of the Purchase Decision variable can be influenced by the Product Quality and Price variables, while the remaining 58,3% is explained by other variables.

Predictive Relevance Test

Predictive Relevance (Q^2) for the structural model measures how well the observed values are generated by the model and also its parameter estimates include 0.02 (small), 0.15 (medium) and 0.35 (large) (Ghozali & Latan, 2015). The calculation is as follows:

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2)$$

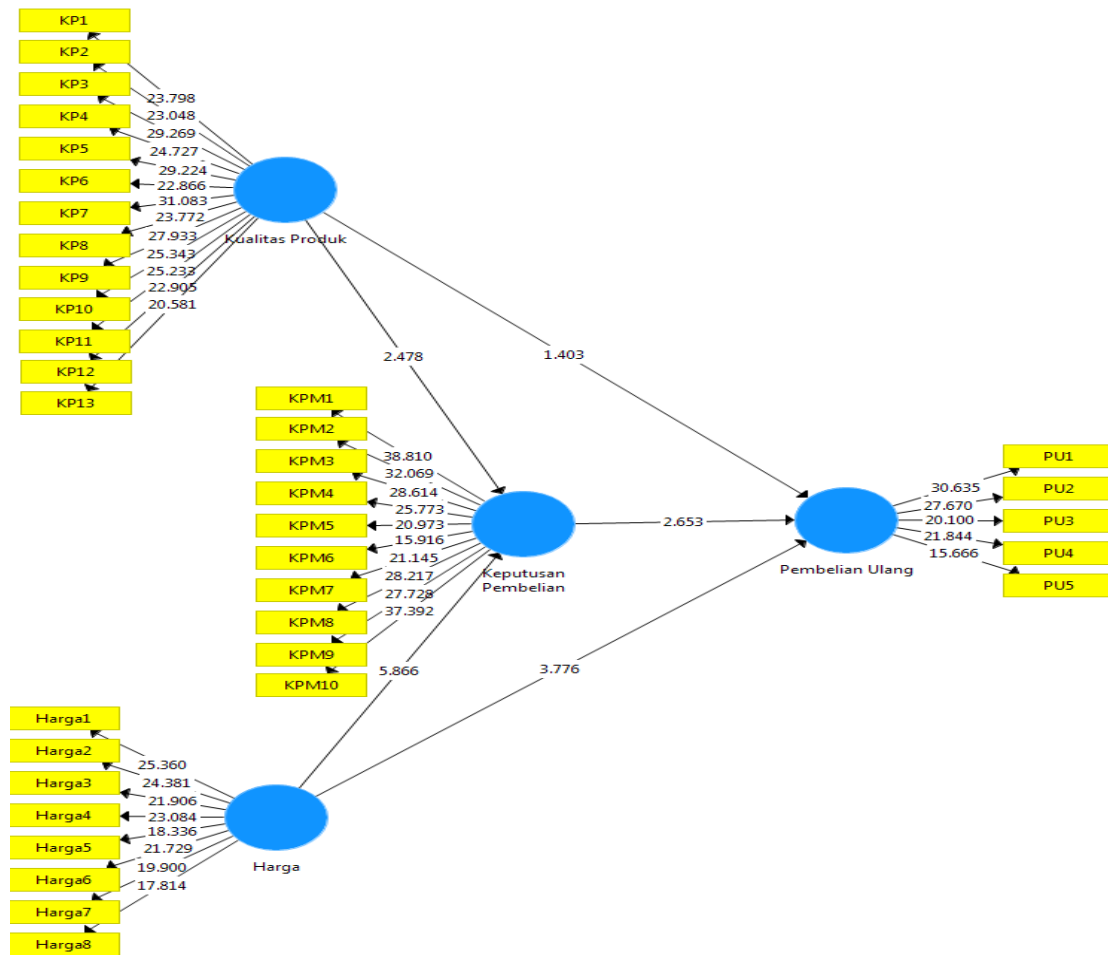
$$Q^2 = 1 - (1 - 0.42) (1 - 0.63)$$

$$Q^2 = 0.79$$

Based on the calculation results, it can be seen that 79% of the variation in the variables of Purchase Decisions and Repeat Purchases can be explained by the variables used. Thus, the model is said to have relevant predictive value and large predictive capability.

Hypothesis Testing

To test the proposed hypothesis, it can be seen the magnitude of the t-statistic value. The limit for rejecting and accepting the proposed hypothesis is ± 1.96 , which if the t-statistic value is in the value range of -1.96 and 1.96 then the hypothesis will be rejected or in other words accept the null hypothesis (H_0). To determine the significance of the relationship, it can also be seen from the p-value (α) < 0.05 or 5%. And the Original Sample value can be used as a determinant of the direction of the relationship (Ghozali & Latan, 2015). The following are the results of hypothesis testing:



Source: Source: Processing Results from Smart PLS 3.0, 2021

Figure 2. Bootstrapping Test Results

Table 5. Hypothesis Test Results

H	Connection	Original Sample (O)	T-Statistics (O/STDEV)	P Values	Result
H1	Product Quality -> Purchase Decision	0.215	2.478	0.014	Accepted
H2	Price -> Purchase Decision	0.547	5.866	0.000	Accepted
H3	Product Quality -> Repeat Purchase	-0.003	0.060	0.952	Rejected
H4	Price -> Repeat Purchase	0.751	8.002	0.000	Accepted
H5	Purchase Decision -> Repeat Purchase	0.350	2.653	0.008	Accepted
H6	Product Quality -> Purchase Decision -> Repeat Purchase	0.075	1.808	0.071	Rejected
H7	Price -> Purchase Decision -> Repeat Purchase	0.191	2.514	0.012	Accepted

Source: Source: Processing Results from Smart PLS 3.0, 2021

Hypothesis testing using PLS (Partial Least Square) is statistically carried out by bootstrapping the samples obtained. The results of the analysis are as follows:

1. The effect of product quality on purchasing decisions shows the value ($t = 2.478 > 1.96$, $O = \text{positive} (0.215)$, $p = 0.014 < 0.05$), **hypothesis 1 is accepted.**

2. The effect of price on purchasing decisions shows the value ($t = 5.866 > 1.96$, $O =$ positive (0.547), $p = 0.000 < 0.05$), **hypothesis 2 is accepted.**
3. The effect of product quality on repeat purchases shows a value ($t = 0.060 < 1.96$, $O =$ negative (-0.003), $p = 0.952 > 0.05$), **hypothesis 3 is rejected.**
4. The effect of price on repurchase shows the value ($t = 8.002 > 1.96$, $O =$ positive (0.751), $p = 0.000 < 0.05$), **hypothesis 4 is accepted.**
5. The purchase decision on repurchase shows a value ($t = 2.653 > 1.96$, $O =$ positive (0.350), $p = 0.008 < 0.05$), **hypothesis 5 is accepted.**
6. The effect of product quality on repurchase through purchasing decisions shows the value ($t = 1.808 < 1.96$, $O =$ positive (0.075), $p = 0.071 > 0.05$), **hypothesis 6 is rejected.**
7. The effect of price on repurchase through purchasing decisions shows the value ($t = 2.514 > 1.96$, $O =$ positive (0.191), $p = 0.012 < 0.05$), **hypothesis 7 is accepted.**

Mediation Effect

To test the mediating effect between variables, it can be done through four steps, by examining the effects: (1) independent variable on the dependent variable through the mediating variable (effect A), (2) independent variable on the dependent variable (effect B), (3) independent variable on the mediating variable (effect C), (4) mediating variable on the dependent variable (effect D). With the following results: (1) If effects C and D are significant, but effect A is not significant, then it is fully mediated. (2) If the effects of C, D, and A are significant, then partially mediated, (3) If the effects of C, D, and A are significant, but the path coefficient (standardized) or the result of effect A is the same as the path coefficient for effect B, then it is not mediated (unmediated). (4) If either effect C or D is not significant, then it is not mediated (unmediated) In (Hair *et al.*, 2017).

Based on the test results, the effect of product quality on repurchase through purchasing decisions is not significant (H_6 / A effect). Then the effect of product quality on repurchase is also not significant (H_3 / B effect). For the effect of product quality on purchasing decisions is significant (H_1 / C effect). And the effect of purchasing decisions on repurchase is significant (H_5 / D effect). From this relationship, it can be seen that the effects of C and D are significant, then the effects of A and B have the same result, which is not significant. This means that purchasing decisions are not proven to mediate (unmediated) the relationship between product quality and repurchase.

In table 5, it can be seen that the effect of price on repurchase through purchasing decisions is significant ($H_7 /$ effect A). Then the effect of price on repurchase shows a significant relationship (H_4 / B effect). For the effect of price on purchasing decisions is significant ($H_2 /$ effect C), and the effect of purchasing decisions on repurchase is significant ($H_5 /$ effect D). So that it can be seen that the effects of C, D, and A are significant, meaning that purchasing decisions mediate the relationship between price and repurchase partially (partially mediated).

Discussion

The Effect of Product Quality on Purchase Decisions

The test results show that product quality has a significant and positive effect on purchasing decisions of Samsung smartphone consumers in the city of Jakarta. Positive influence means that the higher the value of product quality, the higher the value of consumer purchasing decisions. In other words, the better the quality of the Samsung smartphone products offered, the more influence it has on consumers in deciding to buy the Samsung smartphone. Good product quality indicates that the product is able to perform its functions well and provide good benefits to users. Where good product quality will form consumer perceptions that a quality product, so that it can influence consumer decisions in buying a product. The results of this study are in line with research (Ali, 2019b), (Anngita & Ali, 2017), (Asral & Djumarno, 2017), (Brata *et al.*, 2017), (Ernawati & Ali, 2019), (Estu Mahanani, 2018), (Ikhsani & Ali, 2017), (Nguyen *et al.*, 2019), (Suhaily & Darmoyo, 2017), (Suryana & Dasuki, 2013) and (Yunita & Ali, 2017).

The Influence of Price on Purchase Decisions

From the results of the study indicate that the price has a significant and positive influence on purchasing decisions of Samsung smartphone consumers in the city of Jakarta. This indicates that the higher the price value, the higher the value of consumer purchasing decisions. In other words, the higher or better the price of the Samsung smartphone offered, the more influence it has on consumers in deciding to buy the Samsung smartphone. This research is in line with the theory (Swastha, Basu Dharmesta, 2014), where the price is a value that represents the combination or composition of a product. The higher the price, it can reflect the quality of a good product. So this will have a big impact in influencing consumer decisions to buy a product. The results of this study are in line with research (Anngita & Ali, 2017), (Asral & Djumarno, 2017), (Brata *et al.*, 2017), (Suryana & Dasuki, 2013), (Ernawati & Ali, 2019), (Ikhsani & Ali, 2017), (Novansa & Ali, 2017), and (Suhaily & Darmoyo, 2017), (Yunita & Ali, 2017)

The Effect of Product Quality on Repurchases

The test results show that product quality does not have a significant effect on repurchase of Samsung smartphone consumers in the city of Jakarta. This means that the product quality variable is not able to provide a major influence on repeat purchases. In other words, product quality in this study is not one of the main elements in influencing repeat purchases for Samsung smartphone consumers in the city of Jakarta. According to (Tjiptono & Fandy, 2015), repeat purchases arise due to customer satisfaction with a product. The more good experiences a person has with a brand or product, the more repeat purchases will occur for a product that gets a good evaluation. A good evaluation can be seen from various aspects such as price, quality, brand image, and other attributes. The inability of product quality to influence consumer repurchase on Samsung smartphone products can be caused because Samsung smartphones have a high and quality reputation and brand image. So that consumers do not pay much attention to product quality in considering making repeat purchases. The

results of this study are in line with research (Ali, 2019b), (Palma & Andjarwati, 2016) and the direction of the relationship is in line with (Yohanda *et al.*, 2019).

The Price Effect on Repurchases

The results of the study show that price has a significant and positive effect on repurchase of Samsung smartphone consumers in the city of Jakarta. The positive effect means that the higher the price value, the higher the consumer's repurchase value will be. In other words, the higher or better the price of the Samsung smartphone offered, the more influence it has on consumers in deciding to buy back a Samsung smartphone that has been used. Price is an important aspect in the sale and purchase agreement (Swastha, Basu Dharmesta, 2014). If the price is deemed appropriate, the consumer will buy the product. Price is a value that represents the combination or composition of a product. In this study, the price of Samsung smartphones has a composition that can reflect the quality of the Samsung smartphone products that will be obtained. The higher the price, the more benefits or features you will get. The results of this study are in line with research (Doan & Ali, 2021), (Korowa *et al.*, 2018), (Al-Shatti, 2014), and (Yohanda *et al.*, 2019).

The Influence of Purchase Decisions on Reurchases

The results of the study indicate that purchasing decisions have a significant and positive effect on repurchase on Samsung smartphone consumers in the city of Jakarta. This means that the higher the intensity of consumers buying Samsung smartphones, it will also increase the influence on consumers in deciding to buy back Samsung smartphones in the City of Jakarta. After the consumer makes a purchase, it will be in the post-purchase stage. If it is felt that the product that has been purchased has advantages and a good impression then this will affect consumers in making repurchases (Kotler & Keller, 2016).. In this study, consumers of Samsung smartphones in the City of Jakarta tried to find information about the advantages of Samsung smartphone products when they made a purchase of these products. Information about the advantages of the product in accordance with the wishes of consumers, this can affect the repurchase of the Samsung smartphone product. The results of this study are in line with research (Alexi *et al.*, 2016), (Ali, 2019b), (Suryana & Dasuki, 2013), (Nguyen *et al.*, 2019), and (Suryana & Dasuki, 2013).

The Effect of Product Quality on Repurchases through Purchase Decisions

The results of the study indicate that product quality does not have a significant effect on repurchase through purchasing decisions on Samsung smartphone consumers in the city of Jakarta. This means that the purchase decision variable cannot mediate the effect of product quality on repurchase on Samsung smartphone consumers in the City of Jakarta. In other words, the purchase decision variable is not the main factor as a mediating variable that can connect and influence the relationship between product quality and repurchase on Samsung smartphone consumers in the city of Jakarta. The greater the value of the purchase decision, it will not have a significant effect on the relationship between product quality and repurchase. The results of this study are in line with research (Ali, 2019b) and (Palma & Andjarwati, 2016), but different from research (Suryana & Dasuki, 2013).

The Influence of Price on Repurchase Through Purchase Decisions

The test results show that price has a significant influence on repurchase through purchasing decisions on Samsung smartphone consumers in the city of Jakarta. This means that the purchase decision variable can represent or bridge the influence of price on repurchase on Samsung smartphone consumers in the city of Jakarta. In other words, the purchase decision variable is one of the factors that has a big role as an intervening variable that can connect and influence the relationship between price and repurchase on Samsung smartphone consumers in the city of Jakarta. A positive influence means the greater the value of the purchase decision, the more it will affect the price relationship to repurchase on Samsung smartphone consumers in the city of Jakarta. The results of this study are in line with research (Doan & Ali, 2021), (Yunita & Ali, 2017), and (Suryana & Dasuki, 2013)

This article discusses the factors that influence purchase and repurchase decisions, namely product quality and price. Apart from these 2 variables that affect purchase and repurchase decisions, there are many other factors including: 1) Brand Image: (Ali et al., 2016), (M & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018a), (Novansa & Ali, 1926), and (Toto Handiman & Ali, 2019); 2) Brand Awareness: (Toto Handiman & Ali, 2019), (Novansa, Hafizh, Ali, 2017), (Ali, 2019a), and (Sivaram et al., 2020); 3) Customer Selection: (Indarsin & Ali, 2017), (Ali & Mappesona, 2016), (Ali, Narulita, et al., 2018b), (Mulyani et al., 2020), (Sulistiorini & Ali, 2017), (Mansur & Ali, 2017); 4) Product Quality: (Desfiandi et al., 2017), (M & Ali, 2017), (Ali, Narulita, et al., 2018a), (M & Ali, 2017), (Ali, Evi, et al., 2018), (Prihartono & Ali, 2020), (Riyanto et al., 2017), (Maisah & Ali, 2020), (Brata et al., 2017), (Thanh Nguyen et al., 2019), (Ali, 2019b), and (Anggita & Ali, 2017).

CONCLUSION AND SUGESTION

This study aims to examine the effect of product quality and price on purchasing and repurchase decisions on Samsung smartphone consumers in the city of Jakarta. Based on the data analysis and discussion that has been carried out, some conclusions can be drawn as follows:

1. Product quality has a significant and positive effect on purchasing decisions on Samsung smartphone products. This proves that the bigger and better the quality of the product, it will increase purchasing decisions on Samsung smartphone products.
2. Price has a significant and positive effect on purchasing decisions on Samsung smartphone products. This proves that the larger and higher the price of the product, it will increase the purchasing decision on Samsung smartphone products.
3. Product quality has no significant effect on repurchases of Samsung smartphone products. This proves that product quality is not the main factor that can affect the repurchase of Samsung smartphone products.
4. Price has a significant and positive effect on repurchases of Samsung smartphone products. This proves that the larger and higher the price of the product, it will increase the repurchase of Samsung smartphone products.

5. Purchase decisions have a significant and positive effect on repurchasing Samsung smartphone products. This proves that the larger and higher the purchase decision, the higher the repurchase of Samsung smartphone products.
6. Product quality has no significant effect on repurchase through purchasing decisions on Samsung smartphone products. So it can be concluded that purchasing decisions are not the main inventing variable that can affect the relationship between product quality and repurchase on Samsung smartphone products.
7. Price has a significant and positive effect on repurchase through purchasing decisions on Samsung smartphone products. So it can be concluded that the higher the consumer's purchase decision, the higher the influence of the repurchase price relationship through purchasing decisions on Samsung smartphone products.

Reccomendation

Recommendations For Companies

- a. Seeing from the results of the study that product quality has a significant and positive effect on purchasing decisions, to increase consumer purchases of Samsung smartphone products, it is recommended to improve the quality of Samsung smartphone products.
- b. Seeing from the results of the study that price has a significant and positive effect on purchasing and repurchase decisions, to increase purchases and good repurchases from consumers to companies, it is advisable to pay attention to the proportion of prices for Samsung smartphone products offered.
- c. Seeing from the results of the study that purchasing decisions have a significant and positive effect on repeat purchases, to get high and good product repurchases from consumers to companies it is advisable to pay attention to the dimensions or indicators that shape purchasing decisions.

Limitations And Suggestions For Future Researchers

- a. In this study, it is only limited by the variables of product quality, price, and purchasing decisions as the cause of the repeat purchase variable with the results of R² (R-Square) of 63.3%. This indicates that there are still many factors that influence repeat purchases in Samsung smartphone products. So it is necessary to add other variables that affect repurchase such as brand image, promotion, location, lifestyle and others.
- b. The process of collecting data in the study was carried out online by using the google form, so it could not be monitored and lead to biased results. Suggestions for future researchers can be direct data collection so that filling out the questionnaire can be monitored to prevent bias.
- c. Further researchers are also expected to be able to conduct research with the same variables by changing the category of objects or research areas, so that it can be seen whether the results of this study are consistent in the various types of objects and places being analyzed.

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