



## Repurchase Model Through Purchase Decision: Analysis of Product and Price Effect on Dulux Paint Consumers in DKI Jakarta and Tangerang Area

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**Abstract:** The purpose of this study was to determine how to analyze and how much, the following influence on the significance of product quality and price on purchasing decisions that have implications for repurchasing. This research is a census, the number of objects in the population with 100 respondents. The objective to be approved in this study is to prove empirical evidence regarding variable product quality and price, on purchasing decisions in choosing wall paint products, through purchasing decisions this research will also analyze the effect product quality and price against repurchase. The results show that the variable conditions of product quality and price have an impact on purchasing decisions in the good category, as well as the effect of product quality and price on repurchases, with positive and significant results, namely in the situation, if the product quality and price are increased then, will have an impact on increasing purchase and repurchase decisions.

**Keywords:** Product Quality, Price, Purchase Decision, Repurchase

### INTRODUCTION

Property growth in Indonesia is increasing along with the increasing need for housing. However, not all types of property grow well, demand for vertical housing such as apartments tends to slow down by only 2.16%. Demand for property has increased in the residential sector by 4.6% until 2016, this sector the demand for housing for the lower middle class has increased almost in various cities in Indonesia (lamudi.com, 2017 property report)

In the second quarter of 2019, the commercial property demand index grew by 0.13% on a quarterly basis (an increase of 0.1% compared to the previous quarter). This is driven by an increase in demand for apartments and offices. Meanwhile on an annual basis, the demand index grew 1.19% ([www.bi.go.id](http://www.bi.go.id))

One of the engines driving the paint industry is the growth of the real estate or property industry. The industry requires large amounts of paint consumption. The more houses and

buildings that are built, it means that the greater demand for paint which leads to industrial growth.

Paint is a very promising business in Indonesia. The continued high growth in the property business has been the main trigger driving demand for paint. In fact, at a time when the national economy was hit by various problems, the domestic paint market was still promising. At that time, the national paint production capacity was around 975,000 tons with a utility of about 80 percent.

According to the results of a 2012 report, the consultancy agency Forst and Sulivian, decorative paint products are still dominant in the paint market, related to the total area of paint in each building (www.slideshare.net, 2012). Each paint company focuses its sales on decorative paint products, which makes competition among paint manufacturers very fierce. According to a report from the survey institute MARS in 2013, decorative paint growth averaged 10% -15% with a market share of 60% of the total paint types in Indonesia (www.business.com, 2018).

PT ICI Paints Indonesia, as one of the decorative paint manufacturers in Indonesia, has 2 brands (brands) that are very popular in the community, namely Dulux and Catylac. Apart from these 2 brands, PT. ICI Paints also produces the Maxilite brand, which is generally intended for consumers who need paint with good quality but still at an affordable price.

In terms of price, PT. ICI Paints Indonesia always tries to create competitive prices, so that it is still acceptable to consumers. The presence of Dulux products as the main product, has so far been quite accepted by consumers, even though the price is quite high, consumers can still accept it because of the quality obtained after use. Catylac products are presented by PT. ICI Paints Indonesia to be able to reach a wider range of consumers, because it comes at a more affordable price. And finally, PT. ICI Paints Indonesia also creates Maxilite products to compete in the Low Market segment. For the DKI Jakarta and Tangerang areas, Maxilite products are not a focus area for sales.

In the case of a place or location for distributing products, PT. ICI Paints Indonesia collaborates with various distributor companies so that products can be easily found by consumers who need them. Especially for the DKI Jakarta and Tangerang areas, there are 2 Distributors who are responsible for distributing products to seller's shops so that the products can be easily found by customers.

In terms of promotion, broadly speaking, PT. ICI Paints Indonesia routinely carries out promotional activities for 2 main targets, namely promotions for consumers (in this case consisting of home owners or painters) or what is commonly referred to as consumer promos and shop sellers (trade promos). Apart from these two main promotions, PT. ICI Paints is also always active in maintaining its brand awareness by being active in various activities, such as Corporate Social Responsibility (CSR) activities, sports activities, fashion shows and various other sponsorship activities.

Research conducted by (Sembiring, 2017), (Jatmiko, 2019), (Ferdiansyah, 2018), and (Hudaya, 2018) found that product quality has a significant effect on consumer purchasing decisions. Based on research conducted by (Ernawati, 2019), (Wibowo, 2018), (Brata et al., 2017), and (Apriyanto, 2015) it is known that prices affect consumer purchasing decisions. The influence that occurs can be partial or simultaneous. Based on research conducted by (Amirudin, 2019), (Imam Heryanto, 2015), and (Nasution, 2018), it is known that products and prices can influence consumers to make repeat purchases.

## LITERATURE REVIEW

### Purchase Decision

Purchasing decision is a decision in which a person chooses one of several available alternative options and an integration process that combines knowledge attitudes to evaluate

two or more alternative behaviors and choose one of them. Purchasing decision is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors, and choose one or one of them, (Kotler & Keller, 2016)

### Repurchase

Repurchase is a step that occurs after a purchase is made. Repurchasing is where consumers feel satisfied with a product that matches expectations with the expected performance, will create a satisfaction that encourages re-purchase of the same product or brand in the future and will tell about things that are related to the brand's words, (Kotler , 2012)

When consumers have felt the value of a product or company through positive experiences that have been obtained before, they will feel happy and satisfied. This will make consumers intend to buy back because there is an emotional bond from the experience they get.

### Product

Produk adalah segala sesuatu yang dapat ditawarkan kepasar untuk mendapatkan perhatian, dibeli, digunakan, atau dikonsumsi yang dapat memuaskan keinginan atau kebutuhan, (Kotler, Philip; Armstrong, 2011). Secara konseptual produk adalah pemahaman subyektif dari produsen atas sesuatu yang bisa ditawarkan sebagai usaha untuk mencapai tujuan organisasi melalui pemenuhan kebutuhan dan kegiatan konsumen, sesuai dengan kompetensi dan kapasitas organisasi serta daya beli pasar. Selain itu produk dapat pula didefinisikan sebagai persepsi konsumen yang dijabarkan oleh produsen melalui hasil produksinya. Produk dipandang penting oleh konsumen dan dijadikan dasar pengambilan keputusan pembelian.

### Price

Price is the amount of value that consumers exchange for the benefits of owning or using a product or service. Price plays a role as one of the most important elements that determine market share and company profits. The price mix strategy will affect the perception of the value of the product by consumers, the product brand image and consumer satisfaction with the purchase of a product. Approach to pricing based on costs, the consumer value perception, and approach to persaingan (Kotler, 2012) . Price is a monetary unit or other measure including other goods and services that are exchanged in order to obtain ownership or user rights for goods and services (Tjiptono & Chandra, 2011) .

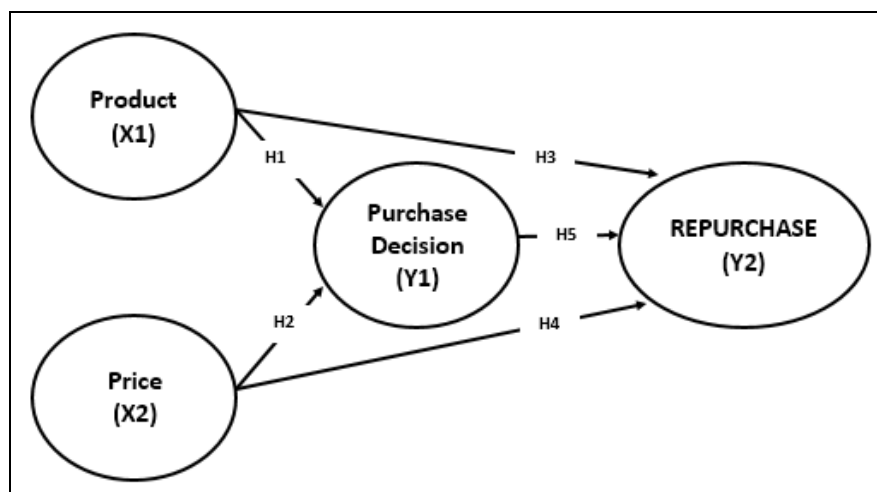


Figure 1. Framework

- H1: Product effect on purchase decision  
 H2: Price affects on purchase decision  
 H3: Product affects repurchase  
 H4: Price affects Repurchase  
 H5: Purchase decision affect repurchase

## RESEARCH METHODS

The research method used in this research is quantitative method. Quantitative research is a research method used to test certain theories by examining the relationship between variables. In quantitative research, a researcher must have assumptions to test theory deductively, prevent biases, control alternative explanations, and be able to generalize and re-apply his findings (Noor, 2011).

Population is a combination of all elements that have a similar set of characteristics covering the universe for the benefit of marketing research problems (Malhotra, 2009). In the municipalities of DKI Jakarta and Tangerang there are more than 1,000 building shops selling PT. ICI Paints Indonesia are spread across various districts, with different product variants for each building shop.

Sampling is determined using *nonprobability sampling* techniques, namely *sampling* techniques that do not provide equal opportunities for each element or member of the population to be selected as samples (Sugiyono, 2008).

The sampling method used was purposive sampling, the respondent was the person who was responsible for the household and decided to buy paint to paint the house. The sample size used according to (Hoyle, 1995) for path modeling is around 100-200 samples, and for this study using 100 respondents.

This analysis was conducted to predict the Y (exogenous) variable from the Y (endogenous) variable using the formative dimension. PLS regression to find components of X which is best for predicting Y. Way PLS regression are looking for a set of so-called vector component in the form of latent and simultaneous decomposition of X and Y with the restriction that these components can explain the covariance between X and Y. PLS regression decomposes the two variables X and Y as a result of the common set orthogonal *factor* so that the endogenous variable X is decomposed into:

$$X = TP^T \text{ with } T^T T = I$$

Where I is the identity matrix, T is the score matrix and P is the Loading matrix (in the PLS regression the loading is not orthogonal) so that Y is estimated as follows:

$$\hat{Y} = TB$$

Where Matrix B is a diagonal matrix with the regression weight as the diagonal element and C is the weight matrix of the exogenous variables.

## Technical Data Analysis

This study uses SEM analysis Structural equation modeling which aims to determine whether or not the independent variables influence the dependent variable. SEM analysis is a multivariate application used to test the effect of several independent variables (X) on one dependent variable (Y) which is described as follows:

$$\text{Equation 1: } Y = \beta_{YX1}X_1 + \beta_{YX2}X_2 + \beta_{YZ}Z + e_1$$

$$\text{Equation 2: } Z = \beta_{ZX1}X_1 + \beta_{ZX2}X_2 + e_2$$

Where:

Y : Repurchase

Z : Purchase decision

X 1 : Product Quality

X 2 : Price

PZx1 : coefficient of variable X1 on Variable Z

PZx2 : coefficient of variable X2 on Variable Z

PYZ : the coefficient of the Z variable against the Y variable

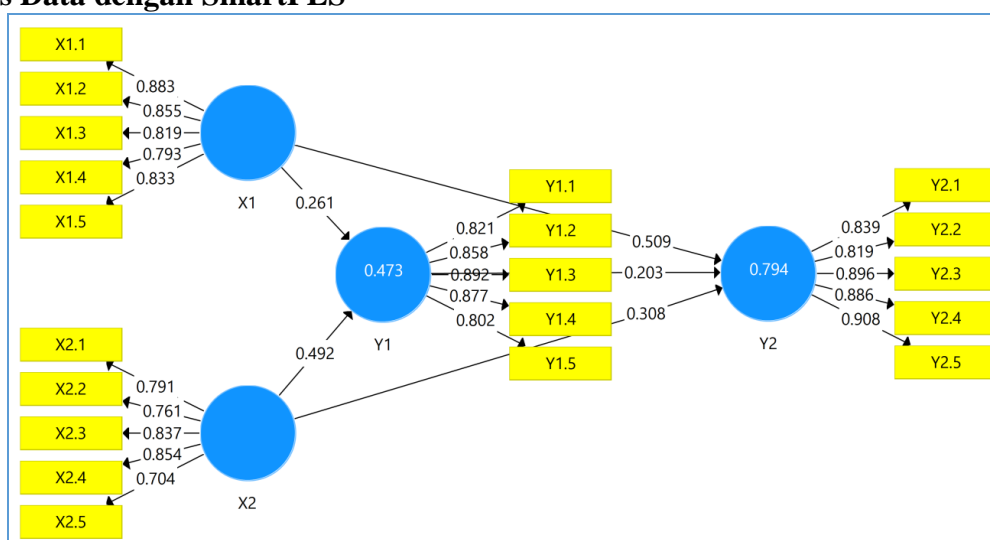
PYx1: the coefficient of variable X1 on Variable Y

PYx2: coefficient of variable X2 on Variable Y

: *error* / other variables that take effect

## FINDINGS AND DISCUSSION

### Analisis Data dengan SmartPLS



**Figure 2. Algorithmic Structural Equations on the Effect of Product Quality, Price, on Repurchase through Purchase Decisions**

**Table 1. Validity and Reliability Test Results**

<i>Construct</i>	<i>Items</i>	<i>Loadings</i>	<i>Average Variance Extracted (AVE)</i>	<i>Composite Reliability</i>
Product Quality	X1.1	0.883	0.701	0.921
	X1.2	0.855		
	X1.3	0.819		
	X1.4	0.793		
	X1.5	0.833		
Price	X2.1	0.791	0.626	0.893
	X2.2	0.761		
	X2.3	0.837		
	X2.4	0.854		
	X2.5	0.704		
Purchase Decision	Y1.1	0.821	0.723	0.929
	Y1.2	0.858		
	Y1.3	0.892		
	Y1.4	0.877		
	Y1.5	0.802		
Repurchase	Y2.1	0.839	0.757	0.940

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Y2.2	0.819
Y2.3	0.896
Y2.4	0.886
Y2.5	0.908

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Source : Outhor 2020

The table explains that the overall value of the loading factor for the research indicator for the construct is  $> 0.5$ . In addition, the resulting AVE (Average Variance Extracted) value is 0.701, which is greater than the alpha value, which is  $> 0.5$ . Thus, it can be explained that all research indicators have been able to represent and be able to measure the research construct. The indicator of Product Quality variable which consists of 5 statements shows that the lowest loading score is 0.793, namely the statement of Product Quality which reads "Has good resistance". Meanwhile, the highest loading score is found in the statement of 0.813 which reads "attractive premium product packaging". These results can be explained that items that have a very close relationship in forming the construct of Product Quality.

Based on the data presented in table 4.9 above, it can be seen that the composite reliability value of all research variables is  $> 0.7$ . These results indicate that each variable has met composite reliability so it can be concluded that all variables have a high level of internal consistency reliability.

The Price construct which consists of 5 indicators also shows that all of these indicators have a loading score greater than 0.5. AVE Price value is 0.626 which is  $> 0.5$ . Thus it can be explained that all indicators used as price gauges actually form the price construct. The highest loading score is found on the indicator which reads "Competitive price" with a loading score of 0.854. Meanwhile, the lowest loading score was found on the indicator which reads "price according to benefits" with a loading score of 0.704. These results indicate that X2.4 is the indicator that has the greatest influence on the price construct formation.

The Purchase Decision construct is formed from ten statements, all of which have a loading score of  $> 0.5$ . The resulting level of AVE achievement is 0.723. Thus it can be explained that all indicators used to measure Purchasing Decisions actually form the constructs of Purchasing Decisions. If viewed from the resulting loading score, the indicator that has the highest loading score is the Y1.3 indicator of 0.892 which reads "Intention to refer to others". While the indicator that has the lowest loading score is the Y1.5 indicator of 0.802 which reads "product information is easy to get". Buyback has five indicators that represent this construct. The loading scores of all the leaders' performance indicators are all  $> 0.5$ . The resulting AVE value is also 0.757 which is  $> 0.5$ . These results can be explained that the ten statements that represent the construct of the Return decision are really able to form the construct well.

Of the five Buyback indicators, the indicator that has the highest loading score is the Y2.5 indicator of 0.908 which reads "Disinterest in other products". Meanwhile, the indicator with the lowest loading score is the Y.22 indicator of 0.819 which reads "Make purchases regularly".

### ***Discriminant Validity***

Based on the data presented in table 4.8 above, it can be seen that each indicator in the research variable has the largest *cross loading* value on the variable it forms compared to the *cross loading* value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good *discriminant validity* in formulating their respective variables.

**Table 2. Fornell Larcker Critical Variabel Penelitian**

	(X1)	(X2)	(Y1)	(Y2)
(Y1)	<b>0.837</b>			
(X2)	0.635	<b>0.791</b>		
(Y1)	0.573	0.658	<b>0.850</b>	
(Y2)	0.821	0.764	0.697	<b>0.870</b>

Source : Outhor 2020

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### Cronbach Alpha

Test *Cronbach alpha* dilakukan a n to strengthen the reliability test results above . Where a variable can be declared to meet *Cornbach alpha* if it has a *Cronbach alpha* value > 0.6. The following is the *Cornbach alpha* value of each variable.

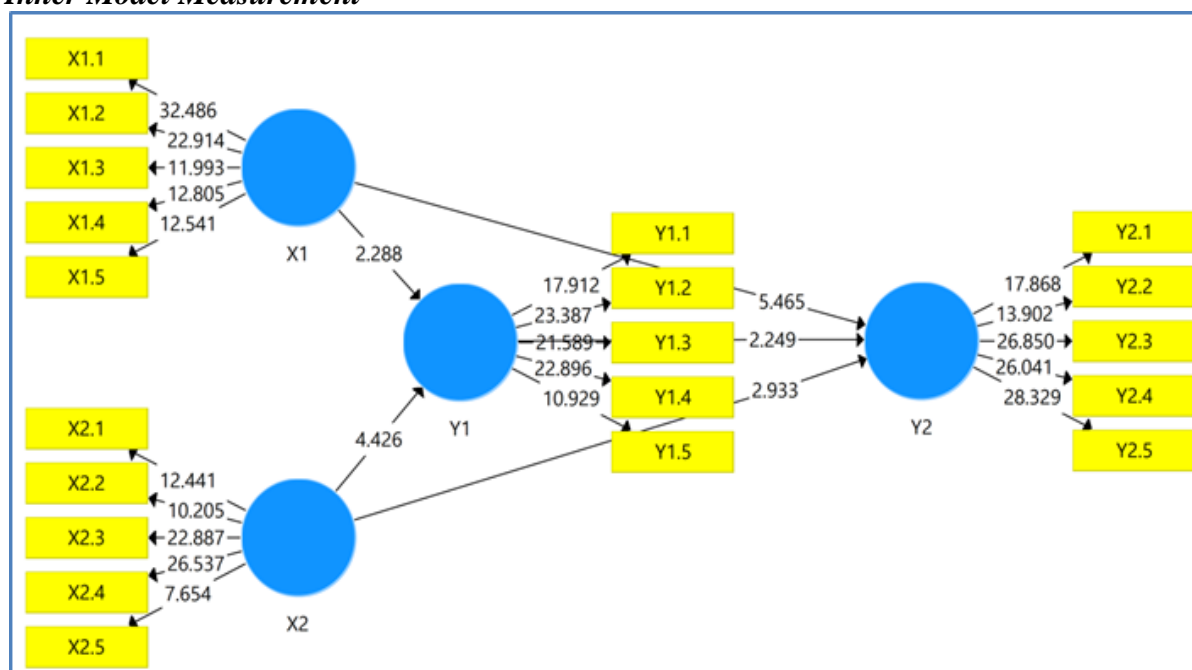
**Table 3. Cronbach Alpha**

Variable	Cronbach Alpha	Standart	P Value
Kualitas Produk	0.895	>0.600	0.000
Harga	0.853	>0.600	0.000
Keputusan Pembelian	0.904	>0.600	0.000
Pembelian Kembali	0.919	>0.600	0.000

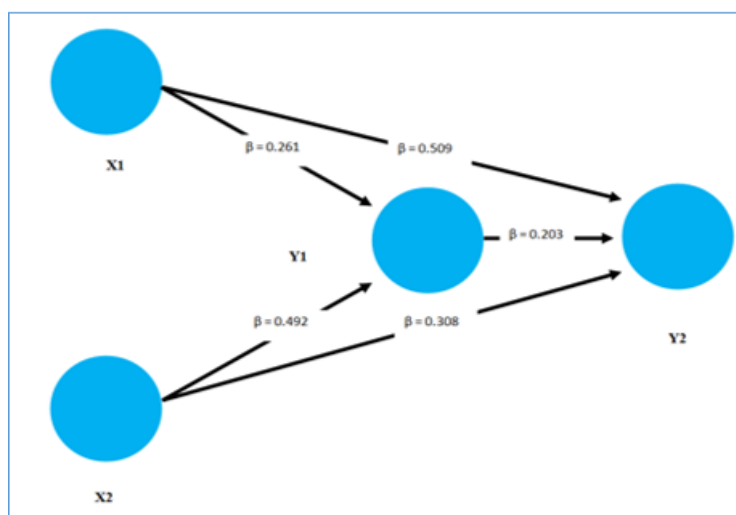
Source : Outhor 2020

Based on the data presentation in the table above, it can be seen that the *Cornbach alpha* value of each research variable is > 0.6. So that these results indicate that each research variable has met the requirements for the *Cronbach alpha* value , so it can be concluded that all variables have a high level of *internal consistency reliability*

### Inner Model Measurement


**Figure 3. Uji Bootstrapping**

*Inner model measurement* digunakan untuk mengukur pengaruh yang diberikan oleh variabel laten yang satu terhadap yang lain. Berdasarkan hasil pengolahan data dengan menggunakan SmartPLS dengan booth strapping maka diperoleh pengukuran model *inner* berupa *path coefficient*.

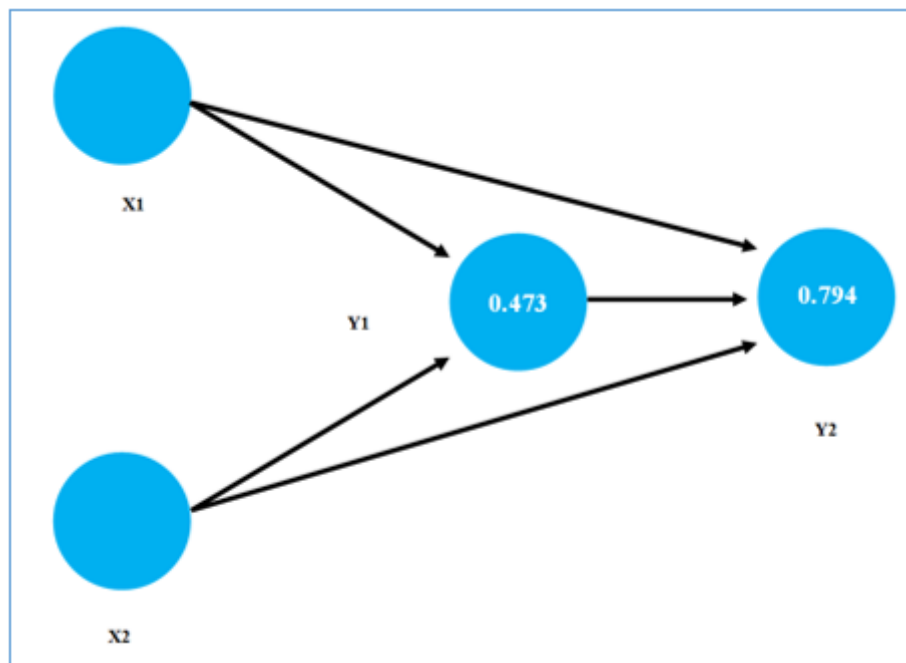


**Gambar 4. Path Coefficient**

- Product Quality has a positive influence on Purchasing Decisions. This is indicated by the value of the influence coefficient of 0.261 and is positive. This means that the Product Quality provided by Dulux Paint has a positive effect, by improving Product Quality it will produce a good Purchase Decision, and it will always go hand in hand.
- Price has a positive influence on Purchasing Decisions. This is indicated by the value of the influence coefficient of 0.492 and is positive. This means that the price will have an impact on the Purchase Decision, many customers are satisfied with the price built by Dulux Paint , price perception will play a role, and support the Purchasing Decision, with good and maintained competitive prices , then the Purchasing Decision will also builds itself up, because the influence in this study is positive.
- Product quality has a positive effect on repurchase . This is indicated by the value of the influence coefficient of 0.509 and is positive. This means that optimal product quality will form a repurchase , low or high product quality, the level of repurchase measurement will be calculated, because if the quality of the product is getting better, then the repurchase will also be better, but if the quality of the product given is poor. , then the Dulux Paint will get a bad Buyback because the results of the research are positive.
- Price has a positive effect on repurchases . This is indicated by the influence coefficient value of 0.308 and is positive. This means that the price will have an impact on repurchase , the price perception plays a role in this study , so the repurchase will also build itself, because the influence in this study is positive.
- Purchase Decision has a positive effect on Buyback. This is indicated by the effect coefficient value of 0.203 and is positive. This means that the Purchase Decision will form a Buy Back, the effect of the Purchase Decision is large enough to form a Buy Back. If the customer is satisfied with the variables that are formed behind him, the Purchase Decision will also shape and influence the Buyback, if the Purchase Decision increases, it will have an impact on Buyback which is good too, but if the Purchase Decision decreases, then the repurchase will decrease simultaneously, because the influence in this study is positive and in tune.

## Evaluasi Model

Analysis of model evaluation or testing of *goodness of fit* in this study is carried out with the aim of ascertaining whether the model in this study is the best model that has been established and is appropriate based on theory, empirical studies and existing facts. Based on data processing carried out by researchers using the SmartPLS program, evaluating the *goodness of fit* model obtained the R-Square value and the Q-Square calculation as follows:



**Gambar 5. R Square & Q-Square**

Based on the data presented in Figure 5. above, it can be seen that the *R-Square value* for Buyback is 0.794 which is categorized as strong enough. Then the *R-Square value* for Purchase Decisions is 0.473 in the moderate category

## Goodness of Fit

In the next stage, a model evaluation will be carried out through the *goodness of fit*. The *goodness of fit* assessment is known from the *Q-Square value*. The value of *Q-Square* has the same meaning as the coefficient of determination (*R-Square*) in regression analysis, where the higher the *Q-Square*, the model can be said to be more fit with the data. The results of calculating the value of the *Q-Square* value are as follows:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1-0,473) \times (1-0,794)] \\
 &= 1 - (0.527 \times 0.206) \\
 &= 1 - 0.108 \\
 &= 0.892
 \end{aligned}$$

Based on the results of the above calculations, the *Q-Square* value is 0.892. This shows that the large diversity of research data that can be explained by mode I is 89.2%, while the remaining 10.8 % is explained by other factors that are outside of this research model. Based on these results, the model in this study can be stated as having a very good *goodness of fit*.

### Hypothesis test

Based on data processing carried out by researchers, it can be used to answer the research hypothesis. Hypothesis testing in this study was carried out by looking at the  $t$  value and  $p$ -value. The research hypothesis can be stated as accepted if the  $p$ -value  $< 0.05$  and the  $t$ -value is positive. The following are the results obtained in testing the hypothesis in this study through the *inner model*:

**Table 4. Hypothesis Testing**

Hypothesis	Influence	t-Count	P-Value	Result
H1	Product quality affects the purchase decision	2,288	0.023	Proven
H2	Price affects the Purchase Decision	5,465	0,000	Proven
H3	Product quality affects Buyback	4,426	0,000	Proven
H4	Price affects Buyback	2,933	0.004	Proven
H5	Purchase Decision Affects Buyback	2,249	0.025	Proven

Source: Outhor 2020

### Discussion

#### The influence of product quality variables on purchasing decisions

Overall, the variable product quality has a positive and significant effect on purchasing decisions, by looking at table 4.4, which shows that it shows an effect that goes hand in hand, which means, if product quality is improved, purchasing decisions will increase simultaneously with the quality of the product. good. The results of this study are in line with the results of research conducted by (Ali, 2019), (Ali & Mapp Pesona, 2016), (Ali et al., 2016), (Hudaya, 2020), (Nguyen et al., 2019).

#### The effect of price variables on purchasing decisions

Based on table 4.4, it shows that the price has a positive and significant effect on purchasing decisions, this goes straight, which states that if the price previously offered will be in accordance with the desires of the consumer, the purchasing decision will also increase significantly. The results of this study are in accordance with several studies which state that there is a relationship between price and purchasing decisions, including: (Fatmawati & Soliha, 2017), (Ikhsani & Ali, 2017), (Brata, Baruna Hadi; Husani, Shilvana; Ali, 2017), (Limakrisna & Ali, 2016) and (Anggita & Ali, 2017b) which explain that price affects purchasing decisions.

#### The influence of product quality variables on repurchases

However, if viewed in accordance with the results of data processing, which states that product quality has a positive and significant effect on repurchase decisions. This is good news for Dulux paint, which means that the quality of the company's products is quite good, which means that good product quality will make consumers make repeated purchases. The results of this study are in line with the results of research conducted (Hudaya, 2020), (Ikhsani & Ali, 2017), (Anggita & Ali, 2017b) (Calvo-Porrall & Lévy-Mangin, 2017), (Nguyen et al., 2019), (Ikhsani & Ali, 2017), (Anggita & Ali, 2017b). Where the research results show that the quality of the product has a positive and significant effect on repurchase decisions.

### **The effect of price variables on repurchases**

Based on table 4.4 above the price variable, on the repurchase decision. This shows that if the price offered to Dulux paint consumers is appropriate and competitive enough so that the customer has a good perception of the price offered by Dulux paint, then many of the Dulux paint customers are quite loyal to the product, then these things will affect the customer taking the decision to return to buy another product from Dulux paint

The relationship between each independent indicator on the dimensions of the repurchase decision, either a very weak relationship to a very strong relationship, indicates the influence of the price variable on the repurchase decision.

With the results of the distributed questionnaire, it is stated that the price has a positive and significant effect on repurchase decisions, which states that a good price, after being determined by the company, is the thing that affects customers in making repeated purchases. The results of this study are in line with the results of the research conducted. Chinomona, (Hudaya, 2020), (Ikhsani & Ali, 2017), (Anggita & Ali, 2017b) (Calvo-Porral & Lévy-Mangin, 2017), (Nguyen et al., 2019), (Ikhsani & Ali, 2017), (Anggita & Ali, 2017b).

### **Pengaruh purchase decision variables, to repurchase.**

The relationship in each indicator  $Y_1$  to  $Y_2$ , in this study, namely the purchase decision against the repurchase decision, shows the results in accordance with the hypothesis, namely, the effect of positive and significant purchasing decisions on repurchase decisions. This means that the existence of a purchase decision situation will support the repurchase decision, because the influence between the two variables is positive which states that, if the purchase decision increases, it will be directly proportional to the decision to buy back Dulux paint products.

This is consistent with research in previous journals, which states that purchasing decisions have a positive and significant effect on repurchase decisions: (Alexi, M; Zulkarnain, Z; Musfar, 2016; Ali et al., 2016; Ali & Mapp Pesona, 2016; Anggita & Ali, 2017b; Fatmawati & Soliha, 2017; Hudaya, 2020; Limakrisna & Ali, 2016; M & Ali, 2017; Nguyen et al., 2019) (Anggita & Ali, 2017a) (Brata, Baruna Hadi; Husani, Shilvana; Ali, 2017)

## **CONCLUSION AND SUGESTION**

### **Conclusion**

Based on the results of the analysis in this study, which shows the effect of product quality and price on purchasing decisions that have implications for repurchase decisions is true. The results of the study show that two endogenous or variable (X), namely product quality and price have a positive and significant effect on the exogenous variable (Y) in this study, namely the purchase decision and the purchase decision.

Referring to the responses of respondents who stated that the quality of the product in accordance with the specifications is a positive thing for the company, which means that the quality offered to consumers is in accordance with the expectations of consumers or customers. This is a strength for the company.

For the price offered to customers, many customers think that the price offered by the company is in accordance with their expectations, the price according to the quality of the product will create positive things for customers. Because basically, in buying a product, consumers hope that the price they have paid will give them the appropriate satisfaction.

Purchasing decisions are crucial for a product, purchasing decisions are a level that is difficult for companies to achieve if the composition of the variables behind them is not good, but in this study, many customers stated that the information from product advertisements

and other advertisements was quite clear, which made them easy to understand. find products and make purchase decisions on products they like.

Repurchase is an activity where a customer has bought a product and then they repurchase it. Based on respondents' responses. Many customers stated that they were not interested in other products, therefore many loyal customers made repeat purchases. This is an added value for the company, and the company must take care of customers who have made repurchases, and will make repeat purchases at another time.

This section will present the conclusions on the hypotheses that have been proposed in the previous chapter. The conclusions obtained based on the results of research and discussion are as follows:

1. This study proves that product quality has a significant positive effect on Dulux paint purchase decisions.
2. The price is proven to have a significant positive effect on Dulux paint purchasing decisions.
3. Product quality is proven to have a significant positive effect on Dulux cata repurchase decisions.
4. The price has a positive and significant effect on the Dulux paint repurchase decision.
5. The purchase decision proved to have a positive and significant effect on the decision to buy back Dulux paint.

### **Suggestion**

Suggestions that can be given based on the results of this study are:

Future research is expected to further deepen the empirical study of previously made research, add endogenous variables to the research in order to sharpen the research results by multiplying the hypothesis that will be proven by processing data with more samples, and a wider range of studies.

In addition, it is hoped that the research that has been made by researchers can provide references to further researchers regarding purchase decisions and repurchase decisions. With this research, it is hoped that this paper will be used wisely. Related to enriching science and as a reference in writing subsequent scientific papers.

1. The product quality in the company is sufficient in obtaining a repurchase decision mediated by the purchase decision, the repurchase decision is a good thing, related to the loyalty of the repurchase decision is what is expected by the company. Therefore the product quality must be strictly maintained by the Dulux paint company.
2. The price offered by the company is quite competitive, the varying prices combined with the many product variants are the company's marketing composition. This is solely done by companies to reach customer purchasing decisions and reach buy-back decisions by customers who are loyal to Dulux paint products. This has been obtained by the company, because in this study it has been proven that, purchasing decisions and repurchasing decisions have been based on product quality and price, the two variables in the purchase decision have proven that this supports a situation of return purchase decisions, the price is appropriate with the wishes of the customer, the price is adjusted according to the quality of the product, the various prices are important in reaching a Dulux paint product repurchase decision.

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