



THE IMPORTANCE OF PRODUCT QUALITY, PRICE CONSCIOUSNESS, CUSTOMER VALUE AND BRAND IMAGE TOWARDS PT SOPHIE PARIS INDONESIA'S REPURCHASE INTEREST WHICH INTERVENED BY ATTITUDE VARIABLES

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Abstract: This research has purposes to explore the effects caused by product quality, price consciousness, customer value, brand image towards repurchase intention to PT Sophie Paris Indonesia products which are mediated by attitude variable. This research form used a quantitative method with the type of research included in causal research. The research population is consumers who have purchased Sophie Paris products in DKI Jakarta. The sampling technique used purposive with a total sample of 240 people. Data collection techniques by surveys through questionnaires and SEM method analyzed which processed by the SmartPLS 3.0 application. The findings viewed that partially product quality, price consciousness, customer value and brand image had a positive and significant involvement in attitudes towards the brand, which also affected the repurchase intention of Sophie Paris products. The variable that has the strongest impact is price consciousness on brand attitudes so that this highly affects the repurchase interest towards Sophie Paris products.

Keywords: Product quality, price consciousness, customer value, brand image, attitude and repurchase interest.

INTRODUCTION

Simultaneously with the growing number of internet users and the expansion of applications for business activities, consumer activities in so many countries are switching from offline to online through various e-commerce. E-commerce could be interpreted as buying, selling and marketing goods or services through electronic systems (Prasetyo et al., 2021). E-commerce brought great business opportunities as well as revenue growth for companies such as e-retailers, primarily due to its convenient and interactive type, lower costs, and high level of customization to customers (Lin et al., 2016).

By 2020, worldwide retail e-commerce sales will reach US\$4.28 trillion and e-retail revenue will continue to rise to US\$ 5.4 trillion by 2022 (eMarketer, 2021). This trend is shown

by the highest retail e-commerce sales among retailers and manufacturers in the prime clothing category with sales around US\$ 24.8 billion in 2020 (Fast Retailing, 2021). In Indonesia itself, the fashion industry with its equipment has the highest income under 15 million US dollars (iPrice, 2021). Nevertheless, with the highest income, it did not have a significant impact on the sales of Shopie Paris products, which in fact has continued to decline from year to year with a total of IDR 289 billion in 2020, which was previously still in the stages of trillions rupiah.

To deepen into the phenomenon of declining sales at PT Sophie Paris Indonesia, the researchers conducted a pre-survey which involved 30 respondents. Based on the pre survey result, one of the indicators which affected this phenomenon was the deficient on repurchasing interest. Furthermore, those respondents revealed that product quality (80%), price consciousness (83%), customer value (77%), brand image (90%), and attitude (90%) were the largest variables which are suspected to play its role in the declining consumer's repurchase interest towards PT Sophie Paris Indonesia.

In previous research, Suprpto et al. (2020) has found that store image has a positive and significant affect on the price consciousness, which in turn has an impact on repurchase intention. Furthermore, previous research by Beneke et al (2013) found that product quality and related price have a positive and significant affect on consumers' desire to purchase the product, this because the product purchased has the value which consumers want. Then, prior research by Bu et al (2020) found that product quality has a positive and significant affect on brand attitudes. Mostafa & Elseidi (2018) found that price consciousness has a positive and significant affect on brand attitudes. Yu et al (2018) found that brand image has a positive and significant affect on brand attitude. Jung et al (2020) found that consumer attitudes had a positive and significant affect on repurchase intention.

Elicited from the description from the background of this research problem above, this research raises the title of "The Importance of Product Quality, Price Consciousness, Customer Value and Brand Image towards PT Sophie Paris Indonesia's Repurchase Interest which Intervened by Attitude Variables".

LITERATURE REVIEW

Product Quality

Quality is a dynamic condition related to product and customer satisfaction which provides by special force for customers to establish long-term mutual beneficial relationships with the company (Gunawan & Prasetyo, 2019). Moreover, Mowen & Minor (2012) explained the product quality as a whole evaluation process from customers to advance the performance of a product or service. Kato & Tsuda (2018) declared that product quality can be measured through dimensions such as performance, features, suitability, reliability, durability, serviceability, beauty and customer's perceived quality.

Price Consciousness

Price is the amount paid for a product as a manifestation of the marketing exchange process (Pride & Farrell, 2016). Price consciousness could be defined as the extent to which

consumers focus exclusively on paying low prices (Konuk, 2015). Consumers tend to minimize or ignore other aspects after evaluating the brand and at the time when they want to do the transaction they tend to pay more just to get benefits than to gain the brand loyalty (Ferreira & Coelho, 2015). Furthermore, Mostafa & Elseidi (2018) stated that price consciousness can be measured by following these indicators: 1) low prices 2) depending on prices 3) comparing prices and 4) considering prices.

Customer Value

Customer value by means as a consumer's overall assessment of the convenience of a product according to the perceptions of what is received and what is given (Xu et al., 2015). This notion commonly refers to the customer's perceived evaluation of all benefits and costs offered by the seller (Kotler & Keller in Prasetyo et al., 2021). Therefore, in establishing the customer value need to involve a trade-off process in which customer will calculate the benefits received and those sacrifices they made in using a product/service. Yu-Wei & Qing-Miao (2018) explained that in order to measure customer value, it is necessary to consider its dimensions such as functional value, emotional value, social value and monetary value.

Brand Image

Brand image is a set of beliefs held by consumers which formed by the attributes of each brand (Kotler in Wijaya & Permana, 2021). A strong brand image could increase its consumer perceptions towards the product quality (Lin et al., 2015). A positive brand image will make customers like a product with the relevant brand in the future, while for producers a good brand image will inhibit competitors' marketing activities (Yovanda & Rachbini, 2020). Furthermore, Lin et al (2015) said that in order to measuring the brand image which could be done through two dimensions, namely brand functionality and symbolism.

Attitude

Elicited from the theory of reasoned action which stated that an individual's behavior interest, which results in actual behavior, is simultaneously impacted by his/her subjective norms and attitudes and those attitudes are influenced by individual beliefs (Ajzen & Fishbein in Koksal, 2016). Attitude is an enduring evaluation of a person, object, or problem (Solomon et al., 2018). Therefore, in an effort to understand consumer attitudes well, marketers need to understand the emotional response, knowledge/belief in the product and consumer behavior/tendency in purchasing the product (Solomon et al., 2018; Situmorang et al., 2020). Additionally, Jung et al (2020) said that to measure the consumer attitudes towards a brand which can be done through various indicators, namely interest in the product, that product which is fun, good and likeable.

Repurchase Interest

Interest is a source of motivation that encourages people to do what they want (Hurlock in Prasetyo & Riyanto, 2019). Repurchase intention refers to the process in which consumers create plans to purchase products/services because of advertisements delivered through media

(Lee et al.,2017). Purchase intention is also the term used in order to classify the final place of advertising delivery and justify the purchase of products/services because of the suitability between advertisements and consumers. Repurchase will be accomplished, if the customer feels the product/service offered matches with their perceived (Prasetyo et al., 2021). According to Ali & Bhasin (2019), repurchase intention can be measured by various indicators, namely purchase intention regularly, considering online stores, intending to use priority online shopping sites, intention to continue using online shopping sites, intending to recommend and highest intention to repurchase.

Theoretical Framework and Hypothesis

Through these phenomena, theoretical views and several research that have been described above, the framework and hypothesis which could be made up from this research are:

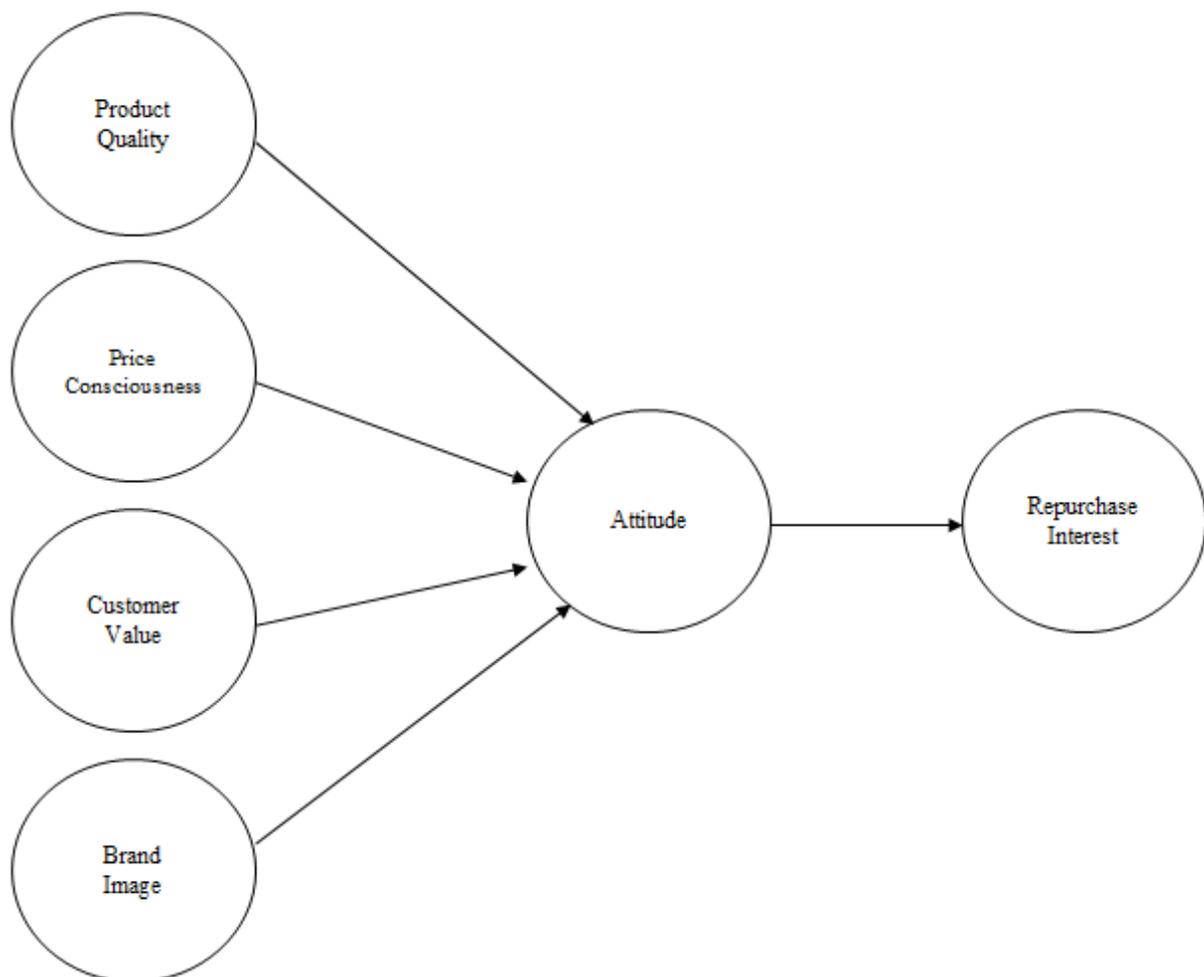


Figure 1. Theoretical Framework

- 1) Product quality is thought to have an affect to attitudes towards the brand.
- 2) Price consciousness is thought to have an affect to brand attitudes.
- 3) Customer value is thought to have an affect to attitude towards the brand.
- 4) Brand image is thought to have an affect on the attitudes towards the brand.
- 5) Attitude towards the brand is thought to have an affect to repurchase intention

RESEARCH METHODS

This research was included in quantitative method with the type of causal research. The independent variables in this research are product quality, price consciousness, customer value and brand image, while the dependent variable is repurchase interest and the mediating variable in this research was attitude. Research population here are consumers who have purchased Sophie Paris products in the DKI Jakarta area. The sampling technique used was purposive sampling with a sample size of 240 respondents (5 x 48 research indicators). Data collection techniques used were surveyed through the distribution of questionnaires. Then data analysis methods were processed by the SEM method with data processing through the SmartPLS 3.0 application to examine the hypothesis.

FINDINGS AND DISCUSSION

Characteristics of Respondents

Derived from these research results, the majority of respondents in this research were women (60.8%) aged 25-31 years (35.8%) had an undergraduate education (53.3%), worked as private employees (45.8%) and has expenses of living expenses 3.1 million - 5.1 also per month (47.5%). This indicates that the majority of Shopie Paris consumers are women who have high mobility and education and have a need for fashion to support their work.

Outer Model

According to the validity test result, it was found that loading factor value of this research had a value range of 0.712-0.872 (> 0.7), the AVE value ranged from 0.558 to 0.681 (> 0.50), and the HTMT value in the correlation between variables did not exceed the 0.90 as its recommended, so it could be declared valid. Based on the reliability test result, it was found that all research variables had a range of Cronbach's alpha values of 0.737-0.959 and a range of composite reliability values of 0.835-0.963 all of which were > 0.7 , so it could be declared reliable.

Inner Model

Based on the coefficient of determination result, it was found that repurchase interest variable had a value of $R^2 = 0.465$ and the attitude variable towards the brand had a value of $R^2 = 0.598$. This indicates that the independent variables in this research have an moderate impact its dependent variables.

Table 1. R^2 Test Results

Endogenous Variables	R Square
Repurchase Interest	0.465
Attitude to brand	0.598

Elicited from the effect size results, it was found that brand image, customer value, product quality, and price consciousness variables have values between 0.02-9.15, therefore it can be interpreted that these variables belong goes to small influence category on brand attitudes. While the attitude variable towards the brand has an effect size value > 0.35 , thus the attitude variable towards the brand is included in the strong influence category on repurchase interest.

Table 2. The Effect Size Results

Endogenous Variables	Repurchase Interest	Attitude to brand
Brand Image		0.043
Customer Value		0.043
Product Quality		0.032
Repurchase Interest		
Price Consciousness		0.065
Attitude to brand	0.871	

Derived from the Q^2 test result, it was found that product quality variable, price consciousness, customer value, brand image as an antecedent variable was able to predict the attitude variable towards the brand, the value (Q^2) was 0.319 and the attitude towards the brand was also considered to be able in predicting the repurchase interest obtained with the value (Q^2) is 0.283, both have a value of $Q^2 > 0$, so it can be said that this model has good predictive relevance. Based on the GoF test which also shows that the model being tested has a value of 0.416 (> 0.36) thus it was indicates that the model has an excellent good of fitness.

Table 3. The Q^2 and GoF Result

Endogenous Variables	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Image	1440.000	1440.000	
Customer Value	2640.000	2640.000	
Product Quality	4080.000	4080.000	
Repurchase Interest	1440.000	1033.069	0.283
Price Consciousness	960.000	960.000	
Attitude to brand	960.000	653.294	0.319

GoF = $\sqrt{AVE} \times R^2 = 0,416 \rightarrow$ Very Good Category

According to the path analysis test result by SmartPLS bootstrapping, the following results obtained such as:

Table 4. Significance Test Results

	Path Coefficient	T-Count	Sig.	Results
Product quality \rightarrow Attitude to brand	0.184	2.627	0.009	Accepted
Price consciousness \rightarrow Attitude to brand	0.233	4.285	0.000	Accepted
Customer value \rightarrow Attitude to brand	0.238	3.047	0.002	Accepted
Brand image \rightarrow Attitude to brand	0.223	2.531	0.012	Accepted
Attitude to brand \rightarrow Repurchase interest	0.682	17.004	0.000	Accepted

- 1) The results from the partial test indicates that product quality has a positive and significant affect towards brand attitudes, this proven by the acquisition of the t-count value of 2.627 and Sig 0.009. Due to the P-values (0.009) < 0.05 and < 0.01 , which means that there is a significant affect, thus H1 is accepted. Furthermore, to revealed the amount of influence from product quality to brand attitudes which obtained the value of path coefficient (β) which is 0.184, and included in the category of moderate impact because it was in the range of 0.10-0.25 as in recommended.
- 2) The partial test result that price consciousness has a positive and significant affect towards brand attitudes, this proven by t-count result of 4.285 with Sig. 0.000. Due to the value of Sig. 0.000) < 0.05 and < 0.01 which means that there is a significant affect, thus H2 was accepted. Furthermore, to revealed the amount of the effect from price consciousness to

- brand attitudes which obtained the path coefficient (β) of 0.238 and included in the moderate influence category because it has the range of 0.10-0.25 as recommended.
- 3) The partial test result shows that customer value has a positive and significant affect to the brand attitudes, this evidenced by the acquisition of the t-count value of 3,047 with Sig. 0.002. Due to the value of Sig. $0.002 < 0.05$ and < 0.01 meaning that included in a significant affect, thus H3 was accepted. Furthermore, to revealed the amount of the influence from customer value to attitudes towards the brand which obtained the path coefficient (β) of 0.238 and included in the category of moderate influence because it has range of 0.10-0.25 as its recommended.
 - 4) The results from the partial test shows that brand image has a positive and significant affect to the brand attitudes, this proven by the acquisition of t-count value of 2.531 with Sig 0.008. Due to the value of $0.012 < 0.05$ and < 0.01 which means that included in significant effect, thus H4 is accepted. Furthermore, to reveal the amount of the influence from brand image on attitudes towards the brand which earned path coefficient (β) of 0.223 and included this research in the category of moderate influence because it has range of 0.10-0.25 as its recommended.
 - 5) The partial test results indicates that the attitude towards the brand has a positive and significant affect on repurchase intention, this is evidenced by the acquisition of the t-count values of 17.004 with Sig. 0.000. Due to the value of Sig. $0.000 < 0.05$ and < 0.01 which means there is occurred a significant affect, thus H5 is accepted. Furthermore, to revealed those amount from the influence of brand attitudes towards repurchase intention which then earned the path coefficient (β) of 0.682 and included in the category of strong influence (large) because it has > 0.25 as its recommended.

Mediation Test

The results from the mediation test in this research which can be seen in the table below:

Table 5. Mediation Test Results

	Path Coefficient	T-Count	Sig.	Results
Product quality → Attitude to brand → Repurchase interest	0.126	2.484	0.013	Accepted
Price consciousness → Attitude to brand → Repurchase interest	0.159	4.532	0.000	Accepted
Customer value → Attitude to brand → Repurchase interest	0.162	3.061	0.002	Accepted
Attitude to brand → Repurchase interest → Repurchase interest	0.152	2.438	0.015	Accepted

- 1) The mediation test result shows that product quality has a positive and significant affect to repurchase interest which mediated by the attitude variable on the brand, this proven by the acquisition of t-count of 2.484 with Sig. 0.013. Due to the value of Sig. $0.013 < 0.05$ or it can be seen from the value of t-count ($2.484 > 1.96$) (Sig. 0.05). Furthermore, the amount of the influence from product quality to repurchase intention which mediated by the attitude towards the brand variable obtained a path coefficient (β) of 0.126 and included in the category of moderate impact, because it has the range between 0.10-0.25 as its recommended.
- 2) The results from the mediation test shows that price consciousness has a positive and significant affect to repurchase intention which is mediated by the attitude towards the

brand, this is evidenced by the acquisition of t-count value of 4.532 with Sig 0.000. Due to the value of Sig.0.000 < 0.05 and < 0.01 or it could also be seen from the value of t-count (4.532) > 1.96 (Sig. 0.05) > 2.58 (Sig. 0.01). Furthermore, the amount of the influence from the price consciousness towards repurchase intention which mediated by the attitude towards the brand obtained a path coefficient (β) of 0.159 included in the category of moderate influence, because it has range between 0.10-0.25 as its recommended.

- 3) The results from the mediation test shows that customer value has a positive and significant affect to repurchase intention which mediated by the attitude towards the brand variable, this proven by the acquisition of t-count of 3.061 with Sig. 0.002. Due to the value of Sig 0.002 < 0.05 and < 0.01 or it can be seen from the t-count value (3.061) > 1.96 (Sig. 0.05) > 2.58 (Sig. 0.01). Furthermore, the amount of the influence from customer value to repurchase intention which mediated by the attitude on the brand obtained a path coefficient (β) of 0.162 and included in the category of moderate influence, because it has the range between 0.10-0.25 as its recommended.
- 4) The mediation test results indicates that brand image has a positive and significant affect towards repurchase intention which mediated by the attitude towards the brand variable, this proven by the acquisition of t-count of 2,438 with Sig. 0.000. Due to the value of Sig. 0.000 < 0.05 and < 0.01 or it can be seen from the value of t-count (2.438) > 1.96 (Sig. 0.05) > 2.58 (Sig. 0.01). Furthermore, the amount of the influence from brand image to repurchase intention which intervene by the attitude towards the brand obtained a path coefficient (β) of 0.152 and included in the category of moderate influence, because it has range between 0.10-0.25 as its recommended.

Discussion

The research findings indicates that product quality partially has a positive and significant affect towards brand attitudes with the value of the path coefficient ($\beta = 0.184$ and Sig. 0.009), with moderate impact to category. The research findings are in line with the research from Bu et al (2020) whom found that product quality had a positive and significant affect towards brand attitudes. The research findings show that product quality has a positive and significant impact from the attitudes towards Sophie Paris brand, amounting to 18.4%, which means that the more product quality is improved, the more positive consumer attitudes will be towards the Sophie Paris brand. The product quality which contributes mostly is a well-known company in producing fashion products and accessories by mean value of 3.71 which is in the good category. Meaning that consumers are aware and recognize that Sophie Paris is a company known as a company that produces fashion products and accessories. Young people are interested in their fashion products because of their designs paced up the current trend. Young people tends to like Sophie Paris products because the performance of the products, such as shoes, feels comfortable to wear, and the quality of the raw materials for the production of the bags also looks flexible so they are comfortable to use. Then, in terms of its features in the form of a product model design which looks classy which is no less attractive than competing brands, its fashion accessories are complete and look fancy therefore it is suitable to be combined with other brand products. The fashion products look appropriate when used for special occasions such as weddings or other party events. Moreover, the raw materials for

producing shoes and bags are made of high-quality synthetic leather, which makes them more durable and long-lasting. Furthermore, consumers are interested in making repeat purchases because the products that they offered are attractive and needed by consumers who loves to improve their appearance to be cooler and more stylish. Then, the attitude factor from the sales staff in providing services were also determines the consumers' i repurchasing intention because the seller seems to be friendly and willing to help serve the wishes of their consumers. On the other hand, consumers like Sophie Paris products because the company is well known as a company which produces fashion. Meanwhile, the product quality that contributes low is shown in the design statement of the shoe model, which looks high class with a mean result of 3.48. Because the design of the shoe model is still considered to be less exclusive, it is necessary to innovate its product to more trendy and modern shoes design to make it look special in the future.

The research findings indicates that price consciousness partially has a positive and significant affect towards brand attitudes, with the value of the path coefficient ($\beta=0.233$ and Sig.0.000), and included in a moderate affect category. These research findings were in line with the research by Mostafa & Elseidi (2018) who found that price consciousness has a positive and significant affect towards brand attitudes. The research findings show that price consciousness has a significant affect towards attitudes to the Sophie Paris brand, by the amount of the influence which is 23.6%, meaning that the more price consciousness increases, the more positive attitudes towards Sophie Paris brand will be. The price consciousness variable which highly contributes could be shown in the mean acquisition of 3.63. Respondents that usually compare prices before purchase any service. Meaning that generally consumers, before making a decision to purchase a product, they actually like to compare the price of the product. When the price of the product is affordable and more reliable, consumers will be more inclined to purchase Sophie Paris products because the price offered is lower than its competitors and highly demand by consumers. In terms of purchase, consumers really like to consider the price before deciding on repurchase actions, surely, they will compare the prices of one product to another until they feel satisfied that with the lower price, they will get a good quality product. Price conscious consumers are low prices that are more important than non-price conscious consumers when consumers decide to purchase the product of their choice (Konuk, 2015). Furthermore, the result from this price consciousness which contributes the lowest is obtained a mean value of 3.53 related to price which is always become a consideration in all purchasing activities of respondents. Meaning that the consumers will always consider the price of a product even though they like the product. If its said if the price offered is comparable to the quality of the product, then consumer will decide to purchase the product.

The research findings view that customer value partially has a positive and significant influence on brand attitudes, with the value of the path coefficient ($\beta = 0.238$ and Sig. 0.002), with moderate influence category. The findings of this analysis are in line with the research of Kim et al. (2013) who found that customer value had a positive and significant influence on attitudes towards social commerce in the hospitality industry. The research findings show that customer value has a significant influence on attitudes to the Sophie Paris brand, with the magnitude of the effect being 22.6%, which means that the higher the customer value, the more positive attitudes towards the Sophie Paris brand will increase. The biggest contribution from customer value is known from the mean 3.83 associated with using Sophie Paris fashion

products, which will increase the respondent's perspective. Consumers feel happy and proud when using Sophie Paris fashion products because other people will give compliments and look to attract the attention of many people. As for what makes customer value increase because from a functional value perspective, it is known that Sophie Paris products have a consistent level of product quality and have quality standards so that this makes consumers have a positive attitude towards the brand. Then, in terms of emotional value, it can be seen that consumers enjoy (enjoy) services and products from Sophie Paris because purchases can be made online and consumers also feel comfortable using Sophie Paris products so that there is a desire to repurchase products from Sophie Paris. Furthermore, in terms of social value, it is known that consumers feel welcome in their circle of friends because Sophie Paris' products are considered quite good by their friends and their friends give compliments. From using Sophie Paris products, his friends provide a perspective that flatters consumers so that consumers feel happy using Sophie Paris products and this is what shapes consumers' positive attitudes towards the product. Then, in terms of monetary value, it also shows that the prices of Sophie Paris' fashion products are still considered affordable, have many product choices and, according to consumers, the prices of their products are still fairly affordable. The impact of customer value is what makes consumers' positive attitudes increase towards Sophie Paris products, which in turn raises interest in repurchasing. Meanwhile, the result of the contribution from the lowest customer value obtained a mean value of 3.68 regarding using Sophie Paris fashion products will give respondents social approval. This means that actually other people or playmates don't really think about the brand of the product they use.

The research findings prove that brand image partially has a positive and significant affect towards brand attitudes, with the path coefficient value ($\beta = 0.223$ and Sig. 0.012), included in moderate influence category. These research findings are in line with the research from Yu et al. (2018) who found that brand image has a positive and significant affect on brand attitude. The research findings unveil that brand image has a significant affect towards brand attitudes with an amount of 22.7% which means that the more the brand image is upgraded, the more positive consumer attitudes towards Sophie Paris brand will be. The highest contribution of brand image is shown at the mean value of 3.88 regarding fashion products. Sophie Paris is one of the best brands in this sector (Fame). This means that consumers review Sophie Paris' fashion products have been popular among the public for a long time because they have a good brand image. From a functional point of view, it shows that Sophie Paris fashion products have a fairly good/high quality, so consumers hope that if they use Sophie Paris products, they will get praise/compliments from their pals. Sophie Paris fashion products are considered to have a better advantage than its competitors because the raw material of the product seems like leather, which gives the impression of luxury in order to attract the attention of consumers to buying it and feels comfortable to use it. Then, if consumers use Sophie Paris products, it will certainly increase their social status and look more fashionable than their friends. Consumers feel that when using Sophie Paris products, it would reflect on the symbol of successful people and looks fabulous. Consumers concluded that certain products which have a good brand image would have an impact towards consumer purchasing decisions (Wei et al., 2017). Companies usually try to build a distinctive image which distinguishes them from their competitors and communicates the benefits of their products, positioning them in a specific target market. Brand image is related to the use of brands by consumers to reflect the symbolic meaning of consumption and identity in self-expression (Sasmita & Suki, 2015). According to

Song et al (2019), consumers choose a brand or product through brand image, which is one form of brand performance which is stored in the minds of consumers. Furthermore, the low contribution of brand image indicates with the mean result of 3.83 regarding its quality from Sophie Paris fashion products. This could mean that consumers assess the quality of Sophie Paris' products is still unsatisfactory. Due to this, there are still many other brands that have better product quality, such as product quality that is more durable, strong and reliable. Thus, consumers are attracted to choosing other brands.

The research findings indicate that the attitude towards the brand partially has a positive and significant affect on repurchase intention, with the value of path coefficient ($\beta = 0.682$ and Sig. 0.000) included in the strong influence category (large). The research findings are in line with the research of Jung et al (2020) who found that consumer attitudes had a significant affect on product purchase intention. From the research findings, it shows that the attitude towards the brand has a close relation to repurchase intention on the Sophie Paris products. The total influence which is 68.2%, meaning that the more positive attitudes of consumers towards the brand, the higher repurchase intention would be. The large contribution from this variable has shown by the mean result of 3.90 related to respondents feeling which thought that the Sophie Paris brand is likable. Meaning that consumers like the Sophie Paris brand because this fashion brand has been known for such a long time and its fashion products can be said to be quite good. Consumers have a positive attitude because Sophie Paris products do look attractive, have good designs, and look stylish, therefore the consumers feel happy (favorable) on Sophie Paris products. Consumers feel that Sophie Paris products are really good and according to their tastes, those consumers would like them. The impact of these positive attitudes of consumers on Sophie Paris products has resulted in consumers being interested in making repeat purchases, by making purchases online and will prioritize Sophie Paris products as an element for buying fashion products. Consumers are willing to recommend Sophie Paris products to their friends and will continue to use its online sites as a place to purchase the Sophie Paris products. Furthermore, the low contribution of attitude towards the brand is shown by the mean acquisition of 3.75 related to respondents being interested in Sophie Paris products, which could mean that the brand owned by consumers is certainly not only the Sophie Paris brand but the consumers also have other fashion brands.

CONCLUSION AND SUGGESTION

Conclusion

Derived from the hypothesis test result and research discussion, the conclusions from this research would start from the strongest impact to the lowest one as follows:

- 1) Price consciousness partially has the strongest and highly significant affect to the attitude towards Sophie Paris brand.
- 2) Brand image partially has a positive and significant affect to the attitudes towards Sophie Paris brand.
- 3) Customer value partially has a positive and significant affect to the attitudes towards Sophie Paris brand.
- 4) Product quality partially has a positive and significant affect on the attitudes towards Sophie Paris brand.

- 5) Attitude towards brand partially has a positive and significant affect towards repurchase intention on Sophie Paris products.

Suggestion

Elicited from the results of the analysis and discussion as well as some of conclusions above, the suggestions which could be given to complement these research results are as follows:

- 1) For the product quality variable, it is suggested that for the fashion models design, shoes and bags need to be designed more trendy and fancy according to the wishes of current consumers, through higher quality leather raw materials, therefore their products are more reliable and long-lasting to use.
- 2) For the price consciousness variable, it is suggested to maintain its competitive price. Thus, customers will not hesitate to purchase the goods immediately and keep loyal customers ahead, surely trying to attract new customers in order to purchase the Sophie Paris products.
- 3) For the customer value variable, it is recommended that the Sophie Paris fashion products need to be further enhanced in terms of style of design, therefore lots of consumers are keen to purchase its products and those consumers who have bought them would be more recognized in their group environment.
- 4) For brand image variable, it is suggested that Sophie Paris fashion products need to be further enhanced in terms of product quality using good quality standardized raw materials so that the product would be more reliable and symbolically also for consumers who already use its products to appear to have more confidence in personality and look remarkable.
- 5) For the attitude towards brand variable, it is suggested that product quality, price, brand image need additional improvement so that consumers would have a positive attitude towards Sophie Paris brand, which in turn would have an impact on repurchase intention.
- 6) Further researchers are suggested to be able to add mediator/intervening variables by involving word of mouth (WOM) and brand loyalty variables so as to extend research locations and other industrial fields in order to gain more information about the object under the research.

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