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The Effect of Price and Product Quality on Repurchase Intention Through Customer Satisfaction as an Intervening Variable

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Abstract: The focus of this research is to measure the impact of price and product quality on repeat purchase intention through customer satisfaction as an intervening variable. The population of this study was Shopee sellers who have used Shopeasytools for at least one month. The study employed a quantitative methodology and purposive sampling as a technique to determine the sample. The researcher determined 100 Shopeasytools users as respondents in this study. Smart PLS and structural equation modeling (SEM) were utilized to examine the theoretical model proposed. The bootstrapping method is utilized to examine the hypothesis and the mediating role of customer satisfaction. The results showed that repeat purchase intention is positively and significantly affected by price and product quality. Furthermore, Indirect research findings indicate that the effect of price on repurchase intentions is positively and significantly mediated by customer satisfaction as an intervening variable. In addition, repurchase intention is positively and considerably mediated by customer satisfaction as an intervening variable, which in turn fully explains the influence of product quality. The importance of customer satisfaction in determining repurchase intention is highlighted by this finding. A good price point coupled with high product quality is likely to enhance customer satisfaction, subsequently motivating consumers to engage in repeat purchases from Shopeasytools.

Keyword: Price, customer Satisfaction, Product Quality, and Repurchase Intention.

INTRODUCTION

Business competition in Indonesia is increasingly intense, particularly in the digital age. The advancement of information and communication technology necessitates that companies, particularly MSMEs, adapt and leverage digital platforms like marketplaces. Marketplaces facilitate online interactions and transactions between sellers and buyers, providing convenience and flexibility. MSMEs can broaden their market access, engaging consumers across Indonesia and internationally, without requiring substantial cash for establishing a physical storefront. Furthermore, marketplaces offer ancillary features including integrated payment systems, delivery services, and promotional activities. This enhances the operational efficiency and competitiveness of MSMEs. Nonetheless, competition in the market is equally intense. MSMEs must adopt effective marketing tactics, including product optimization,

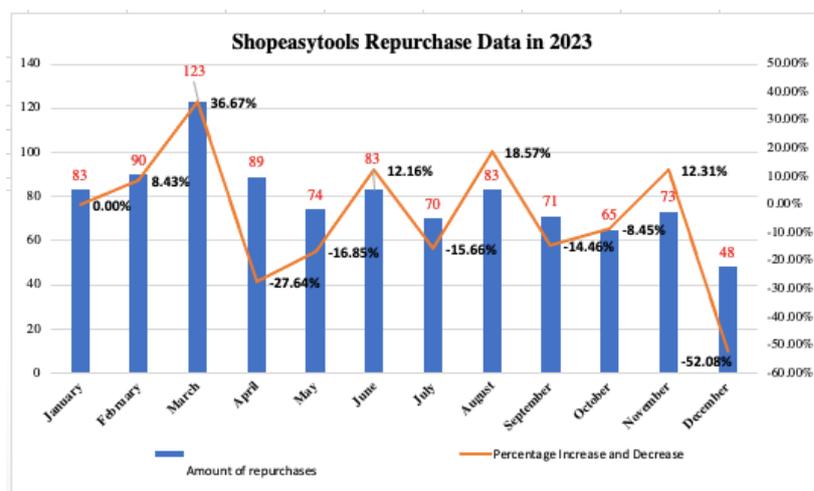
advertising utilization, and exemplary customer service, to compete and thrive in the digital age (Apriadi & Saputra, 2017).

Shopee, as one of the leading marketplaces in Indonesia, has become the first choice for many MSMEs in marketing their products. The high level of competition on this platform requires sellers to optimize their sales strategies to stand out and attract buyers. Shopee sellers make various efforts to increase product visibility, manage customer interactions, and maximize store operational efficiency. In this context, technological innovation plays an important role in providing solutions for Shopee sellers.

Shopeasytools is a technological breakthrough designed to enhance shop optimization in Shopee. Shopeasytools is a platform that offers several functionalities to streamline Shopee store management, including keyword research, chat automation, and ad scheduling. Shopeasytools was developed by PT MDM to enhance the sales efficacy and efficiency of MSMEs on Shopee. Utilizing Shopeasytools enables sellers to conserve time and effort in shop management, allowing them to concentrate more on product creation and company strategies.

Shopeasytools offers 11 distinctive features, including Research Keyword, Auto Chat, Auto Follow, Auto Unfollow, Booster Product, Scrape Product, Auto Follow by Review, Auto Bid, Ads Schedule, Research Price, and Auto Reply by Review, facilitating sellers in optimizing multiple facets of sales on Shopee. These features are intended to assist sellers in market analysis, enhancing customer interactions, promoting products, and augmenting the operational efficiency of the business. Consequently, Shopeasytools possesses the capability to serve as an efficient remedy for Shopee sellers confronting intensifying rivalry.

Developer Shopeasytools seeks to retain customers by providing the best service and experience. Its main focus is to help the development of sellers' online stores on Shopee. Shopeasytools delivers a range of features that enable sellers to optimize their stores, from keyword research and chat automation to ad scheduling. By providing quality services, Shopeasytools aims to create customer satisfaction that will ultimately encourage repeat purchase interest. Customer satisfaction is a crucial factor in maintaining loyalty and business sustainability. Shopeasytools is committed to continuously innovating and improving its service quality to meet the demands and expectations of our users.



Source: Research Results (2024)

Figure 1. Shopeasytools Product Repurchase Chart

The data above shows that the number of customers who made repeat purchases of Shopeasytools throughout 2023 experienced dynamic fluctuations. Although there was an increase in some periods, in general there was a decrease in the number of consumers who made repeat purchases. The most significant decrease occurred in December, which amounted to 52.08% compared to the previous month. This fluctuation indicates that there are factors that

influence customers' decisions to repurchase Shopeasytools. Understanding the factors driving repurchase interest is crucial for Shopeasytools developers in formulating effective marketing strategies. Putri (2016) in her research revealed that price, service quality, product quality, perceived value, customer satisfaction, and brand preference are the main factors that influence repurchase intentions.

The researcher conducted a pre-survey questionnaire with 30 participants to attain a more profound comprehension of these facets as they relate to Shopeasytools. In this pre-survey, participants were required to select the three main underlying reasons for their reluctance to repurchase. The results of this pre-survey provide an initial overview of the factors that could potentially influence Shopeasytools' repurchase intention. By analyzing the pre-survey data and referring to previous research, this research will focus on identifying and analyzing the variables that have a dominant influence on Shopeasytools repurchase intention. This research aims to yield insights that will guide the developers of Shopeasytools in enhancing customer satisfaction and fostering a greater inclination towards repurchase intention.

Table 1. Respondent characteristics

No	Variable	Item	Total
1.	Price	I feel that the product price is too expensive and not comparable to the performance of Shopeasytools products	17
2.	Service Quality	I feel that the service delivered by the development company Shopeasytools is not good enough	12
3.	Product Quality	I feel that the quality of Shopeasytools products is not in line with what consumers want	22
4.	Perceived Value	I feel a lack of perceived benefit value when using Shopeasytools	7
5.	Customer Satisfaction	I feel dissatisfied using Shopeasytools for my Shopee store optimization	19
6.	Brand Preference	I feel distrustful of using Shopeasytools for my Shopee store optimization	13

Source: Research data (2024)

The pre-survey that has been conducted shows that three main variables contribute the most to the repurchase intention of Shopeasytools products, namely price, product quality, and customer satisfaction. These three factors are the focus of the research because they represent important aspects in customers' purchasing decisions. Competitive prices can be an initial attraction, while excellent product quality will fulfill customers' expectations and needs. Customer satisfaction is an important indicator that reflects consumers' positive experience with Shopeasytools products. In this case, they will repurchase due to their prior favorable experience with the product.

This statement is consistent with the results found by Setiawan & Safitri (2019) and Fadillah & Eka (2024) which state that repeat purchase intentions are impacted by price and product quality with customer satisfaction acts as a mediator between the two variables. This discovery lends credence to the idea that the relationship among price, product quality, and repurchase intent is moderated by customer satisfaction. This study will develop previous research by further examining the dynamics of the influences between the three variables in the context of Shopeasytools products.

Research Hypothesis

The Effect of Price on Customer Satisfaction and Repurchase Intention

Previous studies have proven the significant effect of price on various customer behavior variables. Hertina & Dirgasurya (2023) and Fauza & Dora (2022) show that price has a significant effect on customer satisfaction. Yoanda & Tania (2024) and Susanto et al. (2021) found that repurchase intention is significantly influenced by price. Furthermore, Dwi et al. (2023) and Yoanda & Tania (2024) revealed that through the mediation of customer

satisfaction, pricing significantly affects repurchase intention. These findings reinforce the importance of the right pricing strategy to achieve marketing objectives and meet customer expectations.

H1a: The effect between price and customer satisfaction is significant

H1b: Price significantly influences repurchase intention

H1c: There is a significant influence between price and repurchase intention through customer satisfaction

The Effect of Product Quality on Customer Satisfaction and Repurchase Intention

Customer behavior is positively affected by product quality according to a considerable amount of research. Syafarudin (2024) and Restiana (2020) show that customer satisfaction and product quality were proven to have significant impacts. Anjanis et al. (2023) and Wicaksana & Suryono (2022) in their research state that the intention to repurchase is greatly affected by the quality of the product. Furthermore, Ambarwati (2023) and Saputra & Setiawan (2022) revealed that the quality of a product plays a crucial role in influencing the intention of repurchase, mediated by the level of customer satisfaction. The findings of this study confirm the importance of paying attention to all dimensions of product quality to meet customer expectations, increase satisfaction, and encourage repurchase interest.

H2a: Product quality significantly impacts customer satisfaction

H2b: Repurchase intention is significantly impacted by product quality

H2c: There is a significant impact between product quality and repurchase intention through customer satisfaction

The Effect of Customer Satisfaction on Repurchase Intention

According to earlier studies, there was a significant influence between customer satisfaction and repurchase intention. Ahmad & Abdul (2024) and Nyarmiati (2021) found that repurchase intention is significantly affected by customer satisfaction. This observation suggests that customers who derive satisfaction from a product or service are inclined to engage in subsequent purchases over time. Consequently, it is essential for every company to strive towards enhancing customer satisfaction, as this endeavor will foster loyalty and facilitate business expansion. Peter & Olson (2014: 289) state that the satisfaction obtained by consumers can encourage someone to make repeat purchases, build loyalty to the product, and even loyalty to the store where the purchase was made. Satisfied customers tend to recommend the product or store to others, thus acting as effective marketing agents.

H3a: Repurchase intention is significantly influenced by customer satisfaction

METHOD

This focus of this research is to explore the impact of pricing and product quality on the intention to repurchase, while taking into consideration the mediating role of customer satisfaction. Questionnaires were distributed to participants who utilized the products under investigation to gather essential data. Price, product quality, customer satisfaction, and repurchase intention were the four main variables measured by the questionnaire.

The questionnaire employed in this research comprised two sections. The initial section seeks to gather respondents' demographic data, including age, gender, occupation, and educational attainment. This demographic information will be used to describe the characteristics of respondents and analyze any differences in perceptions between groups of respondents. The second part of the questionnaire contains statements that measure the research variables, namely price, product quality, customer satisfaction, and repurchase intention. Each statement is measured using a Likert scale with five alternative answers, namely: strongly disagree, disagree, neutral, agree, and strongly agree. The Likert scale was chosen because it is

easily understood by respondents and allows quantitative measurement of attitudes or perceptions (Sekaran & Bougie, 2016).

This research utilizes the use of the data analysis technique known as Structural Equation Modeling (SEM) with the assistance of SmartPLS 4.0 tool. The reason for choosing SEM is because it can simultaneously see the relationship between latent variables and consider the existence of intervening variables (Hair et al., 2019). The outer model test is undertaken determine the validity and reliability of the measurement instrument prior to engaging in data analysis. Subsequently, evaluate the model's validity and the substantial of the correlation among latent variables by conducting the inner model test. Ultimately, the investigation into the direct and indirect influences of pricing and product quality on repeat purchase intention is examined through hypothesis testing.

The application of SmartPLS 4.0 in this research is based on numerous considerations. SmartPLS 4.0 is a structural equation modeling (SEM) software that utilizes variance-based SEM (VB-SEM), making it particularly suitable for research focused on prediction and theory development, as exemplified by this work. Secondly, SmartPLS 4.0 features an intuitive UI that is readily comprehensible to inexperienced users. Third, SmartPLS 4.0 offers a range of features and algorithms that enhance the SEM data analysis process, including bootstrapping methods for significance testing and blindfolding algorithms to evaluate the model's prediction capability (Hair et al., 2019). Consequently, the utilization of SmartPLS 4.0 is anticipated to yield precise and dependable analytical outcomes aligned with the study aims.

RESULTS AND DISCUSSION

RESULT

Respondent Profile

Table 2. Respondent profile

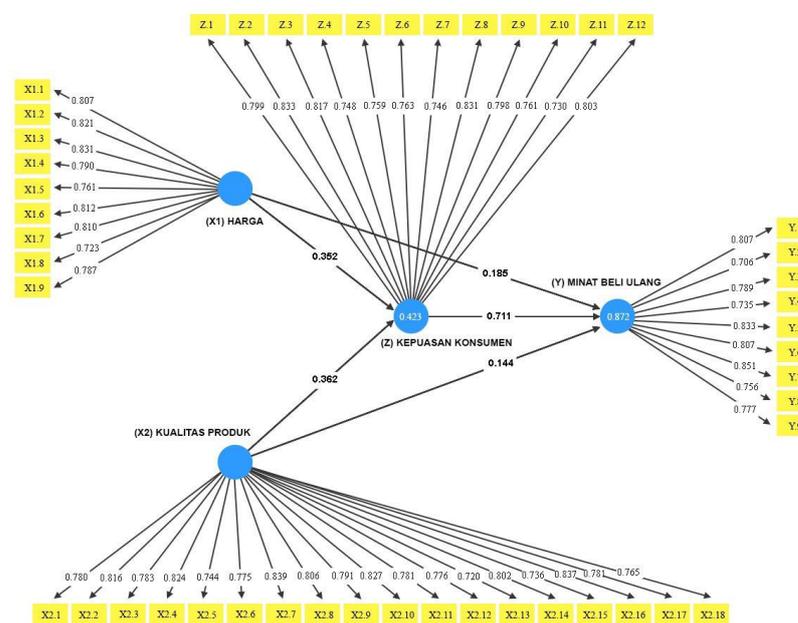
	Frequency	Precent
Sex/Gender		
Men	61	61%
Women	39	39%
Age		
18-25 years old	24	24%
26-35 years old	49	49%
36-45 years old	27	27%
Latest Education		
SMA	30	30%
D3	15	15%
Bachelor/S1	51	51%
Magister/S2	4	4%
Above Magister/S3		
Jobs		
Entrepreneurship	49	49%
Student	10	10%
Private Employee	30	30%
Public Servant	6	6%
Other	10%	10%
Income		
<Rp 1.000.000	38	38%
Rp 1.500.000 – Rp 4.500.000	45	45%
>Rp 4.500.000	26	26%

Source: Research data (2024)

Table 2 shows that by sex or gender, there were 61 males (61% of the total) and 39 females (39% of the total) in the questionnaire data. A significant portion of the sample, comprising 49

individuals or 49%, fell within the age range of 26 to 35 years, 27 respondents (27%) were between 18 and 25 years old, and 24 respondents (24%) were between 36 and 45 years old. In terms of the latest education, 51 respondents (51%) had bachelor's degrees, 30 respondents (30%) had high school, 15 respondents (15%) had diplomas, and 4 respondents (4%) had master's degrees. In terms of occupation, 49 respondents (49%) are entrepreneurs, which is the majority of respondents. Meanwhile, 30 respondents (30%) were private employees, 6 respondents (6%) were civil servants, 5 respondents (5%) were students, and 10 respondents (10%) were other responses. A significant portion of the respondents, specifically the 45 respondents (45%), report earnings ranging from IDR 1,500,000 to IDR 4,500,000, while 38 respondents (38%) earn below IDR 1,000,000, and 26 respondents (26%) earn above IDR 4,500,000.

Outer Model Test



Source: Research Results (2024)
Figure 2. Structural Equation Modeling

The price variable has nine statements with an average score of 3.39, including in the value range (2.60 to 3.39) or falling into the high enough category. This indicates that customer perceptions of prices for Shopeasytools products are favorable. The product quality variable consists of 18 statements, with an average score of 3.41, which lies in the range of 3.40 to 4.19, categorizing it as high. This indicates that the quality of ShopeasyTools items is exceptional and meets consumer demands.

Customer satisfaction comprises 12 assertions, yielding an average score of 3.34, which is in the range of 2.60 to 3.39, categorizing it as fairly high. This explains the comparatively elevated degree of customer satisfaction with Shopeasytools products. Nine statements regarding repurchase interest have been presented to respondents. The average score of 3.39 lies within the range of 2.60 to 3.39, categorizing it as moderately high. This elucidates the elevated repurchase interest in Shopeasytools products. The indicator can be used to measure the construct when the loading factor value is more than 0.7, as explained by Chin (1998) in Ghozali and Latan (2015).

Figure 2 above shows that all indicators of all variables have an outer loading value greater than 0.70. This indicates that all statement items have a high level of validity.

Table 3. Composite Reliability and Cronbach's Alpha Value

Variable	Composite Reliability	Cronbach's Alpha	Conclusion
Price (X1)	0.928	0.927	Reliable
Product Quality (X2)	0.965	0.964	Reliable
Repurchase Intention (Y)	0.924	0.922	Reliable
Customer satisfaction (Z)	0.944	0.942	Reliable

Source: Research data (2024)

Cronbach Alpha and Composite Reliability for all variables are above 0.7 and 0.8 respectively, according to the data in the table 3. This finding indicates that the indicators on all variables of this study are reliable.

Inner Model Test

Table 4. Coefficient of determination (R²)

Indicator	R-square	Category
Repurchase Intention (Y)	0.872	Strong
Customer satisfaction (Z)	0.423	Moderate

Source: Research data (2024)

The coefficient of determination for repurchase intention is 0.872, exceeding 0.67, so categorizing it as strong. Meanwhile, customer satisfaction has a coefficient of determination of 0.423, which is above the critical value of 0.33, so it is categorized as moderate.

Hypothesis Test

Table 5. Direct Effect Test

	T Statistics	P Values
Price (X1) - Customer Satisfaction (Z)	2.400	0.016
Price (X1) - Repurchase Intention (Y)	2.417	0.016
Product Quality (X2) - Customer Satisfaction (Z)	2.325	0.020
Product Quality (X2) - Repurchase Intention (Y)	1.988	0.047
Customer Satisfaction (Z) - Repurchase Intention (Y)	10.747	0.000

Source: Research data (2024)

The following conclusion is reached from the data in the table:

1. The probability value is $0.016 < 0.05$, and the t-statistic is $2.400 > 1.96$ (t-table), according to the findings of the hypothesis test on the effect of price on customer satisfaction. The results found lead to the conclusion that this study accepts hypothesis H1a, which states that price affects customer satisfaction.
2. From the hypothesis testing that has been conducted, it shows that the t-statistic of 2.417 is above the critical value of 1.96, and the probability value of 0.016 is smaller than 0.05. This finding indicates that the hypothesis H1b which states that there is an impact of price on repurchase intention is accepted.
3. The hypothesis testing results indicate that the t-statistic of 2.325 above the critical value of 1.96, and the probability value of 0.020 is less than 0.05, signifying a substantial influence of product quality on customer satisfaction. Consequently, the H2a hypothesis, which posits the effect of product quality on customer satisfaction is accepted.
4. The hypothesis testing results indicate that the t-statistic of 1.988 exceeds the t-table value of 1.96, and the probability value of 0.020 is less than 0.05, signifying a significant impact

- of product quality on repeat purchase intention. This finding supports the acceptance of hypothesis H2b, which states that repurchase intention is influenced by product quality.
- The hypothesis testing results indicate that the t-statistic of 10.747 above the critical value of 1.96, and the probability value of 0.000 is less than 0.05, signifying a substantial impact of customer satisfaction on repeat purchase intention. This finding confirms the acceptance of hypothesis H3a, indicating customer satisfaction influences repurchase intention.

Table 6. Indirect Effect Test

	T Statistics	P Values
Price (X1) - Customer Satisfaction (Z) - Repurchase Intention (Y)	2.225	0.026
Product Quality (X2) - Customer Satisfaction (Z) - Repurchase Intention (Y)	2.386	0.017

Source: Research data (2024)

Based on the table above, the following interpretation can be drawn:

- From the above results, it is found that the t-count value of 2.225 is higher than the t-table value of 1.96, and the p-value of 0.026 is below the significance level of 0.05. This finding reflects the acceptance of hypothesis H1c, which describes that price affects repurchase intentions mediated by customer satisfaction.
- The data illustrated in the table indicates that the t-count value is 2.386, which is greater than the t-table value of 1.96, and the p-value is 0.017, which is less than the 0.05 threshold, indicating that product quality has a statistically significant effect on repurchase intentions, through customer satisfaction as an intervening factor. This finding supports the statement that there is a significant influence between product quality and repurchase intention, which is mediated by customer satisfaction so that H2c is accepted.

DISCUSSION

From the findings that have been conducted, it is found that customer satisfaction is significantly influenced by price. Competitive and affordable prices create positive value perceptions, encouraging customer to feel they are getting quality products at reasonable prices. This is in accordance with the theory of value-based pricing (Kotler & Keller, 2016), which emphasizes the match between price and value perceived by customers. When low prices are balanced with adequate product quality, consumers feel they are getting optimal benefits, resulting in increased satisfaction (Ilhamudin et al., 2024). These findings indicate the importance of a careful pricing strategy, considering customer purchasing power and perceived value, to achieve customer satisfaction and encourage repeat purchases. Companies need to balance affordable prices with good product quality so that consumers perceive their purchases as advantageous propositions.

This study shows that factors drive customer satisfaction and repurchase intention. First, customer satisfaction is positively influenced by price. Consequently, as the price of a product escalates, so too will consumer anticipations regarding the quality and advantages they expect to derive from it. Therefore, it is important for companies to set reasonable prices depending on the quality of the products they offer and remain affordable for the target market. Prices that are competitive and comparable to the value perceived by customers will create positive perceptions, increase satisfaction, and encourage repeat purchases (Rufliansyah & Seno 2020; Zulkarnaini et al. 2023).

Second, research shows that product quality significantly influences customer satisfaction. High-quality products that are able to meet, even exceed, consumer expectations will create positive experiences, build trust, and encourage loyalty. Wijaya et al. (2023) state that in meeting the needs and expectations of consumers, product quality is essential. Good quality includes various dimensions, ranging from reliability, durability, and aesthetics, to conformity to the promised specifications. Yulianti et al. (2024) added that the perceptions held by customers regarding product quality exert a direct influence on their loyalty to a brand. Those who express contentment with the quality of a product are inclined to engage in subsequent purchases, endorse the product to their peers, and cultivate a sense of loyalty towards the brand.

Consistent with the study's findings, the quality of the product holds significant importance. Enhanced quality directly correlates with elevated levels of customer satisfaction (Yulistria et al. 2023; Sambara et al. 2021). Satisfactory product quality also increases repurchase intention (Anjellia & Herawati 2024; Nyarmiati et al. 2021). The research findings clearly indicate that repurchase intentions are significantly influenced by customer satisfaction. The primary catalyst for fostering enduring relationships with consumers is their satisfaction. Karyanto et al. (2024) state that the psychological response to the assessment of consumption experience is what is referred to as customer satisfaction. Customers who experience satisfaction are inclined to make repeat purchases and develop a sense of loyalty. Customer satisfaction also shapes a positive brand image and encourages word-of-mouth.

This research also reveals that repurchase intentions are positively influenced by customer satisfaction. Subsequent repurchases will be encouraged by a satisfying experience with the product (Teressa et al. 2024; Washil et al. 2023). According to the findings, the influence between price, product quality, and repeat purchase intention is moderated by customer satisfaction. Offering good prices and quality products will enhance customer satisfaction, which in turn encourages repurchase interest. Yufa & Lestari (2023) explain that customer satisfaction is an important stage in making purchasing decisions. Customers who experience satisfaction are likely to cultivate a favorable disposition towards the brand and have a higher tendency to make repeat purchases. Furthermore, this research found that price positively affects repurchase intention through customer satisfaction. Competitive prices and positive user experience will increase satisfaction and repurchase intention (Zuhdi & Kesuma 2022; Amalia & Edi 2024). The same applies to product quality. High quality increases satisfaction, which then encourages repurchase interest (Firdausi 2021) (Setiawan & Safitri 2019).

CONCLUSION

From the findings obtained regarding the impact of price and product quality on purchase intention with customer satisfaction as an intervening variable, it can be concluded that:

1. The findings of the research indicate that pricing influences customer satisfaction, thereby confirming the acceptance of H1a. This suggests that customers will experience satisfaction when the price of a product aligns with their perception of its quality or value.
2. The research findings indicate that price influences repurchase intention, thereby supporting the acceptance of H1b. This indicates that customer purchasing intention will rise when the price established is affordable and aligned with the quality of the products presented.
3. The findings of the study show that customer satisfaction is influenced by product quality, reflecting the acceptance of H2a. This finding indicates that customer satisfaction will increase when products have quality that matches or exceeds their expectations.
4. The research findings show that product quality has an influence on repurchase intention, which reflects the acceptance of H2b. This finding indicates that the level of quality of a product can determine whether customers are interested in buying the product again in the future.

5. The research findings show that repeat purchase intention is impacted by customer satisfaction, thus reflecting the acceptance of H3a. This discovery suggests that the level of contentment experienced by customers following the utilization of a product or service significantly impacts their inclination to purchase that product or service again in the future.
6. The research findings show that price affects repurchase intentions mediated by customer satisfaction, thus reflecting the acceptance of H1c. This finding indicates that while price can directly influence repurchase intention, customer satisfaction is also key. A better level of customer satisfaction can be achieved through the use of affordable prices, which in turn drives the intention to repurchase.
7. The results demonstrate that customer satisfaction, which represents the acceptance of H2c, mediates the relationship between product quality and repeat purchase intention. This observation states that although product quality can directly affect the intention to repurchase, a more profound impact is observed when customers express satisfaction with the product's quality.

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