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The Influence of Brand Equity and Price on Repurchase Interest Through Customer Satisfaction as an Intervening Variable on Samsung Smartphones in Generation Z, Bandung City

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Abstract: This study aims to determine brand equity and price on repurchase Interest through customer satisfaction as an intervening variable on Samsung Smartphones in Generation Z in Bandung City. This type of research uses descriptive and verification methods, with a quantitative approach with data processing through the IBM SPSS Version 27 program, the sampling technique uses probability sampling to be more precise using simple random sampling. The number of samples is 385 people, namely consumers who have purchased Samsung brand smartphones. The data analysis method in this study uses multiple linear regression analysis and path analysis to determine the direction of the relationship between the brand equity variable (X1) and the price variable (X2) with the repurchase Interest variable (Y) through customer satisfaction (Z) as an intervening variable. The results of this study indicate that brand equity and price have a positive and significant effect on repurchase Interest through customer satisfaction on Samsung brand smartphones in Generation Z in Bandung City. the results of the multiple determination coefficient based on the results of data processing of 60.2% of the amount of repurchase Interest in generation Z in Bandung City is influenced by both independent variables, namely brand equity and price, through customer satisfaction, while the remaining 39.8% is influenced by other variables.

Keywords: Brand Equity, Price, Customer Satisfaction, Repurchase Interest

INTRODUCTION

The growth of communication technology in Indonesia is currently continuing to increase over time, this has resulted in increasing demand which has led to increasing competition in the world of communication technology, so that communication media that continues to grow creates competitive competition between producers.

According to Pikiran Rakyat.com (Hermasyah Faruk,2024), it states that there has been a dramatic change in the hierarchy of Smartphone development in 2024 where Samsung, Xiomi and Oppo must be willing to be replaced by Apple, where Apple managed to sell 234.6 million smartphone units with a market share reaching 20.1 percent, showing an increase of 3.7 percent year on year (yoy). Meanwhile, Samsung had to be satisfied with sales of 226.6 million smartphone units throughout 2023, with a market share of 19.4 percent. This figure shows a decrease of 13.6 percent compared to the previous year.

Generation Z born between 1997 and 2009 where the internet has become a major area, they view digital technology as an inseparable part of everyday life. based on a survey conducted by Ting (2019), in a research journal by Adelia, et al. (2022), states that 40% of the 18-24 year old age group often replace the smartphones they have within a year. some reasons for replacing smartphones include; smartphones not functioning properly, losing smartphones, smartphones out of date and wanting the latest smartphone model and not liking the previous smartphone. this shows that consumer satisfaction with the products they feel is still lacking and if this does not get attention from the company, there will be no interest in repurchasing the same product or service by consumers.

According to Kotler and Keller (2019), repurchase interest is the desire and action of consumers to repurchase a product, because of the satisfaction received in the past. Consumers who have repurchase interest are one of the goals of marketing activities. Factors that influence repurchase interest are brand equity because strong brand equity directly influences customer behavior, High brand equity creates added value that drives customer loyalty and increases the likelihood that they will continue to choose the brand in subsequent purchases. In addition to brand equity, price factors play an important role in influencing repurchase interest, especially since consumer perceptions of price often determine how much value they perceive from a product or service. Consumers tend to be interested in repurchasing if they feel the price of the product is reasonable compared to the quality offered.

Based on the background that the researcher has explained, this study takes the title: the influence of brand equity and price on repurchase interest through customer satisfaction as an intervening variable on Samsung smartphones in generation Z in Bandung City.

There are several problems that need to be studied in depth, These problems include:

1. How is the positive and significant influence of brand equity built by the company on customer satisfaction of Samsung Smartphones in generation Z in Bandung City?
2. How is the positive and significant influence of the price set by the company on customer satisfaction of Samsung Smartphones in generation Z in Bandung City?
3. How is the positive and significant influence of brand equity on repurchase interest of Samsung Smartphones in generation Z in Bandung City?
4. How does the positive and significant influence of price on the repurchase interest of Samsung Smartphones among Generation Z in Bandung City?
5. How does the positive and significant influence of customer satisfaction on the repurchase interest of Samsung Smartphones among Generation Z in Bandung City?

METHOD

The research method is a survey research by distributing questionnaires to customers. The population in this study are Samsung smartphone customers in generation Z in Bandung City. The sample in this study was 385 people with a sampling technique, namely random sampling. The sample criteria in this study are customers who have made purchases and use Samsung smartphones. In this study, the type of data used is primary data, namely data from questionnaires about the effect of brand equity and price on repurchase interest through customer satisfaction as an intervening variable. Data collection techniques are observation, questionnaires and interviews. The variables in this study are brand equity, price, customer satisfaction and repurchase interest. The questionnaire used has been tested for validity and reliability. The data analysis techniques used in this study are descriptive analysis, multiple linear regression analysis and path analysis. Descriptive analysis to determine the characteristics of respondents, multiple linear regression analysis is used to explain the relationship and influence of independent variables on dependent variables, and path analysis to determine the structural relationship of various independent variables and dependent

variables and the magnitude of the influence both directly and indirectly and the total influence of this research model.

RESULTS AND DISCUSSION

The survey results obtained a profile of respondents based on gender, female consumers as much as 77.40%, male as much as 22.60%. Meanwhile, based on age, most respondents were aged 16-20 years as much as 73.50% and aged 21-25 years as much as 26.50%. Based on the status of the respondents obtained students as much as 59.48%, respondents as students as much as 9.87% and respondents who work as much as 30.65%. Based on the frequency of purchasing Samsung Smartphones, data obtained from respondents 76.88% purchased once, and 23.11% purchased more than once. The following is the profile of respondents in this study:

Table 1. Respondent Profile

	Criteria	Number	Percentage
Gender	Male	88 people	22.60%
	Female	297 people	77.40%
Age	16-20 Years	283 people	73.50%
	21-25 Years	102 people	26.50%
	16-20 Years	283 people	73.50%
Respondent Status	Student	225 people	59.48%
	College Student	38 people	9.87%
	Working	118 people	30.65%

Source: Research Results 2025

To find out how respondents responded to each research variable, a descriptive analysis was conducted. From the results of the study it is known that respondents gave a very agree response to the brand equity variable, with an average value of 4.42 while for price respondents gave a very agree response with an average value of 4.43. For the customer satisfaction variable, the response was very agree with an average value of 4.52, and for the repurchase interest variable, it received a very agree value with an average value of 4.49 from respondents.

Table 2. Descriptive Analysis

Variable	Mean	Description
Brand Equity	4.42	Very Good
Price	4.43	Very Good
Customer Satisfaction	4.52	Very Good
Repurchase Interest	4.49	Very Good

Source: Research Results 2025

Table 2 shows the respondents' answers to each variable and shows that the results of the descriptive analysis are included in the strongly agree category.

Validity and Reliability Test

The results of the survey test containing the variables of brand image, price, product quality, and repurchase interest show an average value of the validity test above 0.3. The standard validity value > 0.3 indicates the validity of the questions in the questionnaire. Specifically, the results of the reliability test are shown in Table 3:

Table 3 Reliability Test

Variable	Reliability Test	r-critical	Description
Brand Equity	0.692	0.6	Reliable
Price	0.694	0.6	Reliable
Customer Satisfaction	0.845	0.6	Reliable
Repurchase Interest	0.746	0.6	Reliable

Source: Research Results 2025

Based on the table above, it shows that all variables in this study are reliable. with the reliability coefficient value of each variable greater than the critical r of 0.6. Which means that all variables have met the requirements for use in further research.

Normality Test

The normality test is a test to determine normality and aims to test whether the dependent variable and the independent variable both have a normal distribution or not. . In the Kolmogorov-Smirnov test, if the significance value (p-value) is greater than 0.05, then the data is considered to be normally distributed. Conversely, if the significance value is less than 0.05, the data is considered not normally distributed.

1. Brand Equity (X1) and Price (X2) on Customer Satisfaction (Z)

Based on the results of data processing, the Asymp. Sig. (2-tailed) c is 0.200, which means that the obtained value is $0.200 > 0.05$, so the data is considered to be normally distributed, so the data can be processed further.

2. Brand Equity (X1) and Price (X2) on Repurchase Interest (Y)

Based on the results of data processing, the significance is 0.124, which means that the obtained value is $0.124 > 0.05$, so the data is considered to be normally distributed, so the data can be processed further.

Multicollinearity Test

The multicollinearity test aims to determine whether there is intercorrelation or collinearity between variables contained in the regression model (Ghozali, 2016). The test results in this study are as follows:

Table 4. Multicollinearity test results for Brand Equity Variables (X1), Price (X2) and Customer Satisfaction (Z) on Repurchase Interest (Y)

Variable	Tolerance	VIF	Description
Brand Equity	0.985	1.015	No Multicollinearity
Price	0.864	1.158	No Multicollinearity
Customer Satisfaction	0.872	1.147	No Multicollinearity

Source: Research Results 2025

Based on the table above, it can be seen that the calculation results show that brand equity, price and customer satisfaction have tolerance values > 0.1 or VIF values < 10 . It can be concluded that the regression model equation does not contain multicollinearity problems.

Multiple Linear Regression Test

Equation 1: Brand Equity and Price on Customer Satisfaction

Regression analysis was conducted to explain the effect of brand equity, price, on customer satisfaction. The results are presented in the following table:

Table 5. Coefficients of Brand Equity and Price on Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	39.098	4.579		8.539	.000		
Brand Equity	.029	.057	.024	2.501	.042	.986	1.014
Price	.631	.086	.354	7.360	.000	.986	1.014

a. Dependent Variable: **Customer Satisfaction**

According to the results in the table, the multiple linear regression equation is as follows:

$$Z = 39.098 + 0.029 X1 + 0.631 X2 + e$$

The results of the description are as follows:

$a = 39.098$ indicates that if the brand equity and price variables are worth 0, then customer satisfaction will be worth 10,452 units. As a result, the regression line intersects the Y axis at point 39.098

$b_1 = 0.029$ illustrates that when brand equity increases by one unit while other variables do not change (constant), then customer satisfaction will increase by 0.029

$b_2 = 0.631$ indicates that if the price variable increases by one unit while other variables do not change (constant), then customer satisfaction will increase by 0.631

Equation 2: Brand Equity, Price and Customer Satisfaction on Repurchase Interest

Regression analysis was conducted to explain the effect of brand equity, price, customer satisfaction on repurchase interest The results are presented in the following table:

Table 6. Coefficients of Brand Equity, Price and Customer Satisfaction on Repurchase Interest

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.396	2.578		4.033	.000		
	Brand Equity	.060	.030	.090	2.036	.042	.985	1.015
	Price	.219	.047	.218	4.634	.000	.864	1.158
	Customer Satisfaction	.218	.026	.387	8.270	.000	.872	1.147

a. Dependent Variable: **Repurchase Interest**

Source: Research Results 2025

According to the results in the table, the multiple linear regression equation is as follows:

$$Y = 10.396 + 0.060 X_1 + 0.219 X_2 + 0.218 Z + e$$

The results of the description are as follows:

$a = 10.396$ shows that if the brand equity, price and customer satisfaction variables are worth 0, then customer satisfaction will be worth 10.452 units. As a result, the regression line intersects the Y-axis at point 10.396

$b_1 = 0.060$ illustrates that when brand equity increases by one unit while other variables do not change (constant), then repurchase interest will increase by 0.060

$b_2 = 0.219$ indicates that if the price variable increases by one unit while other variables do not change (constant), then repurchase interest will increase by 0.219

$b_3 = 0.218$ indicates that if the customer satisfaction variable increases by one unit while other variables do not change (constant), then repurchase interest will increase by 0.219

Partial Hypothesis Test (t-Test)

According to Sugiyono (2023), the t-test is a hypothesis test used to test the effect of each independent variable on the dependent variable. The t-test is also called a partial test.

1.The Influence of Brand Equity (X1) on Customer Satisfaction (Z)

Based on the results of data processing, the calculated t value obtained is greater than the t table ($2.501 > 1.9662$) and the significance value ≤ 0.05 ($0.042 < 0.05$) so it can be said that the null hypothesis (H_0) is rejected, meaning there is a positive and significant influence between brand equity (X1) on customer satisfaction (Intervening Variable) on Samsung Smartphones for generation Z in Bandung City.

2. The Effect of Price (X2) on Customer Satisfaction (Z)

Based on the results of data processing, the calculated t value obtained is greater than the t table ($7.360 > 1.9662$) and the significance value is ≤ 0.05 ($0.00 < 0.05$) so it can be said that the null hypothesis (H_0) is rejected, meaning there is a positive and significant

effect between price (X2) on customer satisfaction (Intervening Variable) on Samsung Smartphones for generation Z in Bandung City.

3. The Effect of Brand Equity (X1) on Repurchase Interest (Y)

The results of the calculated $t > t$ table ($2.036 > 1.9662$) and the significance test is $0.042 < 0.05$. From these results, in accordance with the basis for decision making, the brand equity variable has a significant effect on repurchase interest in Samsung Smartphones for generation Z in Bandung City.

4. The Effect of Price (X2) on Repurchase Interest (Y)

From the results of data processing, it was obtained t count $> t$ table ($4.634 > 1.96621$) and Sig < 0.05 ($0.00 < 0.05$). From these results, in accordance with the basis for decision making, the price variable has a positive and significant effect on repurchase interest in Samsung Smartphones for generation Z in Bandung City.

5. The Effect of Customer Satisfaction (Z) on Repurchase Interest (Y)

From the results of data processing, the t count and t table were obtained where the t count value of 8.270 was greater than the table = 1.9662, and the significance value obtained was $0.00 < 0.05$, so the customer satisfaction variable has a positive and significant effect on repurchase interest in Samsung Smartphones for generation Z in Bandung City.

Determination Coefficient

The Effect of Brand Equity and Price on Customer Satisfaction

From the results of data processing, the determination coefficient R^2 is 0.478 referring to the R-squared value which is between 0.33 and 0.67, indicating the model's ability to explain variations in dependent variables in the moderate category, also means that 47.8% of customer satisfaction is influenced by independent variables, namely brand equity and price. While the remaining 52.2% is influenced by other variables not included in the research model.

The Effect of Brand Equity, Price on Repurchase Interest through Customer Satisfaction

From the results of data processing, the R^2 is 0.602 referring to the R-squared value which is between 0.33 and 0.67, indicating the model's ability to explain variations in dependent variables in the moderate category, the determination coefficient value of 0.602 indicates that the influence of the three variables, namely brand equity, price, on the repurchase interest variable through customer satisfaction is 60.2%. Meanwhile, 39.8% is influenced by other variables that are not studied. Based on the results of the hypothesis test through IBM SPSS Version 27, the recapitulation of the hypothesis test is as follows:

Table 7. Hypothesis Testing Result Recapitulation

Hypothesis		Test Result
H1	There is a positive and significant influence between brand equity on customer satisfaction	Accepted
H2	There is a positive and significant influence of price on customer satisfaction	Accepted
H3	There is a positive and significant influence between brand equity on repurchase Interest	Accepted
H4	There is a positive and significant influence of price on repurchase Interest	Accepted
H5	There is a positive and significant influence between customer satisfaction on repurchase Interest	Accepted

Source: Research Results 2025

Path Analysis

Path analysis is used to analyze the causal relationship between variables in a model. The main objective is to understand the direct and indirect effects of independent (exogenous) variables on dependent (endogenous) variables, and to test hypotheses about the causal relationship between variables.

Path Coefficients of Model 1

Based on the results of data processing using SPSS version 27, the following was obtained:

Table 8. Coefficients of Brand Equity and Price on Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	39.098	4.579		8.539	.000		
Brand Equity	.029	.057	.024	.501	.042	.986	1.014
Price	.631	.086	.354	7.360	.000	.986	1.014

Dependent Variable: Customer Satisfaction

Source: Research Results 2025

Referring to the regression output of model 1 in the coefficient table section, it can be seen that the significance value of the two variables, namely $X_1 = 0.042$ and $X_2 = 0.000$, is smaller than 0.05. These results provide the conclusion that the regression model 1, namely variables X_1 and X_2 , have a significant effect on Z . The amount of R^2 or R Square contained in the model summary table is 0.478. This shows that the contribution of the influence of brand equity (X_1) and price (X_2) on customer satisfaction (Z) is 47.8%. While the remaining 52.2% is the contribution of other variables not included in this study. Meanwhile, the value of e_1 can be found using the formula $e_1 = \sqrt{1-0.478} = 0.722$, thus the path diagram of the 1 structure model is obtained as follows:

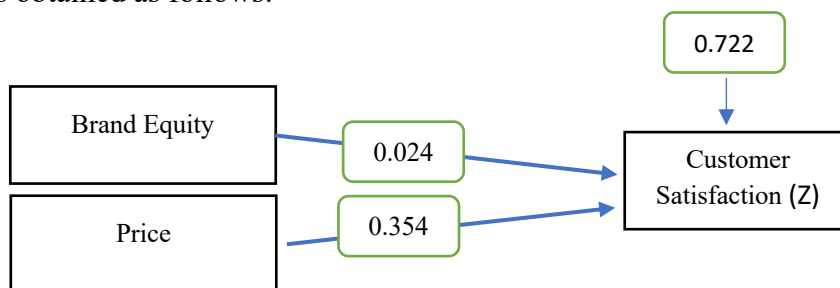


Figure 1 Model of Relationships Between Variables

Path Coefficient of Model 2

Based on the results of data processing using SPSS version 27, the following was obtained:

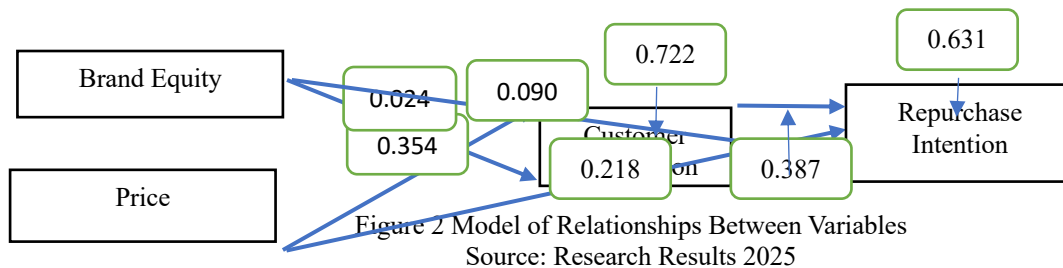
Table 9. Coefficients of Brand Equity, Price and Customer Satisfaction on Repurchase Interest

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.396	2.578		4.033	.000		
Brand Equity	.060	.030	.090	2.036	.042	.985	1.015
Price	.219	.047	.218	4.634	.000	.864	1.158
Customer Satisfaction	.218	.026	.387	8.270	.000	.872	1.147

a. Dependent Variable: Repurchase Interest

Source: Research Results 2025

Based on the output of model 2 regression on the coefficient, it is known that the significance value of the three variables is $X1 = 0.042$, $X2 = 0.000$ and $Z = 0.000$ is smaller than 0.05. This result proves that the regression model 2, namely the variables Brand Equity (X1), Price (X2) and Customer Satisfaction (Z) have a significant effect on Repurchase Interest (Y). The value of R^2 or R Square contained in the summary model is 0.602, this shows that the contribution of the variables Brand Equity (X1), Price (X2) and Customer Satisfaction (Z) to Repurchase Interest (Y) is 60.2%, while the remaining 39.8% is the contribution of other variables not examined in this study. And for the value of $e^2 = \sqrt{1-0.602} = 0.631$. Thus, the path diagram of the structural model 2 is obtained as follows:



Analysis of the Influence of Brand Equity (X1) through Customer Satisfaction (Z) on Repurchase Interest (Y)

It is known that the direct influence given by brand equity (X1) on repurchase Interest (Y) is 0.090 while the indirect influence of brand equity on repurchase Interest through customer satisfaction is the multiplication of the beta value of X1 (brand equity) on Z (customer satisfaction) with the beta value on Y (repurchase Interest), namely: $0.024 \times 0.387 = 0.009288$. then the total influence given by X1 (brand equity) on Y (repurchase Interest) is the direct influence plus the indirect influence, namely: $0.090 + 0.009288 = 0.099288$. Based on the calculation results above, it is known that the direct influence value is 0.090 and the indirect influence is 0.009288, which means that the direct influence value is greater than the indirect influence value, this shows that brand equity (X1) through customer satisfaction (Z) has a significant influence on repurchase interest (Y).

Analysis of the influence of Price (X2) through customer satisfaction (Z) on repurchase interest (Y).

It is known that the direct influence given by the price variable (X2) on repurchase interest (Y) is 0.218. While the indirect influence of price (X2) through customer satisfaction (Z) on repurchase interest (Y) is the multiplication of the beta value of price (X2) on customer satisfaction (Z) with the beta value of customer satisfaction (Z) on repurchase interest (Y), namely: $0.354 \times 0.387 = 0.136998$. then the total influence given by X1 (brand equity) on Y (repurchase Interest) is the direct influence plus the indirect influence, namely: $0.218 + 0.136998 = 0.354998$ based on the calculation results above, it is known that the direct influence value is 0.218 and the indirect influence is 0.136, which means that the direct influence value is greater than the indirect influence value, this shows that directly the price (X2) through customer satisfaction (Z) has a direct and significant influence on repurchase Interest (Y). Based on the discussion above, it can be concluded that the hypothesis that states "There is an influence of brand equity and price on repurchase interest through customer satisfaction of Samsung Smartphones in generation Z in Bandung city, can be accepted.

CONCLUSION

Based on data obtained from respondents through a questionnaire on brand equity, the average value (mean) of the brand equity variable through the brand awareness indicator has a

low value compared to other indicators. This is input for the Samsung Smartphone company to continue to innovate to suit the needs and desires of consumers, especially generation Z consumers.

Acquisition of respondent data through a questionnaire on the price variable obtained an average mean value on the price affordability indicator having a lower value than the average value of other indicators, this is a consideration for the Samsung Smartphone company with the rise of Chinese-made Smartphone technology with affordable prices and sophisticated specifications being a consideration for generation Z in choosing smartphone needs.

The results of the multiple determination coefficient based on the results of data processing are 0.602, which can be interpreted that 60.2% of the magnitude of repurchase interest in generation Z in Bandung City is influenced by the two independent variables, namely brand equity and price, through customer satisfaction, while the remaining 39.8% is influenced by other variables not included in the research model.

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