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The Influence of Price, Service Quality and Trust on Repurchase Decisions with Consumer Satisfaction as an Intervening Variable in Bandrek Sergei MSMEs

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Abstract: The business world has become increasingly competitive lately. Business people must optimize their organizational performance to compete in the global market amidst an increasingly tight competitive environment. MSMEs or micro, small and medium enterprises are very important for economic growth and development in both industrial and developing countries, such as Indonesia. MSMEs have a function in Indonesia apart from contributing to economic growth and development. UMKM Banderk Sergai is a product business in the form of packaged instant bandrek herbal drinks that has been running since 2013. This UMKM has consumers who make repeat purchases from various cities starting from Aceh, Tebing Tinggi, Sei Rampah, Perbaungan, Lubuk Pakam, Tanjung Morawa, Medan, Deli Tua, and Binjai and there are still fluctuations in Banderk Sergai MSMEs as seen through income from 2018-2022. This research uses quantitative methods using a sample of 102 consumers at Banderk Sergei MSMEs. The results of this finding are that repurchase decisions are strongly influenced by price and service quality, but not by trust. Then, although service quality has a big impact on customer happiness, price and trust have little effect on it. Repurchase decisions are also significantly influenced by customer satisfaction. Finally, although service quality and trust do not have a significant effect on consumer satisfaction through repeat purchase decisions, price has a significant positive effect on satisfaction. So the suggestion from this research is that Banderk Sergai MSMEs should further improve service and trust to consumers regarding the products offered so that they continue to increase sales and consumers from Banderk Sergai MSMEs continue to make repeat purchases in the long term.

Keywords: Price, Service Quality, Trust, Repurchase Decisions, Consumer Satisfaction.

INTRODUCTION

Companies must be able to compete with similar businesses both domestically and internationally in the era of globalization. Marketing is often one of the main tasks that a business undertakes in an effort to maintain its existence, strengthen its brand and generate revenue (MIP Nasution, 2020). A company's place in the market is largely determined by the

effectiveness of its marketing initiatives. This shows that the business has the potential to dominate its industry and is a product of its own marketing efforts(Gunarsih, 2021)

The business world has become increasingly competitive lately. Business people must optimize their organizational performance to compete in the global market amidst an increasingly tight competitive environment. To create marketing strategies and methods that can help them understand what customers want, MSMEs need to spend a lot of effort studying and understanding their clients' needs and desires.(RWS Nasution, 2022).

Understanding and analyzing consumer behavior is very important for businesses that want to understand market conditions for the goods they sell. Purchasing decisions made by consumers in choosing goods that meet their needs and desires are related to their behavior. As a customer, you certainly have your own criteria when making a purchase. These criteria include trust in the brand, the quality of the products and services the company offers, as well as price, which is a benchmark for how competitively a business can operate in luring customers to buy its goods.(Lestari, 2022).

Purchasing decisions according to Swastha (2008) are a problem solving method used in human activities to satisfy their wants and desires. It consists of determining needs and wants, obtaining data, considering purchasing options, making a purchase, and taking action on the purchase.

Repurchase is a behavior driven by satisfaction after a previous purchase. Repeat purchases are critical to maintaining profitability and evaluation, claim Jones and Sasser (1995). Huang (2014) states that the repurchase decision is the idea of using a good or service once again as a result of the psychological bond formed after such use. Based on the previous description, it can be concluded that the repurchase decision is a behavior after a previous purchase which is motivated by satisfaction, not liking and gives rise to thoughts of consuming or reusing it. Choosing to recommend this to friends and family might also fall into this category. friends who are important to the store's financial success and valuation(Akbar, 2020)

MSMEs or micro, small and medium enterprises are very important for economic growth and development in both industrial and developing countries, such as Indonesia. MSMEs have a function in Indonesia apart from contributing to economic growth and development(Ekasari, 2017). Micro, Small and Medium Enterprises (MSMEs) are independent businesses that are not affiliated with any company. MSMEs play an important role in the economy and are growing very quickly. The main challenge faced by MSMEs is complexity. carry out comprehensive product advertising, something that almost all MSMEs do. UMKM Bandrek Sergai is a product business in the form of packaged instant bandrek herbal drinks that has been running since 2013. This UMKM has consumers who make repeat purchases from various cities starting from Aceh, Tebing Tinggi, Sei Rampah, Perbaungan, Lubuk Pakam, Tanjung Morawa, Medan, Old Deli, and Binjai.

One of the most significant considerations for consumers when purchasing a good or service is price. One component of the marketing mix that helps businesses make money is price. then this affects the way a product is advertised. Prices affect companies in a different way than consumers which helps their growth in the market(Susilowati, 2022) Customers are most likely to repurchase the same item if they believe the price offered is fair. Economic theory states that supply and demand determine the high and low prices of goods or services in a competitive market(Anwar, 2015).

Table 1. Comparison of Bandrek Sergai MSME Prices and Competitors' Prices

MSMEs	Amount	Price
Bandrek Sergai	1 pc contains 22 sachets	Rp. 55,000
Fresh Bandrek	1 box contains 15 sachets	Rp. 36,000
Hope Bandrek	1 pack contains 12 sachets	Rp. 30,000

Source: Research Results (2023)

Based on the comparison above, the price of Bandrek Sergai is Rp. 2,500/sachet is the same as the price of Bandrek Harapan and more expensive compared to the price of Bandrek Fresh which costs Rp. 2,400/sachet. However, if consumers buy the whole product, the price of Bandrek Sergai is much more expensive than the price of Bandrek Segar and Bandrek Harapan. This price difference can be a factor in customer decision making. Setting prices that are too high relative to quality can cause problems for customers, who may then look for alternative products.

Price perception according to Paul and Olson (2000: 228) is the process by which customers interpret price information with meaning and understanding. Because a business will be profitable if the price represents what the customer is willing to pay and the price is in accordance with the customer's or customer's wishes, This will determine whether the customer decides to buy the product again or not; So, price perception is a factor that can have an impact on sales results. This is in accordance with research(Judiana, 2022)which shows that price has a significant influence on repurchase decisions.

In addition, the main determinant of purchasing decisions is the quality of the service provided. Good customer service will keep customers happy and encourage them to make additional transactions. Service quality according to Tjiptono and Chandra (2012:77) is the result of comparing the company's service performance to customers. When a business can satisfy customers with its services, it can be considered to provide good or quality service(Hotimah, 2022).

The sales system implemented by UMKM Bandrek Sergai is a sales system via WhatsApp or telephone. So, if a consumer orders a product, the product will be delivered directly by MSME Bandrek Sergai to the destination address. However, there are still consumer complaints regarding service regarding product delivery times which are a bit long due to consumers being far from the city where the product is produced.

Moenir (2008) defines service as a series of regular and sustainable activities carried out by people in society throughout their lives. This shows how inner satisfaction and service are connected(Rafqi Ilhamalimy, 2021). In this case, MSME business actors must provide high quality service to customers because happy customers will happily buy the goods offered by food businesses if they receive satisfactory service. Customers will repurchase products if they are satisfied with their purchase.

According to Sharma and Petterson's (1995) research, relationship marketing must be based on sufficient technical and functional excellence to build trust, which is one of its components. Good functionality and technical quality can increase customer confidence in a company's offerings. Therefore, customer trust is influenced by service excellence. Bandrek Sergei MSMEs must first be aware of the quality of service they have provided to their clients in order to win and maintain their trust.

Morgan & Hunt (1994) found that trust has a significant effect on consumer satisfaction(KAS Putri, 2020). Trust in this product must be the driving force for a company's progress. Providing the maximum possible service while instilling confidence in the minds of the public that business can also provide high quality(Meliana, Sulistiono, Budi Setiawan, 2013).

Based on the results of a pre-survey conducted by researchers through interviews with MSME Bandrek Sergei, it is known that the income of MSME Bandrek Sergei has decreased due to Covis-19. Producers' behavior has changed both due to customers' decisions not to buy goods and the inability to carry out production processes to break the cycle of the spread of Covid-19. Before COVID-19, people could easily buy the goods they needed by visiting markets, minimarkets or supermarkets. They can even shop online without any restrictions. Customers cannot shop as usual due to COVID-19; many markets, micro markets and supermarkets are closed, and online shopping is also reduced. The buying and selling process

in society is disrupted by a shift in the behavior of producers and customers(Lathief Ilhamy Nasution, 2022). The following is Bandrek Sergei MSME income data from 2018 – 2022.

Table 2. Bandrek Sergai MSME Income for 2018-2022

Year	Income
2018	72,600,000,-
2019	70,400,000,-
2020	55,000,000,-
2021	53,625,000,-
2022	61,600,000,-

Source: Research Results (2023)

Even though Covid-19 is the main factor in the decline in Bandrek Sergai MSMEs' income, Bandrek Sergai MSMEs have taken steps to continue producing and their products continue to be sold. Improving customer service is one approach to doing this, delivering products directly to consumers' locations, so that consumers continue to make purchases, then Bandrek Sergai MSMEs continue to maintain customer trust with quality instant bandrek packaging that will not disappoint consumers. UMKM Bandrek Sergai is a producer of packaged instant bandrek, so the consumers are Warkops, Cafes and places to eat. So consumers are no longer individuals but also business actors. Because consumers are also business actors, it is certain that these business actors will continue to repurchase Bandrek Sergai MSME products and if they no longer repurchase, this will automatically cause a decrease in income from Bandrek Sergai MSMEs.

Previous research did not use consumer satisfaction variables as intervening variables. So in this research there will be innovation by adding variables that have not been used in previous research. Therefore, researchers will conduct research with the title "The Influence of Price, Service Quality and Trust on Repurchase Decisions with Consumer Satisfaction as an Intervening Variable in Bandrek Sergei MSMEs"

LITERATURE REVIEW

The Theory of Reasoned Action (TRA) is the main theory in this research. In an effort to understand the relationship between attitudes and behavior, this hypothesis was developed. According to the TRA hypothesis, behavioral intention is the main component that determines behavior. A person's attitude towards his behavior and the subjective norms associated with it are factors that directly influence behavioral intentions. The significance of the reference in supporting or disapproving of an action with incentives to comply with the reference determines a person's subjective norms. According to Mahyarni (2013), Fishbein discovered the Theory of Reasoned Action (TRA) in 1980. This theory makes the assumption that people think rationally about what they do. TRA indicates that a person will apply reason to methodically assimilate the facts at their disposal. Before choosing to proceed, people often think about the impact of their actions (Utami, 2023).

Ajzen added new components to TRA in 1988, adding other elements after theoretical development. Theory of Planned Behavior (TPB) is the new name for the evolution of TRA theory. TPB was developed to predict individual behavior. There are three components that make up the TPB theory: individual behavioral attitudes, subjective norms, and feelings of control over everything that influences the actions to be taken. Perceived behavioral control is another factor that influences behavioral intentions; it measures an individual's level of control over their actions. Many additional theories can be used to establish the relationship between attitudes and behavior, but only TRA can predict consumer behavior by assessing their level of trust, attitudes, and intention to make repeat purchases.

1. Repurchase Decision

To satisfy their needs and desires, people purchase goods and services using a problem-solving approach. This process includes identifying needs and wants, gathering information, considering their options, making a purchase, and following through on the decision once it is made (Amalita, 2022). According to Peter and Olsen, repeat purchases are defined as purchases that are made repeatedly or many times. The act of making the hundredth purchase of goods or services after making the thousandth purchase is called a repurchase. Repurchase decisions contribute to the development of consumer purchasing decision theory (Melisa, 2012).

Repurchase is a behavior driven by satisfaction after a previous purchase. Repeat purchases are critical to maintaining profitability and evaluation, claim Jones and Sasser (1995). Huang (2014) states that the repurchase decision is the idea of using a good or service once again as a result of the psychological bond formed after such use. Based on the previous description, it can be concluded that a repurchase decision is an action taken after a previous purchase that is driven by satisfaction, not liking and gives rise to thoughts of consuming or reusing it. Choosing to recommend this to friends and family might also fall into this category. Friends who are important to the store's financial success and valuation (Akbar, 2020)

A marketer who analyzes consumer purchasing behavior must consider the factors that influence consumer decision making and make decisions so that consumers can make decisions. Tjiptono (2012) states that repurchase options can be measured using three indicators: (Zulkarnain, 2021)

- a. Make more purchases
- b. Tell others about the product
- c. Reluctant to switch brands
- d. Made the decision to buy because it was the most popular brand

2. Consumer Satisfaction

According to Kotler (2005), consumer satisfaction is the extent to which an individual feels satisfied with performance (or results) in relation to his expectations. Customers will experience satisfaction or disappointment based on a comparison of expectations and performance. When customers' expectations are met or exceeded, they will feel satisfied or satisfied. On the other hand, customers will experience disappointment or dissatisfaction if performance does not match their expectations (Prasetyo, 2022).

When someone compares the performance (results) of a product with their expectations, their level of satisfaction with the product determines whether they are happy or disappointed. Kevin Lane Keller and Philip Kotler (2007). Every business wants to meet the needs of its customers. Satisfying customer needs not only contributes to not only extending the life of a business but also strengthens its advantage over competitors. Consumers are more likely to use and repurchase a good or service after having a good experience with it in the future. This suggests that most of the company's sales volume comes from repeat business, which largely depends on customer happiness. purchasing decisions, customer happiness, service quality, and brand image (Galih Jananuraga, 2020)

The customer satisfaction metrics used in this research were specifically developed by the researchers and come from Sandy et al. (2016). that is: (Nastiti, 2019)

- a. Willingness to exchange experiences
- b. Lack of complaints from clients
- c. Content to be used
- d. Proud to use it

3. Price

One component of the marketing mix that helps businesses make money is price. then this affects the way a product is advertised. Prices affect companies in a different way than consumers which helps their growth in the market(Susilowati, 2022) Kotler and Armstrong (2012) define price as expenditure associated with a good or service. In a broader sense, pricing refers to the overall costs that customers must pay to own or use a good or service.

According to Melalak (2019), price has the potential to significantly influence how interested a customer is. They emphasize how important it is to balance price with the value provided to meet customer demand. As a result, many customers check prices elsewhere before making a purchase. If the price is set too high and does not compete with competitors, it will definitely have an impact on customers. Reasonable and affordable prices can help them reduce expenses which are still very limited.(Tondang, 2023)

Pricing impacts a company's market share and its ability to compete. Pricing will benefit a business by generating multiple revenue streams and net profits. The main differentiator in the race to sell consumer and industrial goods is price. According to different expert opinions, pricing is the overall amount of money (or perhaps a number of items) required to purchase a product and related services.(Larika, 2020)

The following are price indicators according to (Kotler, 2016), namely:(Permatasari, 2022)

- a. Price match with product quality
- b. price competitiveness
- c. affordability of product prices
- d. suitability of price with product benefits

4. Service Quality

Customers can feel the importance of service quality, and customer satisfaction is influenced by trust. Trust plays a somewhat mediating role in the close relationship between customer happiness and service quality as well as the relationship between customer perceived value and satisfaction of both parties(Ahmad Zikri, 2022).According to Kotler (2019), service quality is the way customers evaluate the difference between expected service qualities. Customers will view the quality of a service as good and satisfying if they feel that the service they receive is the same as expected. As a result of their newfound sense of satisfaction, customers may make additional purchases and show signs of loyalty(Yumiati, 2023).

Services are all activities directly related to the purchase and use of goods and services, including making choices during planning and deciding what to do. When it comes to goods, services, people, the environment, and nature, quality is the dynamic state of meeting or exceeding expectations. The extent to which the level of service provided meets the client's expectations is known as service quality. Because quality and service are often used interchangeably, the terms customer, service, quality, and level are usually emphasized. Highest caliber (excellent) customer service and level of fulfillment of expectations(Zubaidah, 2022)

Quality includes people, products, services, and the environment; Quality is a state of continuous development. Elements of service quality include efforts to satisfy needs. If a service provider meets consumer expectations, the service quality is considered good. However, service quality is considered low when customers receive service that does not meet their expectations. Good customer service will increase the perceived value of a company in the eyes of the public. When quality meets customer needs and expectations, the level of customer satisfaction with the product used will increase(Erinawati, 2021)

According to Tjiptono (2014), to see the level of service quality, measurements are carried out using several indicators, namely:(Pawirosumarto, 2016)

- a. Physical appearance/evidence

- b. Reliability
- c. Responsiveness
- d. Empathy

5. Trust

Trust is a fundamental component in trading. This trust needs to be established early and verifiable; this can not only be recognized by customers or business partners. Consumers who interact with a product and believe that the product is reliable and responsible for their safety and interests experience a sense of security known as "product trust" (Sawhani, 2021). Trust in products is one of the factors that influences consumer preferences. A high level of customer preference for products is indicated by a high level of trust (Anggraini, 2023).

The level of trust a person has in a particular product is called product trust. According to Yasri and Budiarti (2021), trust can be interpreted as the readiness of a party to let another party exercise power over him in the hope that the other party will do things that are crucial for the person giving the trust, even though this does not happen. The capacity of another party to observe or be controlled. This definition of trust is relevant to this research. In contrast, distrust is thought to be more closely associated with actions and decisions involving great risk, such as the need for survival instincts and defense against danger, than with trust.

Customer trust is defined as the consumer's confidence, trust and understanding of a product or service. According to Mowen and Minor (2012), client trust is all the information and judgments that consumers make regarding products, features and advantages. Products, people, businesses, and anything about which a person has an opinion and disposition are all viewed as objects (Nina, 2023). Moorman and Deshpande Zaltman have devised the following trust indicators: (Saragih, 2022).

- a. Performance meets customer needs.
- b. Trust has gone according to expectations.
- c. Rest assured that this service is reliable.
- d. This business enjoys long-term trust.

Research methodology

This research uses quantitative methodology. The theory testing technique by looking at the correlation between variables is quantitative research. These variables are usually monitored using research tools to allow statistical examination of numerical data (Harahap, 2022) or study a specific sample, collect data using research tools, and perform quantitative or statistical data analysis to evaluate proposed hypotheses. Quantitative research is a positivist-based research methodology. (Sugiyono, 2021).

In this study, the population was 102 consumers at Bandrek Sergei MSMEs. To select samples, saturated sampling techniques were used, samples were taken from the entire population. Census is another word for saturated sample, that is, every person in the population is included in the sample. (Suriani, 2023)

Data collection is carried out by filling out a questionnaire, a questionnaire is a collection of written questions that are usually used to obtain information from respondents regarding the research subject you want to research. Observation is part of the method of collecting data using a stage of recording the behavior of subjects (people), objects (things), or ordinary events that are not known to investigate or discuss research topics.

The data analysis method was carried out using the SPSS version 26.0 program. which is then carried out with several tests, namely:

1. Data Quality Test

Wijayanti (2021) states that in instrument testing validity and reliability tests are used. Validity testing is carried out to determine how successful the proposed questionnaire is in

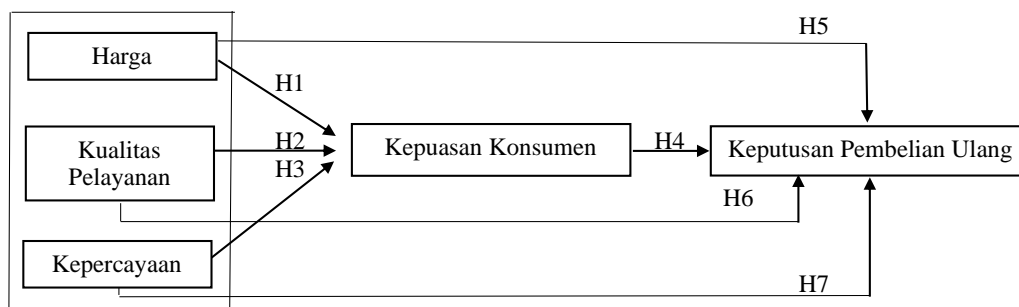
extracting the required information or data. Dependability tests were conducted simultaneously to determine the extent to which the suggested questionnaires could produce the same results when administered to the same subjects at different periods(Brotherhood, 2023).

2. Classic Assumption Test

Testing these traditional assumptions ensures that the resulting regression equation is unbiased, consistent, and accurate in its estimation. The requirements that an OLS linear regression model must fulfill in order to be useful as an estimation tool are called classical assumptions. Standard assumption tests that are often carried out include heteroscedasticity, multicollinearity and normality tests(Wijayanti, 2021).

3. Hypothesis Testing or Path Analysis

A statistical technique called path analysis is used to identify the causes of differences in variables. A type of structural analysis called path analysis shows the direct or indirect relationship between the factors studied. First, exogenous factors, namely all influential variables, causal variables, or independent variables are known in route analysis. Endogenous variables, or variables that are influenced by exogenous or dependent variables, are the second category of variables.The following is the research framework:



Gambar Kerangka Penelitian

RESULTS AND DISCUSSION

Data Quality Test

1. Validity

Table 3. Data Validity Test

Variable	Statement	R Count	R Table	Information
Price (X1)	1	0.897	0.194	Valid
	2	0.919	0.194	Valid
	3	0.856	0.194	Valid
	4	0.877	0.194	Valid
Service Quality (X2)	1	0.768	0.194	Valid
	2	0.792	0.194	Valid
	3	0.795	0.194	Valid
	4	0.899	0.194	Valid
Trust (X3)	1	0.809	0.194	Valid
	2	0.789	0.194	Valid
	3	0.864	0.194	Valid
	4	0.883	0.194	Valid
Repurchase Decision (Y)	1	0.862	0.194	Valid
	2	0.932	0.194	Valid
	3	0.923	0.194	Valid
	4	0.937	0.194	Valid
	1	0.895	0.194	Valid

Consumer Satisfaction (Z)	2	0.889	0.194	Valid
	3	0.926	0.194	Valid
	4	0.888	0.194	Valid

Source: Researcher's Process (2023)

The measurement criterion is that rcount is greater than the rtable value, so the statement item is considered valid. Because each variable in this research question has a calculated R value > R Table, the validity test findings for each question item are considered valid.

2. Reliability

Table 4. Data Reliability Test

Variable	Cronbach Alpha Coefficient	Criteria	Information
Price (X1)	0.904	0.60	Reliable
Service Quality (X2)	0.816	0.60	Reliable
Trust (X3)	0.855	0.60	Reliable
Repurchase Decision (Y)	0.933	0.60	Reliable
Consumer Satisfaction (Z)	0.921	0.60	Reliable

Source: Researcher's Process (2023)

According to Ghozali (2016), according to the standards used to assess reliability testing, an instrument is considered reliable if its Cronbach's alpha value is more than 0.60. According to (Syahfitri, 2023) an instrument is said to be reliable if its Cronbach's alpha value is less than 0.60; anything less than 0.60 is considered unreliable. As a result, each tool used in this research can be considered reliable if its Cronbach's alpha value is less than 0.60.

Classic Assumption Test

1. Normality Test

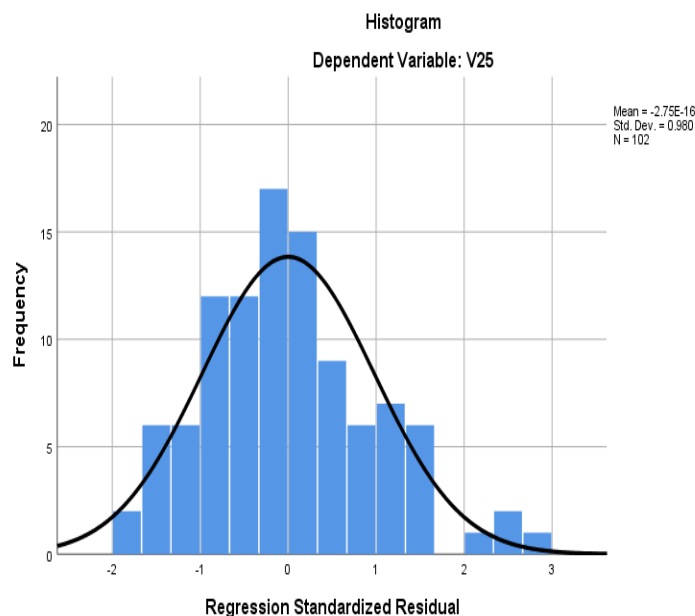


Figure 1. PP-Plot graph

The histogram results above show that the histogram distribution of the remaining data follows a normal distribution pattern, so that the resulting histogram resembles a bell.

2. Multicollinearity Test

Table 5. Multicollinearity Test
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Price	,682	1,466
Service quality	,591	1,691
Trust	,971	1,229
Satisfaction	,822	1,216

a. Dependent Variable: Repurchase Decision

Source: Researcher's Process (2023)

The table above shows that there is no multicollinearity in the research independent variables because the tolerance value is greater than 0.10 and the VIF value is greater than 10.00.

3. Heteroscedasticity Test

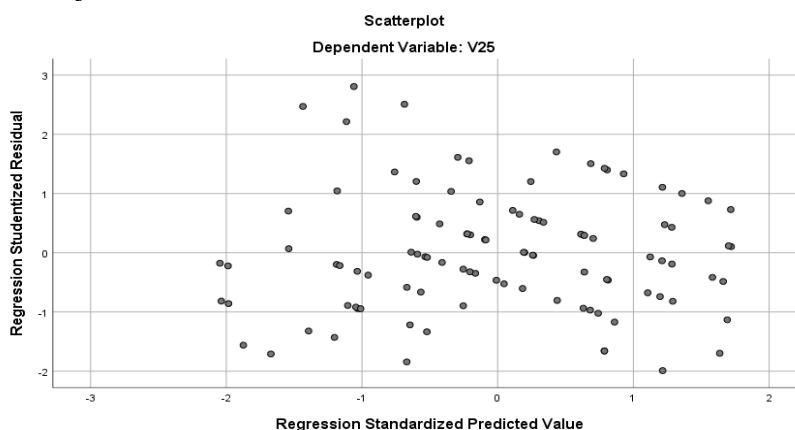


Figure 5. Scatter plot

The criteria for data that is free from the phenomenon of homoscedasticity is if the Scatterplot image shows that the residual data is evenly distributed throughout the place without forming a particular pattern.(Aslami, 2019). Thus, it can be concluded that this model is good and free from heteroscedasticity problems.

Hypothesis Testing or Path Analysis

1. Path Analysis Coefficient Sub Model 1

Table 6. Coefficient Sub Model 1

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,439	1,390		,315	,753
1 Price	,635	,070	,607	9,052	,000
Service quality	,381	,078	,337	4,898	,000
Trust	-.028	,060	-.023	-.460	,646

a. Dependent Variable: Repurchase Decision

Source: Researcher's Process (2023)

- Because it is known that the significance value considering the price variable is 0.000 (<0.05), it can be said that the repurchase decision variable has a significant effect on it.
- The Service Quality variable has a known significance value of 0.000 (<0.05) which indicates it has a significant influence on the Repurchase Decision variable.
- Because the significance value of the Trust variable is 0.646 (>0.05), it can be said that the Trust variable has a small relationship with the Repurchase Decision variable.

Table 7. Model Summary Sub Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883a	.780	.773	1,750

a. Predictors: (Constant), Trust, Price, Service Quality

Source: Researcher's Process (2023)

Price, service quality and trust are known to have an R Square value of 0.780, meaning these factors have an influence of 78% on repeat purchase decisions. Meanwhile, the formula $e1 = \sqrt{(1-0.780)}=0.220$ can be used to find the value of e1.

2. Path Analysis Coefficient Sub Model 2

Table 8. Coefficient of Sub Model 2

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	(Constant)	1,477	1,588	.930	.355
	Price	.149	.109	.153	1,374
	Service quality	.456	.099	.433	4,609
	Trust	.020	.068	.018	.299
	Repurchase Decision	.285	.115	.305	2,471

a. Dependent Variable: Satisfaction

Source: Researcher's Process (2023)

- It is recognized that the Repurchase Decision variable has quite a large value. 0.015 (<0.05), so it can be said that there is a fairly large relationship between the Satisfaction variable and the Repurchase Decision.
- Because the significance value of the Price variable is 0.173 (>0.05), it can be concluded that this variable has no real influence on the Satisfaction variable.
- The Price variable has no real influence on the Satisfaction variable, this is indicated by the significance value of 0.173 (>0.05).
- Considering that the significance value of the Service Quality variable is 0.000 (<0.05), it can be concluded that the Satisfaction variable is significantly influenced by the Service Quality variable.
- Because the significance value of the Trust variable is 0.766 (>0.05), it can be said that the Satisfaction variable is not significantly influenced by the Trust variable.
- The high value of the Repeat Purchase Decision variable is recognized. 0.015 (<0.05), indicating a rather strong correlation between Repurchase Decisions and Satisfaction measures.

Table 9. Model Summary Sub Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821a	.674	.661	1,997

a. Predictors: (Constant), Repeat Purchase Decision, Trust, Service Quality, Price

Source: Researcher's Process (2023)

The variables price, service quality and trust have an influence of 67.4% on repurchase decisions, based on an R Square value of 0.674. Meanwhile, the value of e1 can be determined using the formula $e1 = \sqrt{(1-0.674)}=0.326$.

The Influence of Price (X1) on Consumer Satisfaction (Z) in Bandrek Sergei MSMEs

Decision making is based on the results of hypothesis testing which refers to a significant value of 0.173 (>0.05), meaning Ho4 is rejected and Ha4 is accepted. Based on test results using the SPSS 25 application, this research shows that price has no effect on consumer satisfaction.

Price perception according to Paul and Olson (2000: 228) is the process by which customers understand price information as a whole and offer an in-depth interpretation. Therefore, one element that may impact sales results is the perception of price a business will make money if its prices reflect what customers are willing to pay.

However, in this study price had no effect on consumer satisfaction. This is in line with research conducted by (Febriana, 2022)And (Budiono, 2021).

The Influence of Service Quality (X2) on Consumer Satisfaction (Z) in Bandrek Sergei MSMEs

Decision making is based on the results of hypothesis testing which refers to a significant value of 0.000 (<0.05), meaning Ho5 is accepted and Ha5 is rejected. Based on test results using the SPSS 25 application, this research shows that service quality has a significant effect on consumer satisfaction.

DeLone and McLean (1992) said that service quality is the most important thing when seen and compared with other things, because what needs to be paid attention to is not only employees and company internals, but also customers who will be involved in sales activities. Thus, if there is poor service it can result in lost customers and sales. (Syahfitri, 2023)

This is in line with research conducted by (Syahfitri, 2023), (Sambara, 2021)And(Carmelia Cesariana, Fadlan Juliansyah, 2022). Customer satisfaction levels increase along with the quality of service they receive.

The Influence of Trust (X3) on Consumer Satisfaction (Z) in Bandrek Sergei MSMEs

Decision making is based on the results of hypothesis testing which refers to a significant value of 0.766 (>0.05), meaning Ho6 is rejected and Ha6 is accepted. Based on test results using the SPSS 25 application, this research shows that trust has no effect on consumer satisfaction.

This is in line with research conducted by (Sulaeman, 2022),(Meida, 2022) And (Rembet, 2020) that trust has no effect on consumer satisfaction. So it is hoped that Bandrek Serge MSMEs will further increase trust in customers regarding the quality of the products sold.

The Influence of Consumer Satisfaction (Z) on Repurchase Decisions (Y) in Bandrek Sergei MSMEs

Decision making is based on the results of hypothesis testing which refers to a significant value of 0.000 (<0.05), meaning Ho7 is accepted and Ha7 is rejected. Based on test results

using the SPSS 25 application, this research shows that repurchase decisions are significantly influenced by consumer satisfaction.

This is in accordance with research which shows that repurchase decisions are influenced by consumer happiness as reported (Saputra, 2023) Because customers will most likely buy an item again if they are satisfied with the item they purchased or the product offered by the company.

The Influence of Price (X1) on Repurchase Decisions (Y) in Bandrek Sergei MSMEs

Decision making is based on the results of hypothesis testing which refers to a significant value of 0.000 (<0.05), meaning H_01 is accepted and H_{a1} is rejected. Based on test results using the SPSS 25 application, this research shows that price has a significant effect on repurchase decisions.

According to Fandy Tjiptono, pricing has two main influences on consumers' purchasing decisions: price allocation plays a role in helping customers know how to optimize profit or utility predictions based on their purchasing power. Thus, price availability can help customers allocate their purchasing power between different products and services. After considering the costs of many options, buyers choose how they want to spend their money. Next, the importance of price information, especially its function in informing consumers about product quality characteristics such as price. This is very useful for consumers who find it difficult to assess the characteristics or benefits of a product impartially (Nurfauzi, 2023).

This is in line with research conducted by (Permatasari, 2022), (Akbar, 2020) And (Judiana, 2022) that price has a significant effect on repurchase decisions.

The Influence of Service Quality (X2) on Repurchase Decisions (Y) in Bandrek Sergei MSMEs

Decision making is based on the results of hypothesis testing which refers to a significant value of 0.000 (<0.05), meaning H_02 is accepted and H_{a2} is rejected. Based on test results using the SPSS 25 application, this research shows that repurchase decisions are significantly influenced by service quality.

According to Kotler (2008), services are any action or activity that is essentially immaterial, does not convey ownership, and can be provided by one person to another. Moenir (2008) defines service as a series of regular and sustainable activities carried out by people in society throughout their lives. This shows how inner satisfaction and service are connected (Rafqi Ilhamalimy, 2021).

This shows that the more people who make purchases, the better the service. The following is research that is in line with this research (Rafqi Ilhamalimy, 2021) And (Carmelia Cesariana, Fadlan Juliansyah, 2022)

The Influence of Trust (X3) on Repurchase Decisions (Y) in Bandrek Sergei MSMEs

Decision making is based on the results of hypothesis testing which refers to a significant value of 0.646 (>0.05), meaning H_03 is rejected and H_{a3} is accepted. Based on test results using the SPSS 25 application, this research shows that trust has no effect on repurchase decisions.

All the information customers have and all the judgments they make about a product, its features, and its advantages add up to trust (Muslimah, 2020). The level of trust a person has in a particular product is called product trust. The definition of trust most commonly used in this research relates to a party's willingness to be exposed to the actions of another party because of the assumption that the other party will act similarly without regard to the other party's ability to monitor or control. will perform certain tasks that are important to the person giving the trust (Yasri, 2021). However, it turns out that in this study trust has no effect on repurchase

decisions. This is in line with research conducted by (Ropal Tores, 2020) And (Chendradewi, 2016)

The Influence of Price (X1) on Repurchase Decisions (Y) Through Consumer Satisfaction (Z) in Bandrek Sergei MSMEs

It is known that pricing has a direct impact of 0.153 on satisfaction through repurchase assessments. Multiplication of the beta value (price on repurchase decisions) and the beta value (repurchase decisions on satisfaction) produces an indirect effect of price on satisfaction, which is as follows: $0.607 \times 0.305 = 0.185$.

The calculation above shows that the indirect effect is greater than the direct effect, with a direct effect of 0.153 and an indirect effect of 0.185. Therefore, price can be seen to indirectly increase customer satisfaction by promoting repeat business.

Price is the amount of value that buyers exchange for the benefits of owning or using a good or service; buyers and sellers negotiate a mutually agreed price. When making a purchase, buyers think a lot about price. If a product's anticipated benefits exceed or match its price, buyers will buy it.

The Influence of Service Quality (X2) on Repurchase Decisions (Y) Through Consumer Satisfaction (Z) in Bandrek Sergei MSMEs

There is a significant correlation between job quality and job output, with an average coefficient of 0.433 between job output and the job output threshold. However, the beta coefficient of Service Provider Quality on Customer Satisfaction and Customer Satisfaction on Service Quality is calculated so that it has a non-linear impact on Service Provider Quality through Customer Satisfaction on Service Quality, namely as follows: $0.433 \times 0.305 = 0.132$.

The results show that the non-linear loss rate is smaller than the linear loss rate, with a linear loss rate of 0.433% and a linear loss rate as low as 0.13%. Thus, it can be said that customer satisfaction is not significantly influenced by supplier quality in an unreasonable way during the procurement process.

Service quality is the way customers evaluate the difference between what service quality people anticipate and what they get. If clients believe that they are receiving services that meet their expectations, they will perceive the quality of the services as good and satisfactory. Because satisfaction increases, buyers may buy the item again.

The Influence of Trust (X3) on Repurchase Decisions (Y) Through Consumer Satisfaction (Z) in Bandrek Sergei MSMEs

The repurchase decision has a direct influence of 0.018 on satisfaction, this is known to be influenced by trust. The multiplication of the beta value (Confidence in Repurchase Decisions) by the beta value (Repurchase Decisions in satisfaction) is: $0.018 \times 0.305 = 0.005$.

Considering that the indirect effect is 0.005 and it is known that the calculation above shows that the indirect effect is smaller than the direct effect, namely 0.018. Therefore, trust has nothing to do with repurchase decisions and, thus, nothing to do with customer happiness.

The total knowledge and opinions held by customers is what is called consumer trust they make about products, features and advantages. Customer trust must be the driving force for a company's progress. Providing the maximum possible service while instilling confidence in the minds of the public that business can also provide high quality (Meliana, Sulistiono, Budi Setiawan, 2013). If business actors are able to build trust in consumers by providing quality products, consumers will continue to purchase products and consumer satisfaction will be created.

CONCLUSION

Based on research findings, researchers tested how price, service quality and trust influence product repurchase decisions at Bandrek Sergei MSMEs, with consumer satisfaction as an intervening variable using data collection, processing and analysis methods. Thus, the research results can be used to support the hypothesis which states that price and service quality have a significant effect on repurchase decisions but trust does not. Then, even though price and trust have a minimal influence on consumer satisfaction, service quality has a significant influence on consumer satisfaction. Customer satisfaction also has a big influence on repurchase decisions. Lastly, price has a large positive impact on customer happiness even though service quality and trust do not have a significant effect on consumer satisfaction through repeat purchase decisions.

So the suggestion from this research is that Bandreak Sergai MSMEs should further improve service and trust to consumers regarding the products offered so that they continue to increase sales and consumers from Bandrek Sergai MSMEs continue to make repeat purchases in the long term.

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