

# Analysis of the Effect of Price and Quality on Repurchase Intention through Customer Satisfaction on Imported Vegetables in Batam

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**Abstract.** *This study examines the repurchase intention of imported vegetables in Batam City by analyzing consumer satisfaction, price, and quality as factors influencing repurchase intentions. Path analysis with SmartPLS was used to test the hypothesis. The sample used in this study was 199 respondents. The results showed a positive relationship between customer satisfaction and repurchase intention, there was no relationship between price and repurchase intention and showed that quality was positively related to repurchase intention. The results also show that there is a significant influence between quality on repurchase intentions through customer satisfaction. However, customer satisfaction failed to mediate the relationship between price and repurchase intention.*

**Keywords:** *Customer satisfaction; Price; Quality; Repurchase intention.*

**Abstrak.** Penelitian ini mengkaji niat membeli ulang terhadap sayuran impor di Kota Batam yang dibeli dengan menganalisis kepuasan konsumen, harga dan kualitas sebagai faktor-faktor yang dapat mempengaruhi niat membeli ulang. Analisis jalur dengan SmartPLS digunakan untuk menguji hipotesis. Sampel yang digunakan dalam penelitian ini sebanyak 199 responden. Hasil penelitian menunjukkan adanya hubungan positif kepuasan pelanggan terhadap niat beli ulang, tidak adanya hubungan antara harga dengan niat beli ulang dan menunjukkan kualitas berhubungan positif terkait niat beli ulang. Hasil penelitian juga menunjukkan terdapat pengaruh signifikan antara kualitas terhadap niat beli ulang melalui kepuasan pelanggan. Namun, kepuasan pelanggan gagal memediasi hubungan antara harga dan niat membeli kembali.

**Kata kunci:** Harga; Kepuasan pelanggan; Kualitas; Niat membeli kembali.

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## **BACKGROUND**

International trade is carried out by almost all countries including Indonesia as a form of relationship in an effort to meet the different needs of each country. Mankiw et al. (2016) explain the main reason for international trade, namely the difference in product income owned by each country which is also a target for achieving production scale in a country (Khayru et al., 2021). International trade is realized through import-export activities as a solution to meet demands and needs. Of the various types of goods and services that can be imported from abroad to Indonesia, vegetables are one form of goods that can be imported.

Of all import activities carried out in Indonesia, Batam is one of the cities in Indonesia with a fairly large import figure, as reported by BPS data in 2021, the cumulative total imports of Batam City have increased to 26.39% of USD 6.10 billion since mid-2021. (BPS, 2021). The large number of vegetable imports in Batam City is influenced by the geographical location which is mostly water so that there is a lack of agricultural land to produce vegetables. In purchasing imported vegetables, customers have several determining factors in purchasing decisions including: product quality and competitive prices focusing on buyer satisfaction which affect repeat purchases. Buyers can receive satisfaction from an expensive product that comes with good quality as well. On the other hand, customers can accept disappointment if the products purchased at high prices are not satisfactory and allow consumers to switch to other products.

## **THEORETICAL STUDY**

### **Customer Satisfaction**

Yuhandyta (2021) argues that customer satisfaction is the result of a comparison between expectations and reality received by customers. Low satisfaction leads to feelings of disappointment, sadness and anger. Conversely, high satisfaction can be felt when customers feel the product is higher than expected.

### **Price**

According to Mirantheni & Idris (2017) price is an element of the marketing mix that indicates purchase, 3 factors include affordability, suitability and lower prices than competitors.

### **Quality**

Iriyanti et al. (2016) defines the quality of a product creates an advantage and retains customers because they are able to compete. In addition, quality plays an important role in motivating customers so that the products offered get a good view in the eyes of customers. Wijaya (2013) added that quality gives trust and a sense of pleasure that gives customer satisfaction.

### **Repurchase intention**

*Repurchase intention* defined as a customer's intention to return in determining the decision to buy a product that has been purchased in the past (Megantara & Suryani, 2016). Therefore, repurchase intention is shown through positive attitudes and feelings of pleasure towards a product and describes consumer satisfaction with the goods or services they consume (Alamsyah, 2016).

### ***Quality dan Repurchase Intention***

Product quality describes the characteristics and uses and the ability to meet buyer desires. On research Faradiba & Astuti (2013) Good quality gives customers the desire to repurchase because they feel comfortable and satisfied. Product quality provides value in fulfilling the expectations obtained in the product, the value or benefits obtained will provide benefits to customers. If expectations are met, customers will feel satisfied and interested in buying again in the future (Arsyanti & Astuti, 2016). Product quality is the ability of a product to perform its function. Consumers want the product purchased as desired, so the higher the quality of the product, the higher the sense of customer intention to repurchase (Santika & Mandala, 2019). Ekaprana et al. (2018) stated that so that people can repurchase, one way is to improve product quality. Good product quality is an expectation from customers that must be fulfilled. According to Agusta & Dewi (2019) To ensure product quality, business actors need to implement strategies to create advantages that can meet consumer expectations, so that a sense of repurchase intention arises.

H1: Quality has a significant effect on Repurchase Intention.

### ***Price and Repurchase Intention***

Price is a measure of someone making a purchase, before making a purchase the customer will consider a relatively cheap price but with high quality (Hidayah & Apriliani, 2019). According to Cahyadi et al. (2015) Price helps buyers to decide how to obtain the expected benefits. Repurchase intention is driven by flexible prices and consumers can adjust product prices according to the quantity and quality offered. According to Miranthi & Idris (2017) Price is an element of the marketing mix that directs purchase, 3 factors include affordability, suitability and lower prices from ordering. Similar results were found in the study Ahmadi (2013) product offerings at relevant and reasonable prices increase the buying interest of PT. Hero Gas Jaya. Prices are considered good if they are affordable, the suitability of the product with the benefits received and customers repurchase are encouraged by flexible prices and conformity with quality (Shabrina & Budiatmo, 2020).

H2: *Quality has a significant effect on Repurchase Intention.*

### ***Customer Satisfaction and Repurchase Intention***

Satisfied consumers will create a sense of trust that can lead to repurchase intentions because there is a strong bond between consumers and the products being marketed. Overall satisfaction will generate trust that drives repurchase intention (Prasetya, 2017). Yuhandyta (2021) argues that customer satisfaction is the result of a comparison between expectations and reality received by customers. If the product provided is of high quality, the customer feels satisfied and loyalty arises so that the intention to repurchase will increase. *Customer satisfaction affects repurchase intention, this is driven by the trust that arises because of the satisfaction received by customers. The trust that arises triggers the intention of customers to make repeat purchases* (Wicaksono et al., 2019). Similar results in research Alamsyah (2018) Customer satisfaction is driven by customer confidence in previous purchases, causing the intention to buy again. Kusumadewi & Saraswati (2020) stated that innovating on products and quality is a strategy for Scarlett's brand in order to satisfy its customers so that in the future consumers have the intention to make repeat purchases.

H3: *Customer Satisfaction* berpengaruh signifikan terhadap *Repurchase Intention*.

#### ***Quality and Customer Satisfaction***

Product is defined as something that is offered to be owned, used or consumed so as to satisfy the needs and desires of customers. A product is declared quality if it is able to provide more benefits than the buyer expects. According to Bilgies (2016) in his research concluded that good product quality in Billagio skincare led to high satisfaction on customer satisfaction because satisfaction indicated loyalty to a product. Iriyanti et al. (2016) argues that the quality of a product creates advantages and retains customers because they are able to compete. In addition, quality plays an important role in motivating customers so that the products offered get a good view in the eyes of customers and provide customer satisfaction.

Mahmud (2021) formulate product quality as a dynamic form that can meet or exceed expectations. Customer satisfaction consists of two, namely the extent to which the product can meet consumer needs than expected and the extent to which the product is free from damage. Kristianto & Wahyudi (2019) argues that quality is the ability of a product to perform its function. If the quality of the product is lower than expectations, the customer will be disappointed; otherwise, if the quality of the product meets consumer expectations, the customer will be very satisfied. The level of satisfaction of the product to be consumed can be seen from the benefits of the product first. One of the things that determine customer satisfaction is when a product is declared to be of high quality (Agustina et al., 2019).

H4: Quality has a significant effect on customer satisfaction.

#### ***Price and Customer Satisfaction***

Price is often seen from the consumer's point of view and becomes an indicator of value if the perceived benefits of a product. The more competitive the price, the higher the customer satisfaction (Shartykarini & Firdaus, 2016). Based on research Adi & Yoestini (2012) stating the price plays an important role in communicating the quality of the product. With good quality and supported by the application of competitive prices, there will be a sense of trust in the customers of Waroeng Special Sambal. The results of the study showed similar results to Herawati et al. (2018) shows that price contributes to customer satisfaction of PT. TOI. Customer satisfaction can be defined as an expectation obtained by customers either in the form of price or other things. According to Kristianto & Wahyudi (2019) if the price set is not in accordance with the benefits of the product it will reduce customer satisfaction, otherwise the price set in accordance with the benefits received will increase customer satisfaction. Similar empirical support for the effect of price on consumer satisfaction is evidenced by Amirul & Hands (2016).

H5: Price has a significant effect on Customer Satisfaction as a mediating variable

Customer satisfaction affects repurchase intention, this is driven by the trust that arises because of the satisfaction received by customers. The trust that arises triggers the intention of customers to make repeat purchases (Wicaksono et al., 2019). Quality service products have an important role in shaping customer satisfaction (Kotler & Keller, 2012). Research conducted by (Ishfaq et al., 2010; Qin & Prybutok, 2009) which states that customer satisfaction has a significant positive effect as a mediating variable of the relationship between service quality and repurchase intention. As a decision maker this will depend on the type of routine or infrequent decision, the buying situation faced, the

group or person who influences and becomes a reference. Perceived price influences repurchase decisions regarding products (Prayoni & Respati, 2020; Widyastuti & Santoso, 2021). This statement is in line with the research conducted (Prayoni & Respati, 2020; Sagita, 2013) states that price has a significant effect on product repurchase decisions.

H6: Customer satisfaction mediates the relationship between quality and repurchase intention.

H7: Customer satisfaction mediates the relationship between price and repurchase intention.

### Research Model

From previous research, Quality and Price have a relationship with Customer Decision and Repurchase Intention, and customer satisfaction can act as a mediating variable between Quality and Price. The emergence of several contradictions in the test results proves that there are still research gaps on this topic, so this research is based on the research model shown in Figure 1.

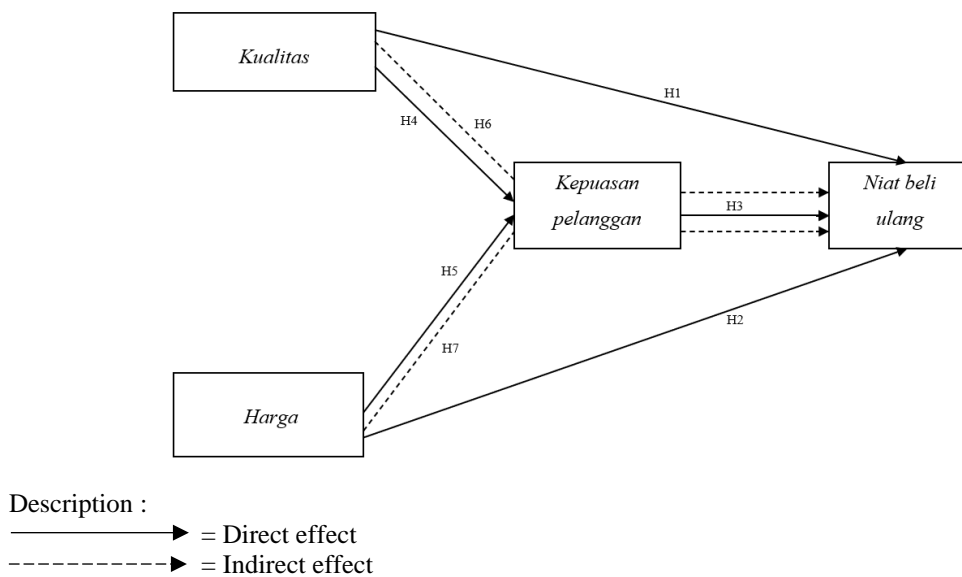


Figure 1. Research model

### RESEARCH METHODS

This research is quantitative. The quantitative research method used in this study is to examine the influence between variables in the context of repurchase intention. Research conducted The locus of this research is in Batam City. The operational definition of the variables in this study can be seen in Table 1. The population in this study is the people of Batam who buy imported vegetables in Batam City. The research sample was 199, which was taken using purposive sampling method because this method is easy to manage, efficient (Hair et al., 2014). Data was collected by distributing questionnaires using google form. The copied link is distributed via social media such as

whatsapp, instagram and line. The questionnaire contains statements with various answers using five answer choices on a Likert scale which strongly disagree to agree. The data analysis in this study was carried out with the help of the SmartPLS program to measure the validity and reliability of the research instrument, examine the effect of one variable on another variable with the partial least square technique, and examine the impact of mediation between Quality and Price on Repurchase Intention through Customer Satisfaction.

**Table 1. Operational Definitions**

<b>Variable</b>	<b>Operational Definition</b>	<b>Source</b>	<b>Scale</b>
<b>Quality (X1)</b>	the product's ability to perform its function	(Arrafat, 2018)	<i>Likert</i>
<b>Price (X2)</b>	affordability, quality and benefits give meaning to price	(Wahyuningsih, 2018)	<i>Likert</i>
<b>Customer Satisfaction (Y1)</b>	decisions made by customers as a result of purchasing products and feeling happy	(Subroto, 2013)	<i>Likert</i>
<b>Repurchase Intention (Y2)</b>	Real action for repurchase intention	(Hutapea & Bella, 2019)	<i>Likert</i>

## RESULTS AND DISCUSSION

### Respondent Description

The results of data collection showed that the respondents in this study consisted of 70% women and 30% men. From the aspect of age, most of the research respondents were 112 people or about 56% aged 17 to 25 years. A total of 39% aged 26 to 40 years or as many as 77 people and aged over 40 years amounted to 10 people or about 5%. The results of the respondents who are addressed are dominated by the age of 17-25 years. When viewed from the amount of income per month there are 84 respondents who have an average income of Rp. 1-4 million, 66 respondents who have an average income of Rp. 4-6 million, 36 respondents with an income of Rp. 6-8 million, as many as 10 people with an average income of 8 to 10 million per month and 3 people with incomes exceeding 10 million rupiah. Based on the frequency of respondents having a high appetite for vegetables, it is known that 158 respondents have a high taste for vegetables or 79% while 41 respondents or 21% do not have a high taste for vegetables. Judging from the respondent's data based on the type of imported vegetables purchased, it is known that 86 or 43% of the respondents bought imported vegetables with the type of carrot or tomato. 39 people or 20% as much as 17% or 33 respondents bought pakcoy (sawi oil). The buyers of imported paprika vegetables amounted to 3% or 5 respondents and as many as 18% or 37 respondents data bought other types of imported vegetables. Judging from where respondents buy imported vegetables, it is known that it is dominated by respondents who buy imported vegetables in supermarkets with a total of 78% or 156 respondents, while in traditional markets there are 22% or 43 respondents.

### Test the Validity and Reliability of Research Instruments

Testing of research instruments is done by testing the validity and reliability. Instrument testing is done by analyzing the external model. The outer model can also be interpreted as any variable that is related to other latent variables. This is done to

determine the validity and reliability of the indicator variables. Evaluation of the measurement model consists of indicators of reliability, discriminant validity, internal consistency, and convergent validity (Hair et al., 2014).

### Discriminant validity

The discriminant validity test serves to measure the accuracy of the AVE values with a minimum benchmark of 0.5 and is expected to be more than 0.5 (Hair et al., 2014). In the table below, the variables of quality, price, customer satisfaction and repurchase intention are valid.

**Tabel 2. Fornell-Lacker Criterium**

Variabel	Customer Satisfaction	Price	Quality	Repurchase Intention
Customer Satisfaction	<b>0,784</b>			
Price	0,407	<b>0,862</b>		
Quality	0,554	0,698	<b>0,833</b>	
Repurchase Intention	0,695	0,501	0,673	<b>0,794</b>

The data in Table 3 shows that the value of the validity of each variable is higher than the value of the other two variables (numbers in bold). According to Suhartanto (2020) The question is said to be valid if it has a value greater than 0.6 in the outer loading test. Based on table 2, it can be seen that the data results can be said to be valid or meet the outer loading criteria if they have a value > 0.6. The test results prove that all indicator variables have a higher value when compared to other variables. Thus, all constructs or latent variables have good discriminant validity.

**Table 3. Outer Loading Test Table**

Indicators	Outer Loading	Description
Quality 1	0,862	Valid
Quality 2	0,892	Valid
Quality 3	0,737	Valid
Price 2	0,825	Valid
Price 3	0,897	Valid
Customer Satisfaction 2	0,680	Valid
Customer Satisfaction 4	0,859	Valid
Customer Satisfaction 5	0,804	Valid
Repurchase Intention 2	0,870	Valid
Repurchase Intention 3	0,684	Valid
Repurchase Intention 4	0,855	Valid
Repurchase Intention 5	0,752	Valid

Data reliability test is a tool to determine the consistency of a respondent's answer. A reliable answer means that the respondent's answer is consistent or stable from time to time. Dakam test reliability can be done with Cronbach's alpha and composite reliability test. Based on the results of the reliability test, the Cronbach alpha value is intended if the data value exceeds 0.6 so that the variables used in the study are declared reliable. (Ghozali, 2017). Table 4. shows the results of Cronbach's alpha and composite reliability test, all variables have a value above 0.6 which indicates that all variables in the study are reliable.

**Table 4. Reliability Test Results**

Variable	Cronbach's Alpha	Composite Reliability
Quality	0,776	0,871
Price	0,658	0,852
Customer Satisfaction	0,686	0,826
Repurchase Intention	0,800	0,871

### Evaluation of the Structural Model (Inner Model)

Adjusted R Square test aims to analyze the relationship between each variable in the study (Hair *et al.*, 2014). Based on table 5, it can be seen that between the variables between quality and price on the customer satisfaction variable the R square value is 30.3%. Meanwhile, the relationship between the quality and price variables on the repurchase intention variable has an R Square of 48.5%, which means the rest is driven by other factors not included in the study.

**Table 5. R-Square**

Variable	R Square Adjusted
Customer satisfaction	0,303
Repurchase Intention	0,485

### Test Quality Index

The use of the index quality test shows whether or not the model tested in this research is good. The test results obtained in Table 6 describe the Goodness of Fit (GoF) value which is said to be good if it reaches or exceeds the 0.36 number, followed by the moderate research model if it passes 0.25 and the last research model is said to be weak or weak. is at 0.10 and above. The GoF formula that can be calculated manually is the root of the average AVE multiplied by the average R Square adjusted from the research above the average communalities (AVE) value calculated at 0.670 and the average R square 0.394 which can be calculated as follows:

$$GoF = \sqrt{com \times R^2} = \sqrt{0,670 \times 0,394} = \sqrt{0,26398} = 0,513$$

From the calculation results above, the GoF value shows a GoF value of 0.513 which is classified as a large or strong GoF value, namely > 0.36 (Hussein., *et al* 2015).

**Table 6. Quality Index Test Results**

Communalities	R Square	GoF	Conclusion
0,670	0,394	0,513	Strong

### Hypothesis

The significance test can be known by looking at the t-statistics and p-value to determine whether something is accepted or rejected. Hypothesis testing in this study uses a one-way test to obtain a hypothesis if the p-value is less than 0.05. Based on the data in Table 6, the results of hypothesis testing are as follows:



- a. Quality has a p-value of 0.001, meaning that the Quality variable has a significant and positive effect on repurchase intention. These results prove that the hypothesis H1 in this study is accepted.
- b. Price has a p-value of 0.543, meaning that the Price variable has an effect that has no significant and positive effect on Repurchase Intention. These results prove that the hypothesis H2 in this study is rejected.
- c. Quality has a p-value of 0.000, which means that the Quality variable has a significant and positive influence on customer satisfaction. These results prove that the hypothesis H4 in this study is accepted.
- d. Price has a p-value of 0.670, which means that the price variable has no significant and positive effect on customer satisfaction. These results prove that the hypothesis H5 in this study is rejected.

**Table 6. Hypothesis Test Results**

	<b>Variable</b>	<b>Sample Mean (M)</b>	<b>P Value</b>	<b>Description</b>
H1	<i>Quality → Repurchase intention</i>	0,626	0,001	<i>Received</i>
H2	<i>Price → Repurchase Intention</i>	0,069	0,543	Rejected
H3	<i>Customer satisfaction → Repurchase Intention</i>	0,458	0,000	<i>Received</i>
H4	<i>Quality → Customer satisfaction</i>	0,532	0,000	<i>Received</i>
H5	<i>Price → Customer satisfaction</i>	0,037	0,670	Rejected

### Testing the Mediating Variable Hypothesis

This test is to determine the effect of Quality and Price on Repurchase Intention through the mediation of Customer Satisfaction. Based on Table 7, the magnitude of the p value is 0.005. Thus the results of this study provide evidence that hypotheses H6 and H7 can be accepted. That is, the influence of Quality and Price can affect Repurchase Intention through the mediation of Customer Satisfaction.

**Table 7. Intervening Variable Hypothesis Test Results**

	<b>Variable</b>	<b>Sample Mean (M)</b>	<b>P Value</b>	<b>Description</b>
H6	<i>Quality → Customer satisfaction → Repurchase intention</i>	3,465	0,001	<i>Received</i>
H7	<i>Price → Customer satisfaction → Repurchase intention</i>	0,424	0,672	Rejected

### Discussion

The results of testing the H1 hypothesis prove that there is a significant effect between Quality and repurchase intention. Quality provides satisfaction and adds a level of customer trust that drives repurchase intentions. Similar results are aimed at research Ekaprana et al., (2020) and research Augusta and Dewi (2019). The results of hypothesis testing H2 prove that there is no significant effect between price and repurchase intention. Similar results to previous studies Safitri (2020) and the same results show that it is not

significant in the study Nisa (2018). These results suggest that price does not have any impact on repurchase intention.

The results of hypothesis testing H3 prove that there is a significant effect between customer satisfaction and repurchase intention. These results are supported by similar research Prasetya (2017) and with research results Alamsyah (2018). These results suggest that customer satisfaction can encourage someone to intend to repurchase. The result of this study is that quality is a beneficial way to strengthen one's beliefs and attitudes towards repurchase intentions. The results of hypothesis testing H4 prove that there is a significant effect between quality and customer satisfaction, the results are similar to those in the research Savitri & Wardana (2018) and research Wijaya (2016) That quality gives trust and a sense of pleasure that gives customer satisfaction. The results of hypothesis testing H5 prove that there is no significant effect between price and customer satisfaction. The same results in previous studies Kresnamurti et al. (2019) and research Agung (2018) which shows that price has no effect on customer satisfaction. These results suggest that price does not have any impact on repurchase intentions as well as on customer satisfaction.

The results of hypothesis testing H6 prove that quality affects repurchase intention through customer satisfaction. Similar results were aimed at research Wicaksono (2018) and research Fuadi & Budiantono (2021). Higher product quality can increase customer satisfaction. High customer satisfaction can increase customer repurchase interest. The results of hypothesis testing H7 prove that price does not affect repeat intentions through customer satisfaction. Similar results are aimed at research Setiawan & Safitri (2019) shows that price is not significant to repurchase intention through consumer satisfaction as a mediation.

## **CONCLUSIONS AND RECOMMENDATIONS**

Customer satisfaction has a positive significant effect on repurchase intention. Customer satisfaction on imported vegetables creates trust that encourages customers to repurchase. The quality of imported vegetables has a significant positive effect on customer satisfaction. Good quality vegetables from visual form, freshness will give a sense of comfort and pleasure and in fact also increase customer satisfaction. To further increase satisfaction, it is also necessary to have quality vegetables accompanied by adequate prices. Vegetable quality includes physical qualities, namely color, weight, level of freshness, while non-physical qualities, namely being able to meet the needs of vitamins in the body, are the determinants of a person's repurchase. Quality has an influence on repurchase intention with customer satisfaction as a mediating variable. Quality vegetables are the key driving force for employees to repurchase vegetables. In addition, repurchase intentions can come from customer satisfaction.

As for some limitations, the respondents' data collection was only limited to buyers of imported vegetables in Batam which were calculated based on age, gender, location of buying vegetables, and types of imported vegetables. There are still several other techniques related to imported vegetables that have not been studied, such as the respondent's education level, frequency of buying vegetables and other factors that do not fully describe the repurchase intention influenced by other variables as a whole. Furthermore, the process of distributing questionnaires using google forms is slow due to the lack of governance in spreading questions and targeting respondents so that the

explanation of this research is less than optimal. Moreover, the research respondents involved a limited number of research subjects, as many as 199 people, so the results cannot be generalized to a large number of subject groups.

From the limitations of the study, the public and readers are advised to buy imported vegetables as a substitute for local vegetables, besides consuming quality vegetables can improve nutritional status. For people who have bought imported vegetables, it is hoped that they will be able to maintain their repurchase intention. Furthermore, sellers of imported vegetables are advised to consider selling vegetables by providing quality vegetables so that they can adjust to the high demand in Batam which cannot be covered by local vegetables. For further researchers who are interested in conducting similar research using other variables such as: the level of trust, service and price perception. Further researchers are also advised to involve a wider population, so that the results can be generalized to a large group of subjects and not only in Batam.

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