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The Influence of Perception Price, Perception Quality And Product Design On Repurchase Intention With Perception Value As A Mediation Variable (Case Study Of Brand Mulia Ceramic Consumer In Bandung City)

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Abstract: This research aims to examine the influence of price perception, quality perception and product design on repurchase intention with value perception as a mediating variable. The research method used is quantitative with a descriptive verification approach. Researchers use non-probability sampling techniques, namely sampling techniques that do not provide opportunities or opportunities for each member of the population to be selected as a sample. This study selected a sample of 100 people. The tool used to analyze the data in this research is SmartPLS 4. The research results show that (1) price perception has a positive effect on value perception, (2) perception has no positive effect on value perception, (3) product design has a positive effect on value perception, (4) price perception has a positive effect on repurchase interest, (5) quality perception has no positive effect on repurchase interest (6) product design has no positive effect on repurchase interest (7) value perception has a positive effect on repurchase intention, (8) price perception has a positive effect on repurchase interest through perceived value, (9) Quality perception does not have a positive effect on repurchase interest through value perception, (10) Product design has a positive effect on repurchase interest through value perception.

Keyword: Price Perception, Quality Perception, Product Design, Value Perception, Repurchase Interest

INTRODUCTION

The ceramic floor and wall industry is currently growing rapidly in Indonesia. Consumption of ceramic tiles in Indonesia continues to increase, driven by several factors. Population growth, urbanization, and rising incomes in the country have led to increased activity in the construction, housing, and infrastructure sectors. According to research conducted by Mordor intelligence, the Indonesian Ceramic Tile Market Size is estimated at IDR 19,350,000,000,000 in 2024, and is expected to reach IDR 24,300,000,000,000 in 2029.(mordorintelligence.com, 2024). The Indonesian ceramic market share is controlled by PT Platinum Ceramic Indonesia while PT Muliakeramik Indahraya occupies the 4th position.

The ceramic market size in Indonesia is still very large and is predicted to continue to grow, PT Mulia Keramik Indahraya is one of the market leaders in the ceramic industry in Indonesia. However, sales have continued to decline since 2022 and 2023.

Repurchase Intention is a consumer's decision to buy a product more than once, where this decision is also accompanied by factors that influence it, especially information about the product they will get. (Mardiah & Anugrah, 2020). Price perception is a consumer's subjective evaluation of a price, whether the price is considered low, high or fair, by comparing the fairness of the product and service with competitors. (Setyabudi et al., 2020). Price perceptions play an important role in influencing purchasing decisions and attracting customers' attention to their products. (Fitri & Mardikaningsih, 2023). buyers usually compare the price of expensive products with products of good quality, and if the price of a product is very low then buyers may doubt the quality of the product itself. (Imanulah & Andriyani, 2022). This is one of the driving factors that drives interest in purchasing a product, apart from the influence of other people, experience using the product, and urgent needs. Potential consumers have considerations about the products they will buy. Prospective customers will hunt for goods that match their requests so that they don't make a mistake when making a purchase and can assess the quality of the product they want to buy. (Laraswati & Harti, 2022).

Good product quality will create a higher level of satisfaction because it not only meets functional expectations but also provides added value. This sparks an emotional connection between customers and brands, making them feel valued and personally connected. (R. Adjeng Mariana. F et al., 2024).

Growing interior design trends encourage consumers to choose materials that are not only functional but also aesthetic. Ceramic tiles now come in a variety of designs, colors, and textures, making them a popular choice for homes and commercial spaces. The wide availability of choices allows consumers to tailor ceramics to their lifestyle and personal preferences. Product design, brand image and price perception had a significant positive effect on satisfaction and repurchase intention. Satisfaction mediates the relationship between product design, brand image, price perception and repurchase intention. Product design has a stronger relationship with repurchase intention. (Harsono & Hadi, 2023),

Based on the description stated above this research aims to examine the influence of price perception, quality perception and product design on repurchase intention with value perception as a mediating variable.

METHOD

The research method used is quantitative with a descriptive verification approach. Researchers use non-probability sampling techniques, namely sampling techniques that do not provide opportunities or opportunities for each member of the population to be selected as a sample. This study selected a sample of the entire population of 100 people. The tool used to analyze data in this research is SmartPLS 4. The data analysis technique used in this research is in two stages, Outer Model and Inner Model. The outer model test was carried out to prove the validity and reliability of all indicators for each variable. For testing path analysis and indirect effects, it is in the (Inner Model) which is to see the relationship between exogenous and endogenous variables.

The primary data collection technique was carried out by giving questionnaires to consumers of noble ceramics who had previously purchased noble ceramics. Price perception (X1) is measured through 4 indicators, namely price affordability, price competitiveness, price according to quality, and suitability to benefits; Perceived Quality (X2) is measured through six indicators; namely performance quality, reliability, features, durability, fit quality, and style; Product Design (X3) is measured through 3 indicators, namely design variations, latest models and designs that follow trends; Repurchase interest (Y) is measured by four indicators, namely, transaction interest, reference interest, preference interest and exploration interest;

Perception Value (Z) uses three indicators, namely, emotional value, social value and quality value. Respondents' responses to each indicator were measured using a Likert scale. The hypothesis of this research is as follows:

H1 : Price perception (X1) has a significant effect on value perception (Z).
H2 : Perceived quality (X2) has a significant effect on value perception (Z)
H3 : Product design (X3) has a significant effect on value perception (Z)
H4 : Price perception (X1) has a significant effect on repurchase intention (Y).
H5 : Perceived quality (X2) has a significant effect on repurchase intention (Y).
H6 : Product design (X3) has a significant effect on repurchase intention (Y).
H7 : Value perception (Z) has a significant effect on repurchase intention (Y).
H8 : Value perception (Z) can mediate perceived price (X1) with repurchase intention (Y).
H9 : Value perception (Z) can mediate perceived quality (X2) and repurchase intention (Y).
H10 : Value perception (Z) can mediate product design (X3) with repurchase intention (Y)

RESULTS AND DISCUSSION

The results of data processing and discussion in this research were obtained from distributing questionnaires to respondents as the main data source. Questionnaires were distributed to 100 respondents who were consumers of Mulia Ceramics in Bandung City who had previously purchased Mulia ceramics. This questionnaire consists of 50 statement items which are described based on the variables of price perception, quality perception, product design, value perception and repurchase intention. The data obtained shows the demographic profile of the respondents who participated in this research. Based on the data obtained, the majority of respondents in this study were male, namely 87 people (87%) while female respondents were 13 people (13%). There were 2 people aged 18-28 years, 76 people aged 29-39 years (76%), and 22 people aged >39 years (22%). Based on the last education group, there are more than 15 high school graduates (15%), and the remainder (85%) is filled by D1, D3 and S1 graduates. Groups based on occupation, 52 private/BUMN employees (52%), 21 self-employed (21%), 3 people (3%) architects, 5 building foremen (5%) and 19 people in other occupations (19%). And the last group based on income, <Rp. 2,000,000 for 1 person (1%), IDR 2,000,000-Rp 3,500,000 for 4 people (4%), IDR 3,500,000-Rp 8,000,000 for 80 people (80%), > IDR 8,000,000 A total of 15 people (15%)

The measurement model in PLS-SEM is also called the outer model, which defines latent constructs or variables. According to (Hair et al, 2019), the outer model is a component of the path model which contains the relationship between indicators and their variables. This model represents how the measured variables represent constructs or variables. If the measurement characteristics of the variables in the measurement model evaluation are acceptable, then proceed with the structural model evaluation. In this research, the measurement model used is a reflective measurement model, so the steps for evaluating the measurement model are convergent validity, discriminant validity and reliability.

Convergent Validity

The measurement model shows how manifest variables or observed variables represent the latent variables to be measured. Convergent validity is measured using outer loading and AVE (Average Variance Extraced) parameters. An individual reflexive measure is said to be correlated if the value is more than 0.7 with the construct that Hair et al (2019) wants to measure. From the results of the measurement model analysis above, it is known that there are several manifest variables whose factor loading value is <0.70, so to fulfill the rule of thumb, manifest variables whose value is <0.7 must be dropped from the model. Manifest variables that must be removed from the model.

Table 1. Outer Loading

	PD	RI	PP	PQ	PV	Rule Of Thumb	Conclusion
PD1	0,827					0,700	Valid
PD2	0,809					0,700	Valid
PD3	0,922					0,700	Valid
RI1		0,882				0,700	Valid
RI2		0,853				0,700	Valid
RI3		0,889				0,700	Valid
RI4		0,913				0,700	Valid
PP1			0,898			0,700	Valid
PP2			0,968			0,700	Valid
PP3			0,970			0,700	Valid
PP4			0,791			0,700	Valid
PQ1				0,810		0,700	Valid
PQ2				0,873		0,700	Valid
PQ3				0,902		0,700	Valid
PQ4				0,836		0,700	Valid
PQ5				0,869		0,700	Valid
PQ6				0,883		0,700	Valid
PV1					0,913	0,700	Valid
PV2					0,901	0,700	Valid
PV3					0,899	0,700	Valid

Source: Data processing, SmartPLS 3

Discriminant Validity

Discriminant validity can be seen from 3 approaches, namely Fornell-Larcker Criterion, HTMT, and Cross Loadings.

Fornell-larcker criteria

Fornell and Lacker's criteria are that the root AVE of the variable is greater than the correlation between the variables. Hair et al., (2019).

Tabel 2. Fornell-larcker values

INFORMATION	PD	RI	PP	PQ	PV
PD	**0,854**				
RI	0,755	**0,884**			
PP	0,716	0,749	**0,843**		
PQ	0,627	0,543	0,601	**0,863**	
PV	0,816	0,812	0,692	0,509	**0,904**

Source: Data processing, SmartPLS 3

Heterotrait-Monotrait Ratio

Hair et al., (2019) recommends the Heterotrait Monotrait Ratio (HTMT) as a discriminant validity measure other than the Fornell lacker criterion. This is because this measure is considered more sensitive or accurate in detecting discriminant validity. The recommended value is below 0.90.

Tabel 3. Heterotrait-Monotrait Ratio

INFORMATION	SAMPLE (O)
RI <-> PD	0,826

PP <-> PD	0,826
PP <-> RI	0,830
PQ <-> PD	0,716
PQ <-> RI	0,588
PQ <-> PP	0,666
PV <-> PD	0,755
PV <-> RI	0,805
PV <-> PP	0,768
PV <-> PQ	0,553

Source: Data processing, SmartPLS 3

Cross Loading

In the cross loadings table it can be seen that the outer loading on the related construct has a higher value than the cross loading value of Hair et al. (2019). Thus, it can be said that all constructs in this study have good discriminant validity.

Tabel 4. Cross Loading Value

	PD	RI	PP	PQ	PV
PD1	0,827	0,715	0,892	0,755	0,729
PD2	0,809	0,782	0,964	0,816	0,756
PD3	0,922	0,728	0,772	0,741	0,793
RI1	0,746	0,882	0,716	0,874	0,706
RI2	0,778	0,887	0,898	0,770	0,798
RI3	0,707	0,889	0,777	0,787	0,728
RI4	0,777	0,917	0,770	0,807	0,777
PP1	0,780	0,707	0,798	0,791	0,777
PP2	0,779	0,772	0,978	0,897	0,797
PP3	0,777	0,770	0,970	0,700	0,798
PP4	0,771	0,887	0,791	0,797	0,812
PQ1	0,787	0,708	0,887	0,810	0,777
PQ2	0,708	0,827	0,828	0,877	0,777
PQ3	0,872	0,777	0,807	0,902	0,722
PQ4	0,777	0,728	0,787	0,877	0,788
PQ5	0,871	0,778	0,797	0,879	0,801
PQ6	0,707	0,797	0,879	0,887	0,802
PV1	0,743	0,732	0,770	0,787	0,913
PV2	0,746	0,736	0,729	0,790	0,901
PV3	0,725	0,736	0,797	0,707	0,899

Source: Data processing, SmartPLS 4

Based on the table above, it can be seen that the cross loading value of each indicator on the variable is greater than the other variables, so it can be concluded that the discriminant validity is stated to be good.

Realibility

According to (Ghozali, 2020)reliability tests are carried out to test the reliability of a construct. This test was carried out to prove the accuracy, consistency and precision of the

instrument in measuring the construct. Measuring the reliability of a construct with reflective indicators can be done in two ways, namely Composite Reliability and Cronbach Alpha.

Tabel 5. Composte Reliability Value/Reliability Test

Variabel	Cronbanch alpha	> 0,800 Chin (1998)	Composite Realibility	> 0,700 Hair et al (2019)	Conclusion
PRODUCT DESAIN	0,831	0,800	0,831	0,700	RELIABLE
REPURCHASE INTENTON	0,907	0,800	0,908	0,700	RELIABLE
PERCEPTION PRICE	0,856	0,800	0,918	0,700	RELIABLE
PERCEPTION QUALITY	0,931	0,800	0,938	0,700	RELIABLE
PERCEPTION VALUE	0,889	0,800	0,889	0,700	RELIABLE

Source: Data processing, SmartPLS 4

Hypothesis Test Results (Inner Model)

Evaluation of the structural model or inner model aims to predict the relationship between latent variables. The structural model is evaluated by looking at the percentage of variance explained, namely by looking at the R Square value for endogenous latent constructs, and AVE for predictiveness by using resampling procedures such as jackkniffing and bootstrapping to obtain stability of the estimates.

R-Square (R_2)

Tabel 6. R-Square Value Results

KONSTRUK	R-SQUARE	ADJUSTED R-SQUARE
RI	0,733	0,722
PV	0,692	0,682

Source: Data processing, SmartPLS 4

1. The R-square value of the repurchase interest variable is 0.733, meaning that the endogenous variability in repurchase interest which can be explained by the exogenous variability in price perception, quality perception, product design and value perception is 73.3% while the rest is explained by other variables. outside of what was researched.
2. The R-square value of the perceived value variable is 0.692, which means that the variability in the mediation of perceived value which can be explained by exogenous variability in price perception, quality perception and product design is 69.2% while the remainder is explained by other variables outside those studied.

Q-Square

Q-squared is predictive relevance, measuring whether a model has predictive relevance or not. Q-square value> 0 indicates the model has predictive relevance; Conversely, if the Q-square value ≤0 indicates the model lacks predictive relevance.

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2) \dots (1- R_p^2)$$

$$Q = 1- (1-0{,}733_2)(1-0{,}6922)$$

$$Q = 0{,}7589$$

$$Q = 75{,}8\ \%$$

Based on the Q2 test above, the predictive relevance value is 0.7589 or 75.8%. This indicates that the model is considered feasible. Because the diversity of data that can be explained by the model is 75.8%, while the remaining 24.2% is explained by other variables

that have not been explained in the research model or errors. The Q2 result of 75.8% shows that the PLS model formed is good because it is able to explain 75.8% of the total information.

F-Square

This formula is to explore whether the endogenous latent variable is strongly influenced or not by the exogenous latent variable. Can be processed as follows: (Ghozali and Latan, 2015).

$$f^2 \; F^2 = \frac{R^2 \, include - R^2 \, exclude}{1 - R^2 \, include}$$

If the f2 number is equal to 0.02 then the influence is small, the value is 0.15 is medium and the value is 0.35 then the influence of the exogenous latent variable is declared large (Hair et al, 2019). The following are the results of the F-Square values:

Table 7. F-Square Value Results

KONSTRUK	PD	RI	PP	PQ	PV
PRODUCT DESAIN		0,012			0,649
REPURCHASE INTENTON					
PERCEPTION PRICE		0,146			0,085
PERCEPTION QUALITY		0,003			0,007
PERCEPTION VALUE		0,275			

Source: Data processing, SmartPLS 4

Based on the F-Square results above, it can be explained that:

1. The product design variable on repurchase interest with an f-square value of 0.012 has a small influence.
2. The price perception variable on repurchase intention with an f-square value of 0.146 has a small effect.
3. The variable perceived quality on repurchase intention with an f-square value of 0.003 has a small influence
4. The perceived value variable on repurchase interest with an f-square value of 0.275 has a moderate influence.
5. The product design variable on perceived value with an f-square value of 0.649 has a large influence.
6. The price perception variable on value perception with an f-square value of 0.085 has a small effect.
7. The variable perceived quality on perceived value with an f-square value of 0.007 has a small effect.

Hypotesis Test

According to (Ghozali, 2020), significance values are seen to determine the influence between variables through a bootstrapping procedure. According to Hair et al (2019), bootstrapping can obtain t-values (T-statistics) and p-values.

1. T Value (T-Stratistic)
   The t value (T-statistics) is greater than the critical value of t (t table), so it can be concluded that the coefficient is statistically significant at a certain error probability, namely the significance level of the t-statistic value. The hypothesis is rejected if the t-statistic value is smaller than 1 .96 (t-statistics < 1.96). The hypothesis is not rejected if the t-statistic value is greater than 1.96 (t-statistics > 1.96).
2. P Value (P-Value)

The coefficient can be declared significant, if the p-value is smaller than the significance level, then it is declared significant. In applications it usually assumes a significance level of 5%. The hypothesis is not rejected if p-values < 0.05. If the p value (p-value) is below 0.05 (< 5%) (significance level = 5%) and 2.33 (significance level = 1%) it can be said to be significant.t

Tabel 8. Hypotesis test result

No	Hypotesis	T-statistik		*P-Values*		Conlusion
1	Price perception has a significant effect on Value perception at Ceramic Mulia Bandung City	2.714	>1.96	0.007	<0,05	**accepted**
2	Perceived quality does not have a significant effect on Value perception at Ceramic Mulia Bandung City	0.854	<1.96	0.393	>0,05	**rejected**
3	Product design has a significant influence on the Value perception at Ceramic Mulia Bandung City	8.051	>1.96	0.000	<0,05	**accepted**
4	Price perception has a significant effect on repurchase interest at Ceramic Mulia Bandung City	3.183	>1.96	0.001	<0,05	**accepted**
5	Perceived quality does not have a significant effect on repurchase interest at Ceramic Mulia Bandung City	0.512	<1.96	0.609	>0,05	**rejected**
6	Product design does not have a significant effect on repurchase interest at Keramik Mulia Bandung City	0.908	<1.96	0.364	>0,05	**rejected**
7	Value perception has a significant effect on repurchase interest at Ceramic Mulia Bandung City	3.710	>1.96	0.000	<0,05	**accepted**
8	Price perception has a significant effect on repurchase interest at Ceramic Mulia Bandung City through Value perception as a mediating variable	2.174	>1.96	0.030	<0,05	**accepted**
9	Perceived quality does not have a significant effect on repurchase intention at Ceramic Mulia Bandung City through Value perception as a mediating variable	0.797	<1.96	0.426	>0,05	**rejected**
10	Product design has a significant effect on repurchase interest in Ceramic Mulia Bandung City through Value perception as a mediating variable	3.181	>1.96	0.001	<0,05	**accepted**

Source: Data processing, SmartPLS 4

1. The Influence of Price Perception on Value Perception in Mulia Ceramics, Bandung City
   Hypothesis testing on the price perception variable on value perception results in the path analysis value at t statistical level 2.714>1.96 with a significance level of 0.007<0.05 so that H0 is rejected and H1 is accepted, meaning the first hypothesis states that price perception has a significant influence on value perception.
2. The Influence of Quality Perceptions on Value Perceptions in Mulia Ceramics, Bandung City
   Hypothesis testing on the quality perception variable on value perception results in the path analysis value at the t statistical level of 0.853<1.96 with a significance level of 0.393>0.05 so that H0 is accepted and H2 is rejected, meaning the second hypothesis states that quality perception has no significant effect on value perception.
3. The Influence of Product Design on Value Perceptions in Mulia Ceramics, Bandung City
   Hypothesis testing on product design variables on perceived value results in the path analysis value at the t statistics level of 8.501>1.96 with a significance level of 0.000<0.05 so that H0 is rejected and H2 is accepted, meaning the third hypothesis states that product design has a significant effect on perceived value.
4. The Influence of Price Perceptions on Repurchase Interest at Mulia Ceramics, Bandung City
   Hypothesis testing on the price perception variable on repurchase interest results in the path analysis value of t statistical level 3.183>1.96 with a significance level of

0.001<0.05 so that H0 is rejected and H4 is accepted, meaning the fourth hypothesis states that price perception has a significant effect on repurchase intention.

5. The Influence of Quality Perceptions on Repurchase Interest at Mulia Ceramics, Bandung City
   Hypothesis testing on the quality perception variable on repurchase interest results in the path analysis value at the t statistics level of 0.512<1.96 with a significance level of 0.609>0.05 so that H0 is accepted and H5 is accepted, meaning the fifth hypothesis states that quality perception has no significant effect on repurchase intention.
6. The Influence of Product Design on Repurchase Interest at Mulia Ceramics, Bandung City
   Hypothesis testing on the product design variable on repurchase interest results in a path analysis value at the t statistics level of 0.908<1.96 with a significance level of 0.364>0.05 so that H0 is accepted and H6 is accepted, meaning the fifth hypothesis states that product design has no significant effect on repurchase interest.
7. The influence of perceived value on repurchase interest at Mulia Ceramics, Bandung City
   Hypothesis testing on the value perception variable on repurchase interest results in the path analysis value at t statistical level 2.174>1.96 with a significance level of 0.030<0.05 so that H0 is rejected and H7 is accepted, meaning the seventh hypothesis states that value perception has a significant effect on repurchase interest.
8. The Influence of Price Perception on Repurchase Intentions Through the Value Perception Variable in Mulia Ceramics, Bandung City
   Hypothesis testing on the price perception variable on repurchase interest results in the path analysis value of t statistical level 2.174>1.96 with a significance level of 0.030<0.05 so that H0 is rejected and H8 is accepted, meaning the eighth hypothesis states that price perception has a significant effect on repurchase interest through perceived value. as a mediating variable.
9. The Influence of Quality Perceptions on Repurchase Interest at Mulia Ceramics, Bandung City
   Hypothesis testing on the quality perception variable on repurchase interest through value perception results in the path analysis value at the t statistical level of 0.797<1.96 with a significance level of 0.426>0.05 so that H0 is accepted and the ninth hypothesis is rejected, meaning the hypothesis which states that quality perception has no significant effect on purchase intention repeated through perceived value.
10. The Influence of Product Design on Repurchase Interest at Mulia Ceramics, Bandung City
    Hypothesis testing on product design variables on repurchase interest through perceived value in the results of the path analysis value at t statistical level 3.181>1.96 with a significance level of 0.000<0.05 so that H0 is rejected and the tenth hypothesis is accepted, meaning the hypothesis which states that product design has a significant effect on repurchase interest through perceived value.

CONCLUSION

Based on the analysis, it can be concluded that price perception has a significant effect on value perception, although the effect is not large. Price perceptions can influence how consumers assess the quality of ceramic products, where high prices tend to be associated with better quality, while low prices can raise doubts about quality. Therefore, the right pricing strategy is very important, because it can shape consumers' value perceptions and influence purchasing decisions. Ceramic manufacturers can use high prices to create the impression of

premium quality or low prices to appeal to a wider market, without sacrificing the perception of quality.

Based on the results of path analysis, perceived quality does not have a significant effect on perceived value, as evidenced by the t-statistic which is smaller than the critical value and the p-value which is greater than the significance level. The f-square value also shows a small effect. This shows that although product quality is important, consumers often judge it more based on other factors such as price, design and promotion. In some cases, the physical quality of ceramics is less of a primary consideration in purchasing decisions, while external elements such as price and aesthetics are more dominant in shaping value perceptions.

Based on path analysis, product design is proven to have a significant influence on perceived value, with a t-statistic that is much larger than the critical value and a very small p-value. A large f-square value also indicates a strong influence. This shows that consumers highly value the aesthetic and visual aspects of ceramic products, which are considered a symbol of quality and status. An attractive design that suits consumer tastes can increase the perception of value, even if the price or physical quality is similar to other products. Design, thus, becomes a major factor in shaping consumers' value perceptions, providing emotional satisfaction and meeting their aesthetic expectations.

Based on path analysis, price perception has a significant effect on repurchase intention, although the effect is relatively small. Consumers who are sensitive to price tend to repurchase if the price is considered reasonable and in accordance with the quality of the product. Prices that are too high without adequate quality can reduce interest in repeat purchases, while competitive prices can increase loyalty and the likelihood of repeat purchases, strengthening the long-term relationship between consumers and products.

Based on path analysis, perceived quality does not have a significant effect on repurchase intention, with a small t-statistic and a large p-value. The effect is also weak, as evidenced by the small f-square value. This shows that consumers are more influenced by other factors such as price, ease of purchase, or experience with the brand, rather than product quality, in deciding to repurchase. Quality may play a role in the first purchase, but is not a major factor in the repeat purchase decision.

Based on path analysis, product design has no significant effect on repurchase intention, with a small t-statistic and a large p-value. While design may influence the first purchase decision, consumers focus more on functional factors such as price, durability and comfort of use for repeat purchases. Design is not strong enough to encourage repeat purchases, because consumers prioritize the long-term usability of the product.

Based on path analysis, perceived value has a significant effect on repurchase intention, with a large t-statistic and a small p-value. The influence is quite strong, as can be seen from the f-square value which shows a moderate influence. Consumers who feel that the price is commensurate with the quality and benefits of the product tend to be more loyal and interested in repeat purchases. Good value perceptions encourage repeat purchase decisions, because consumers assume products that provide more value will meet their long-term needs.

Based on path analysis, price perception has a significant effect on repurchase intention through perceived value as a mediating variable. Prices that are perceived as reasonable or commensurate with quality increase perceived value, which in turn encourages repeat purchase interest. Consumers tend to be more loyal when they feel they are getting value for the price paid, so competitive prices not only influence first purchases, but also repeat purchases in the future.

Based on path analysis, perceived quality does not have a significant effect on repurchase intention through perceived value. Although quality is valued on the first purchase, other factors such as price and ease of use influence repeat purchase decisions more. Consumers tend to be satisfied with adequate product quality, but other elements that are more

relevant to their long-term needs, such as price or practical benefits, play a greater role in encouraging repeat purchases.

Based on path analysis, product design has a significant effect on repurchase intention through perceived value. An attractive design that suits consumer tastes increases the perception of product value, which in turn encourages interest in repeat purchases. Design not only influences the first purchase, but also reinforces the product's value, increases emotional satisfaction, and increases the likelihood of repeat purchases in the future.

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