

Research Article

How Product Quality and Price Drive Repurchase Decisions: The Mediating Role of Consumer Satisfaction

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Abstract

This study examines the impact of item quality and cost on repurchase decisions for L'Oréal products on Shopee, with buyer satisfaction as an intervening variable. Using purposive sampling, a non-probability sampling technique, data was collected through surveys. The study employs the Partial Least Squares Structural Equation Modeling (PLS-SEM) method for analysis. The findings indicate that: (1) Item quality has a positive and significant effect on buyer satisfaction. (2) Cost positively and significantly influences shopper satisfaction. (3) Shopper satisfaction positively impacts repurchase decisions. (4) Item quality directly influences repurchase decisions. (5) Cost does not directly affect repurchase decisions. (6) Item quality mediates the relationship between shopper satisfaction and repurchase decisions. (7) Cost also acts as a mediator between shopper satisfaction and repurchase decisions. From a managerial perspective, these findings highlight the importance of improving product quality and setting competitive prices to enhance buyer satisfaction, ultimately encouraging repeat purchases. Companies should focus on product development and strategic pricing to strengthen customer loyalty and drive sales growth.

Keywords: Product Quality, Price, Consumer Satisfaction, Repurchase Decisions

JEL Classification: M31, D12, L15

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1. Introduction

As the lifestyle demands of the Indonesian population grow, the desire for cosmetics has surged. This trend has led to intense competition among cosmetic manufacturers striving to capture their share of the market. In such a competitive landscape, consumers are presented with a myriad of options to select cosmetic products that align with their preferences (Chandra & Mansur, 2024). Furthermore, advancements in information technology have made consumers more discerning in their purchasing decisions. To meet their needs, individuals tend to opt for products that promise the highest levels of satisfaction and quality. While specific factors influencing satisfaction may vary, key elements generally include the brand, quality, and price of the product (Fawwaz, 2021).

Marketing in the cosmetics industry is highly dynamic. In this environment, it can be challenging for producers and market players to enhance innovation and creativity in ways that resonate with consumers. The overwhelming variety of cosmetic products available, coupled with the frequent emergence of hazardous items, has led to increased concern among consumers, particularly among Muslim consumers. With the largest Muslim population in the world, Indonesia presents an ideal market for promoting a diverse range of products (Chandra & Mansur, 2024)(Fawwaz, 2021).

States that quality is the overall characteristics or properties of a product or service that influence the ability to satisfy stated or implied needs. Puspitasari & Ferdinand (2021) define product quality as the product's ability to demonstrate various Functions, including durability, reliability, accuracy and ease of use. If the product is of good quality, then the price is also in accordance with the quality of the product.

Consumers have a strong connection to product quality, seeking both excellence and usability that meet their needs. Price also plays a significant role in influencing consumer purchasing decisions (Saputra & Santosa, 2024). Pricing should reflect production costs and align with the characteristics of the target audience. Key price indicators include affordability, discounts, and available payment methods.

In a consumption process, customers will not stop at the consumption process alone. However, customers will carry out an evaluation process of the consumption they have carried out, which is called post-purchase or post-consumption alternative evaluation, where the result of the post-consumption evaluation process is that the customer satisfaction with the consumption of products or services that Iskandar and Bernardo have carried out in Puspitasari & Ferdinand (2021).

States that satisfaction is a person's feeling of happiness or disappointment that comes from a comparison between his impression of the performance (results) of a product and his expectations. Repurchase is if a product purchased turns out to be satisfactory or more satisfying than the previous brand, then the consumer desires to repurchase, or repurchase indicates a purchase that occurs after the consumer has had experience with the product or company (Khan & Karim, 2021).

This think about looks at how item quality and cost impact repurchase choices with buyer fulfillment as an interceding variable within the setting of L'Oréal items sold through Shopee. Although numerous past considerations have highlighted the impact of item quality and price on buy choices, there's still a crevice in understanding the part of customer fulfillment as a go between in e-commerce stages. The comes about appear that item quality and cost have a positive impact on buyer fulfillment, and buyer fulfillment acts as an arbiter in repurchase choices. Hence, this think about gives bits of knowledge for promoting directors to improve estimating techniques and product quality to extend client devotion within the e-commerce biological system.

2. Literature Review and Hypothesis

Literature Review

Repurchase Decision

The repurchase decision reflects a consumer's experience in researching, selecting, and preparing to make a repeat purchase after using a product. Notes that purchasing decisions arise when consumers have made a choice, acquired a product, and consumed it. Similarly, Suharno (2019) indicates that consumer decisions involve determining product preferences, making purchases, and using those products. In summary, the repurchase decision is a manifestation of consumer behavior that involves selecting a product and deciding whether to buy it again after experiencing its use (Assidiki & Budiman, 2023).

Consumer Satisfaction

Consumer satisfaction, refers to a consumer's response resulting from the evaluation of the perceived discrepancy between their initial expectations prior to making a purchase (or other performance standards) and the actual performance of the product experienced after use. Describes consumer satisfaction as the overall attitude toward a product or service following its acquisition and utilization. From these definitions, it can be concluded that consumer satisfaction involves the

perception or assessment of performance, leading to feelings of either satisfaction or dissatisfaction with a purchase (Herniyati & Muslikh, 2024).

Product Quality

Product quality is part of the core of marketing activities where the product must have excellent and superior quality to meet the needs and desires of the community. Product quality has a very important role in determining product choice. Product quality is the character of a product that can meet customer needs. Then, product quality is the level of ability of a particular brand or product to carry out the expected function. Product quality is the level of ability of a product to determine whether the quality is worthy of being chosen or not so that consumers are ready to decide to purchase the product with a feeling of satisfaction (Fauzi et al., 2023).

Price

According to Winardi (2019) and (Utami et al., 2024), prices are the basic framework and consistency needed by a company to make reasonable, practical and effective pricing decisions. According to Rewoldt et al. (2018), price is a company's tool for implementing marketing strategies, which include strategies for changing or maintaining prices.

Hypothesis

Product Quality and Consumer Satisfaction

The item is something that clients see to begin with. Clients will feel fulfilled if their desires for the item are met. Tjiptono and Chandra (2017) contend that to form buyer fulfillment, the items advertised by the organization must be of tall quality. In straightforward terms, quality can be defined as a item that's free of surrenders. In other words, the item adjusts to guidelines (targets, destinations or prerequisites that can be characterized, watched and measured). The inquire about comes about obtained from Afina and Hastuti (2018) appear that there's a solid and positive relationship between item quality and client fulfillment. Ismail (2019), the comes about of this inquire about appear that execution, unwavering quality, reasonableness and strength have a positive and critical impact on client satisfaction. Meanwhile, agreeing to investigate comes about from Saleem (2018), item quality encompasses a positive impact on buyer fulfillment. Alluding to the depiction over, the theory proposed is:

H1: Product quality has a positive and significant effect on consumer satisfaction

Price and Consumer Satisfaction

Cost could be a figure that influences the level of buyer fulfillment and is additionally an imperative figure in deals. Cost is the sum of cash (furthermore a few things, on the off chance that conceivable) required to induce a combination of merchandise and administrations. Windasuri and Hyacintha (2018) included that shopper fulfillment is a passionate reaction to the assessment of the utilization encounter of a item or benefit. Inquire about comes about from Siregar et al. (2022) appear that cost arrangement contains a positive impact on customer fulfillment and agreeing to the inquire about comes appear that cost approach includes a positive impact on obtaining choices. Madiistriyatno and Nurzaman (2020) appear that cost arrangement encompasses a critical and positive impact on shopper fulfillment. Alluding to the portrayal over, the speculation proposed is:

H2: Price has a positive and significant effect on consumer satisfaction

Product Quality, Consumer Satisfaction and Repurchase Decisions

Nugrahanto et al. (2018) expressed that quality items are anticipated to trigger consumers' want to create rehash buys, which can at that point lead to a feeling of fulfillment after utilizing the item. On the off chance that customers feel fulfilled, shoppers will repurchase the same item. The comes about of investigate from Hamidi and Prakoso (2018) appear that item quality and customer fulfillment have a positive and noteworthy impact on repurchase choices. In the interim, investigate comes about from Wardani et al (2020) appear that the comes about of the investigate appear that repurchase choices through client fulfillment are not impacted altogether by item quality. Alluding to the portrayal over, the theory proposed is:

H3: Consumer satisfaction mediates the influence of product quality on repeat purchase decisions

Price, Consumer Satisfaction and Repurchase Decisions

Cost is one of the foremost critical results assessed by consumers and they ought to be genuinely aware of the part of cost in shaping customer states of mind. The repurchase choice may be a consumer's activity after devouring the item, and the consumer will feel a certain level of fulfillment or disappointment. If the esteem felt by the client is higher, it'll create most extreme client fulfillment. Investigate comes about from Rambe et al. (2017). Noor and Utari (2020) appear the comes about that cost encompasses a noteworthy and positive impact on repurchase choices through buyer fulfillment. Alluding to the depiction over, the theory proposed is:

H4: Consumer satisfaction mediates the influence of price on repeat purchase decisions

Research Conceptual Framework

In this research, research variables can be determined that are in accordance with the conceptual framework or research plan. In this research, the researcher will try to find the influence between the independent variable, the dependent variable and the intervening variable so that the framework of thinking in this research can be described as follows:

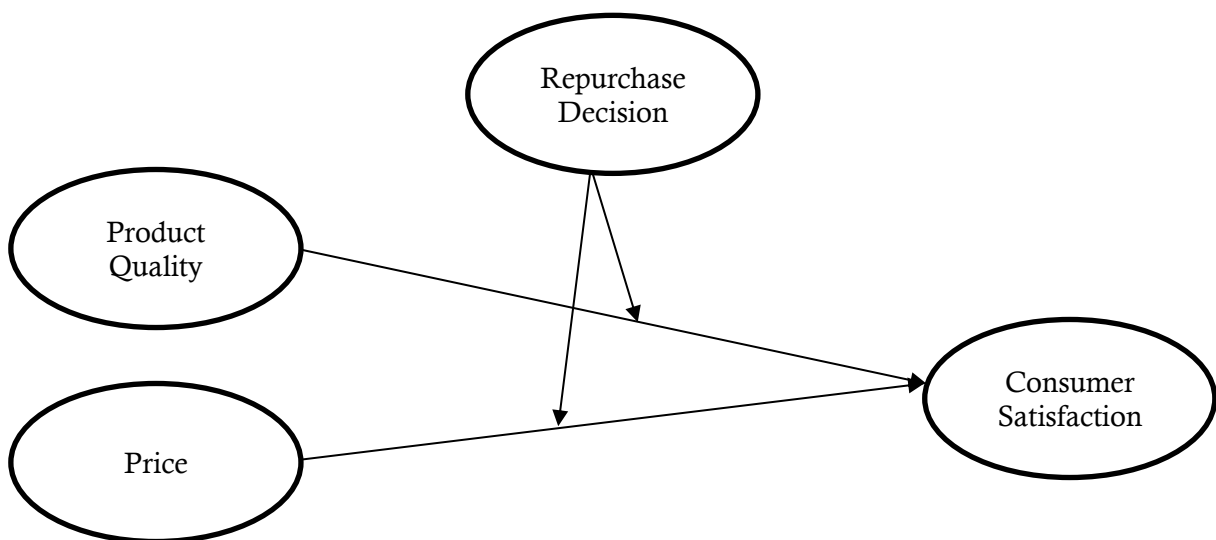


Figure 1. Conceptual Framework

3. Data and Method

Types of research

The type of research used in this study is explanatory research with a quantitative approach. The explanatory research method aims to explain the position of the variables studied and the influence between one variable and another variable. Based on the type of research at the level of explanation, this type of research is associative research. This research aims to determine the influence of product quality variables, price variables, and consumer satisfaction as a mediator factor on the repurchase decision variable as the dependent variable.

Data Types and Data Sources

The types of data used in this research are primary and secondary data. According to Sugiarto (2022) and Wahyuddin et al. (2023), primary data is data that is directly collected by the party carrying out the research. The source of data obtained in this research is respondent responses obtained from a questionnaire containing statements about product quality, price, consumer satisfaction and decisions to repurchase the Loreal brand on the Shopee application. In scientific research, data collection methods are intended to obtain materials that are relevant, accurate and reliable. The data collection technique in this research uses a questionnaire.

Population

A population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. The population in this research is consumers in the Jabodetabek area who use an unknown number of Loreal brand products applied to Shopee.

Sample

The sample is part of the population's number and characteristics. In this study, a non-probability sample was used because the detailed identities of the respondents needed to create a sampling frame were not obtained. The non-probability method uses a purposive sampling technique.

4. Results

Structural Model Evaluation

Finding a suitable model (fit) is one of the goals to be achieved to see whether Consumer Satisfaction can act as a mediator between the quality of the products owned by the Loreal Brand and the price of Loreal Brand cosmetics so that it can influence repeat purchase decisions. In Table. 5. evaluate the structural model using certain measurements and the recommended rule of thumb.

Table 1. Structural Model Evaluation Results

Ukuran Evakuasi	Rules Criteria	Hasil Uji Model
R ² 1 (Product Quality, Price, Consumer Satisfaction)	≤ 0.25 weak, $0.26 - 0.45$ Moderate, $0.46 - 0.70$ strong, ≥ 0.71 very strong	R ² 1 = 0,93 R ² 2 = 0,96
R ² 2 (Product Quality, Price, Repurchase Decision)		
Q ² Predictive Relevance	Q ² > 0 = the model has predictive relevance Q ² < 0 = the model lacks predictive relevance	Q ² 1 = 0,932 Q ² 2= 0,958
Tenenhaus Goodness Of Fit (GoF)	Small if ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0,872

Source: Processed data (2023)

Based on the results of the structural model analysis in Table 1. the R² value can be seen. The value obtained is divided into two, namely R²1 (Product Quality, Price, on Consumer Satisfaction) with a value of 0.93, which means that Product Quality and price affect Consumer Satisfaction by 93%; this value indicates a very strong model because the value is included in the criteria of more than 0.71. Then R² (Product Quality, Price, on Repurchase Decisions) with a value of 0.96, which means that Product Quality and price affect Repurchase Decisions by 96%; this value indicates that the model is very strong because the value is included in the criteria of more than 0.71. According to the test results on this model, it shows that this model has relevance in predicting the relationship between variables (predictive relevance). This finding is indicated by the Q² value in Table. 4.10. which is > 0. The Goodness of Fit (GoF) value produced is $0.872 \geq 0.36$ which means that the model suitability is large and very good. We obtained the results of data analysis; this study uses WarpPls software, which produces a pattern of relationships between variables according to Figure 2.

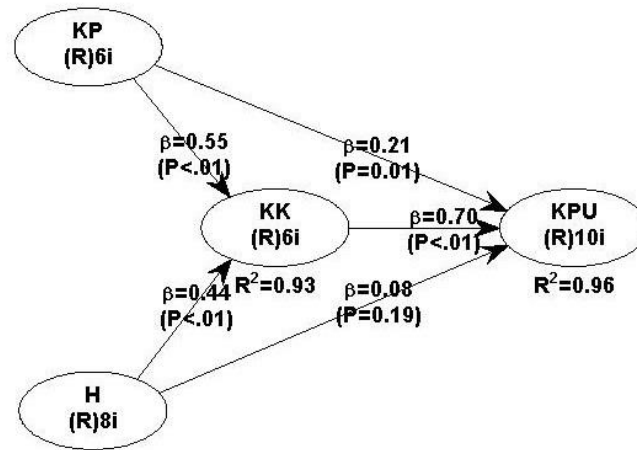


Figure 2. Path Diagram Between Variables

Based on the results of the structural model test in Figure 2, it can be seen how one variable influences another. The direct influence of product quality and price on consumer satisfaction and the direct influence between the variables of Product Quality and price on Repurchase Decisions can also be seen. In addition, the Consumer Satisfaction variable can also be seen as a factor that mediates the variables of Product Quality and Price, indirectly influencing Repurchase Decisions.

Research Hypothesis Testing

This research, in accordance with the results of the calculation of the structural model evaluation, which has been carried out previously with the results listed in Figure 2, shows the path analysis that influences the variables both directly and indirectly from the mediating variables. The results of the path analysis are used to test the research hypothesis consisting of seven hypotheses. In hypothesis 1 to see the influence of the Product Quality variable on Consumer Satisfaction, hypothesis 2 to see the influence of the Price variable on Consumer Satisfaction, hypothesis 3 to see the direct influence of the Consumer Satisfaction variable on Repurchase Decisions, hypothesis 4 to see the influence of the Product Quality variable on Repurchase Decisions, hypothesis 5 to see the influence of the Price variable on Repurchase Decisions, Hypothesis 6 to see the indirect influence between the Product Quality variable on Repurchase Decisions, hypothesis 7 to see the indirect influence between the Price variable on Repurchase Decisions.

The results of the path analysis test determine the influence both directly and indirectly. They can be presented in Table 2 and used to test the proposed research hypothesis.

Table 2. Results of Research Hypothesis Testing

No	Hypothesis	Koefiensi	P-value	Information
1	Product Quality > Consumer Satisfaction	0.553	<0.001	Positive & significant
2	Price > Consumer Satisfaction	0.436	<0.001	Positive & significant
3	Consumer Satisfaction > Repurchase Decision	0.701	<0.001	Positive & significant
4	Product Quality > Repurchase Decision	0.206	<0.001	Positive & significant
5	Price > Repurchase Decision	0.085	0.19	Positive & insignificant
6	Product Quality > Consumer Satisfaction > Repurchase Decision	0.388	<0.001	Mediate
7	Price > Consumer Satisfaction > Repurchase Decision	0.306	<0.001	Mediate

Source: Processed data (2023)

The comes about of the theory test appear that item quality and cost have a positive and critical impact on buyer fulfillment, with coefficients of 0.553 and 0.436, individually ($p < 0.001$). Shopper fulfillment is additionally demonstrated to have a positive and critical impact on repurchase choices (coefficient 0.701, $p < 0.001$). Product quality specifically contains a positive and noteworthy

impact on repurchase choices (coefficient 0.206, $p < 0.001$), whereas cost does not have a critical impact on repurchase choices (coefficient 0.085, $p = 0.19$). In expansion, buyer fulfillment is demonstrated to intercede the relationship between item quality and repurchase choices (coefficient 0.388, $p < 0.001$), as well as the relationship between cost and repurchase choices (coefficient 0.306, $p < 0.001$). These discoveries show that consumer satisfaction plays a key part in driving repurchase choices, so companies have to be center on making strides in item quality and setting suitable costs to extend client devotion.

5. Discussion

The Influence of Product Quality on Consumer Satisfaction

Buyer fulfillment, alludes to a consumer's reaction coming about from the assessment of the seen inconsistency between their starting desires earlier to making a buy (or other execution measures) and the real execution of the item experienced after utilizing. Depicts shopper fulfillment as the general state of mind toward a item or benefit taking after its securing and utilization. From these definitions, it can be concluded that buyer fulfillment includes the recognition or appraisal of execution, driving to sentiments of either fulfillment or disappointment with a buy.

The influence of price influences consumer satisfaction.

Theory testing comes about for coordinating impact. Customer Fulfillment contains a coefficient esteem in a positive course and is noteworthy with a P-value. So, speculation 2 appears that costs have a positive and noteworthy impact on customer fulfillment. These things that comes about can be deciphered as meaning that the cost of Loreal items is in agreement with the quality given, the higher the buyer fulfillment. Then again, if the cost given does not coordinate the quality craved by shoppers, the fulfillment achieved by buyers will diminish. The comes about of this investigation are in line with inquire about conducted by Siregar et al. (2022), who state in them investigate that costs have a positive and critical impact on consumer fulfillment. Other inquire about moreover found investigate, expressing from the comes about of their inquire about that cost encompasses a positive and noteworthy impact on customer fulfillment.

The Influence of Product Quality on Repurchase Decisions with Consumer Satisfaction as a mediating factor

The accordance with inquiry about that has been carried out, it appears the comes about of way investigation where the Shopper Fulfillment variable is the variable that intervenes the impact of Item Quality on Repurchase Choices. The results of this investigation appear that the coefficient esteem is between the relationship between Shopper Fulfillment and the impact of Item Quality on Repurchase Choices. The critical level is demonstrated by the P-value, which suggests that the comes about of this way examination are critical. In this way, the comes about of theory 6, specifically, the Customer Fulfillment variable intervenes the Item Quality variable on Repurchase Choices, are acknowledged. This finding implies that the part of fulfillment is exceptionally imperative in intervening in the impact of item quality on repurchase choices. Shoppers see the quality of Loreal brand items and feel fulfillment, so they repurchase Loreal brand items utilizing the Shope application. The comes about of this inquire about are in line with investigations, where the inquire about comes about appear that item quality and customer fulfillment have a positive and critical impact on repurchase choices.

The Influence of Price on Repurchase Decisions with Consumer Satisfaction as a mediating factor

Based on the comes about of way investigation, the Customer Fulfillment variable is the variable that intervenes the impact of cost on rehash buy choices. The conclusions that this investigation appear that the coefficient esteem is between the relationship between Shopper Fulfillment and the impact of Cost on Repurchase Choices. The critical level is demonstrated by the P-value, which suggests that the comes about of this path investigation are critical, which suggests that the Customer Fulfillment variable intervenes with the Cost variable on the Repurchase Choice. The part of fulfillment is exceptionally vital in intervening in the impact of cost on the repurchase choice. Loreal brand item costs that coordinate their quality can lead to shopper fulfillment and

rehash buys. These coming about are in line with investigate conducted by Rambe et al. (2017), where the results of the inquire about appear that the cost variable encompasses a positive and noteworthy impact on rehash buys and word of mouth. The client fulfillment variable includes a positive and critical impact on rehash buys.

6. Conclusion

Based on the analysis and discussion, the impact of product quality and price on repurchase decisions, mediated by consumer satisfaction, can be summarized as follows: Product quality has a positive and significant effect on consumer satisfaction, and similarly, price also positively influences consumer satisfaction. Consumer satisfaction plays a mediating role in the relationship between product quality and repurchase decisions, indicating that product quality affects purchasing decisions through its impact on consumer satisfaction. Likewise, consumer satisfaction mediates the relationship between price and repeat purchase decisions, suggesting that price influences purchasing decisions via satisfaction.

The managerial implications of this study highlight the necessity for strategies aimed at enhancing product quality and establishing competitive pricing to foster customer satisfaction and loyalty. Companies should continually innovate in product development to ensure that the quality aligns with consumer expectations, thereby increasing the likelihood of repeat purchases. Additionally, pricing strategies should carefully consider production costs, consumer purchasing power, and competitor pricing to remain appealing to customers. Companies are also advised to strengthen their digital marketing efforts, offer attractive promotions, and enhance customer service on e-commerce platforms to improve positive consumer experiences. By doing so, companies can cultivate long-term relationships with customers, boost retention, and enhance their competitiveness in an increasingly competitive market.

Recommendation

Based on the analysis and discussion, the impact of product quality and price on repurchase decisions, mediated by consumer satisfaction, can be summarized as follows: Product quality has a positive and significant effect on consumer satisfaction, and similarly, price also positively influences consumer satisfaction. Consumer satisfaction plays a mediating role in the relationship between product quality and repurchase decisions, indicating that product quality affects purchasing decisions through its impact on consumer satisfaction. Likewise, consumer satisfaction mediates the relationship between price and repeat purchase decisions, suggesting that price influences purchasing decisions via satisfaction.

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