

The Impact of Service Quality and Price Perception on Repurchase Intention at PT Nankai AGL

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Abstract. Freight forwarding service users' repurchase intentions are influenced by service quality factors and price perceptions in the international market. This study aims to investigate the influential factors in forming customers repurchase intentions at PT Nankai AGL, focusing on the relationship between service quality and price perceptions. Using a quantitative research design, this research collected survey data from 56 samples of PT Nankai AGL customers from 2022 to 2023. The tool used to assist the research is the Partial Least Square Structural Equation Modeling (PLS-SEM) method. This research hypothesizes that service quality and price perception have a significant effect on customer repurchase intentions. Based on the research results, it was found that the price perception variable (X2) had a significant effect on repurchase intention (Y) at PT Nankai AGL, while the service quality variable (X1) had no significant effect, either positively or negatively, on repurchase intention (Y).

Keywords : Freight Forwarding, Service Quality, Price Perception, Repurchase Intention, PLS-SEM

Abstrak. Niat beli ulang pengguna jasa pengiriman barang dipengaruhi oleh faktor kualitas layanan dan persepsi harga di pasar internasional. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang berpengaruh dalam membentuk niat beli ulang pelanggan di PT Nankai AGL, dengan fokus pada hubungan antara kualitas layanan dan persepsi harga. Dengan menggunakan desain penelitian kuantitatif, penelitian ini mengumpulkan data survei dari 56 sampel pelanggan PT Nankai AGL dari tahun 2022 hingga 2023. Alat yang digunakan untuk membantu penelitian ini adalah metode Partial Least Square Structural Equation Modeling (PLS-SEM). Penelitian ini menghipotesiskan bahwa kualitas pelayanan dan persepsi harga berpengaruh signifikan terhadap niat beli ulang pelanggan. Berdasarkan hasil penelitian ditemukan bahwa variabel persepsi harga (X2) berpengaruh signifikan terhadap niat beli ulang (Y) pada PT Nankai AGL, sedangkan variabel kualitas pelayanan (X1) tidak berpengaruh signifikan baik secara positif maupun negatif terhadap niat beli ulang (Y).

Kata Kunci : Pengiriman Barang, Kualitas Layanan, Persepsi Harga, Niat Beli Ulang, PLS-SEM

1. Introduction

International trade is the driving force of regional and world economic growth, especially in Indonesia. According to Statistics Indonesia (BPS) stated that in August 2023 the value of exports in Indonesia rose 5.47 percent and the value of imports fell 3.53 percent compared to the previous month. Indonesia's trade balance in August 2023 experienced a surplus of USD 3.12 billion, mainly from the non-oil and gas sector, so the presence of freight forwarders is needed to assist export-import activities in Indonesia. Freight forwarding has an important role as an intermediary in

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supporting small and medium enterprises in shipping export-import goods from abroad (Huang et al., 2019). The services provided can organize shipments by land, sea, and air. The importance of freight forwarding in Indonesia is as a facilitator of international trade, helping to optimize logistics efficiency, providing reliability and security of customer goods, assisting with regulations and requirements relating to international trade and customs. Intense price competition and competitive advantages for export and import shipments of non-oil and gas processing industries have resulted from the expansion of freight forwarding companies in Indonesia (AN et al., 2019).

One of the freight forwarder companies, PT Nankai AGL, is an international freight forwarder that supports the export-import economy in Indonesia. PT Nankai AGL is a joint venture company between Nankai Express Japan, AGL Corporation Japan and ATT Group Indonesia. PT Nankai AGL has a vision and mission as a logistics pioneer of Japanese companies in Indonesia. To secure long-term business relationships with customers, PT Nankai AGL is committed to providing their best services which include Air Freight Service, Ocean Freight Service, Customs Brokerage Service, Project Cargo, Warehousing and Buyer Consolidation Service with a company network throughout Indonesia and has many agents in various countries. PT Nankai AGL as a business entity operating in the midst of a dynamic industry, needs to deeply understand how service quality and price perceptions can influence customer decisions to repurchase.

However, in the third quarter of 2023 PT Nankai AGL experienced a decrease in sales. Based on the data that the author got from PT Nankai AGL, it is suspected that the decrease in sales occurred because the service quality obtained by customers did not match what was given. In research (Sugiharto & Wijaya, 2020), it shows that service quality has an indirect effect on repeat purchases. The extent to which PT Nankai AGL is able to provide satisfying service and meet customer expectations can be a determining factor for customers to repurchase intention. Moreover from service quality, price perception is also a factor in the decrease because the price given does not match the benefits obtained. According to Yasri et al., (2020) there is a significant influence between price perception on repurchase intention. Therefore, it is necessary to understand how PT Nankai AGL customers assess the balance between the quality provided and the price they pay. These two factors are suspected of causing a decrease in customer repurchase interest, resulting in a decrease in sales at PT Nankai AGL.

Based on this, researchers want to understand how service quality and price perception interact with each other in shaping repurchase intention at PT Nankai AGL, so that companies can develop more effective strategies to improve customer retention and optimize long-term profits.

In the study of Lovelock & Wirtz (2011) companies need a common understanding to overcome problems such as measuring service quality and designing and implementing corrective actions. According to Sundawa et al., (2022) service quality can be defined as a focus on meeting customer needs and requirements, as well as providing timely service to meet customer expectations. Through the high quality of service that has been provided to customers, customers will feel that their needs have been met so that the intention to make repeat transactions will arise. According to the study (Sugiharto & Wijaya, 2020), it shows that service quality has an indirect

effect on repeat purchases. It can be concluded from previous research that there is an influence on service quality variables on repurchase intention at PT Nankai AGL.

According to Dandis et al. (2021), proves that there are five indicators used to measure service quality, namely tangibles, empathy, reliability, responsiveness, assurance. Tangibles, related to equipment, employee appearance, the physical appearance provided must match the price offered. In addition, empathy where the company has personal attention to understand the problems of its customers in order to provide solution actions that do not disadvantage both parties. In Lovelock & Wirtz (2011) reliability is the ability of a company to provide the best possible service and in accordance with what was promised at the beginning as agreed by both parties. Responsiveness relates to the speed of employees in providing direction and assistance to customers, and providing services quickly. Meanwhile according to Cahya Fajriani et al. (2020), assurance is the insight, skills and expertise of personnel to create customer trust in the company

Kotler et al. in Syafira & Sukmawati (2021) define price as the sum of money clients pay in exchange for a good or service, or as the value they receive in return for using or owning the good or service. Understanding customer pricing perceptions of goods and services is crucial for business management to understand how customers view the cost of a good or service, particularly when trying to catch their attention and persuade them to make a purchase (Juhaeri, 2020). Previous studies found that price perception influences purchasing decisions (Septiani & Prambudi, 2021). According to Yasri et al. (2020), pricing perception has a considerable influence on repurchase intention. Meanwhile, other researchers, Suhaily & Soelasih (2017), state that although price affects customer repurchase intention, it has no influence on service quality. The pricing of PT Nankai AGL's product or service has a major impact on consumer repurchase intention. (Yulisetiari et al., 2017). In the study of Irawan et al. (2020), from the perspective above, price is the most important factor in determining consumer decisions and making purchases. Price is a medium of exchange that can be equated with money or other goods for the benefits derived from an item or service, in other words the price is important to get a product or service.

According to Kotler *et al.* in Syafira & Sukmawati (2021), the indicator that affects price perception is price affordability, where customers can attain the price specified by the company. Products are often categorised under one brand, with prices ranging from the most affordable to the most costly. Many customers will tend to buy goods at affordable prices. Price competitiveness, where customers often compare product prices with other products and consider the price of a product when buying.

In the study of Krisdayanto et al. (2018), price compatibility with product quality is a way that customers often use to measure product quality. People frequently pick a greater price between two things because they see a difference in quality and expect the quality to be higher when the price is higher. Furthermore, price compatibility with product advantages occurs when clients opt to purchase a product if the perceived benefits outweigh or equal the money spent to purchase it. Customers will consider the goods pricey if the benefits they perceive are less than the money paid, and they will contemplate not making repeat purchases.

In line with Ilyas et al. (2020), repurchase intention is the customer's desire to repurchase goods or services whose benefits and quality have been felt before. The cost of retaining current customers is considerably less than finding new customers, therefore repurchase intention will generate more profit for the company. However, Chiu & Cho (2019), stated that repurchase intention is a customer's intention or desire to buy products after having a positive experience with the product they purchased. Customer expectations are created before buying a product and the post-purchase stage where their initial perception of the product is formed when they receive it. Customers compare their expectations and initial perceptions of utilising the product throughout the post-purchase stage. This affects if the customer is satisfied and increases the likelihood that the customer would purchase the product again. This determines whether the customer is satisfied and encourages them to purchase again.

Based on Seber (2019), the indicator of repurchase intention is transactional interest, where the motivation within the customer always encourages them to purchase a product or service. Preferential interest is the behavior of someone who has an interest in a particular product or service. Referential interest is the tendency of a person to promote a product or service to others based on previous positive experiences. Explorative interest is a condition of a person who will always look for the latest information about the desired product or service.

Followed by Rohmah (2019), suggests that repurchase interest is an impulse that comes from consumer behaviour towards the previous company's products or services, and there is an intention to make repeat purchases in the future. Customers who are pleased with the pricing and quality of service will return to the company to meet their demands. Satisfied customer behaviour will seek information more often and encourage the intention to make repeat purchases.

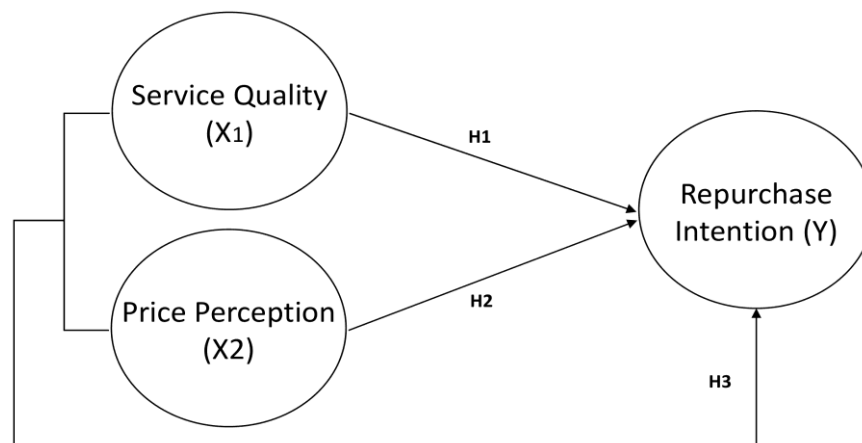


Fig. 2. Research Model

H1: Service quality has significantly affects repurchase intention at PT Nankai AGL

H2: Price perception has significantly affects repurchase intention at PT Nankai AGL

H3: Service quality and price perception together have a significant effect on repurchase intention at PT Nankai AGL

2. Research Method

This is a quantitative study that was conducted between August and October 2023, with the research objects being service quality, price perception, and repurchase intention. According to Nugroho in Ali et al. (2022), quantitative research is a systematic, organised, and structured sort of research. The object of study involves PT Nankai AGL customers who have made shipments at least 3 times from September 2022 to September 2023. In this study, data was analysed using Multiple Linear Regression and the PLS-SEM method approach in SmartPLS 4.0 software. Multiple Regression Analysis aims to determine whether or not that 2 or more independent variables have an influence on the dependent variable. The research procedure used by collecting questionnaires on a Likert scale (1 = strongly disagree to 5 = strongly agree) and distributing them online via Google Forms, which are then evaluating the model using PLS-Algorithm (*validity and reliability construct*) and Bootstrapping (*path coefficients*). Conducted Outer Model testing to assess the validity and reliability of the survey data by comparing the values of the Loading Factor, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. Inner Model testing to forecast the causal relationship between variables with Goodness of Fit R-Squares, F-Squares and Path Coefficient..

The sampling technique uses the Slovin formula approach. According to Riyanto & Hatmawan (2020), the Slovin formula can be formulated as follows:

$$n = N / (1 + (N \times e^2))$$

This study uses a maximum error rate of 5%. The calculation of sampling using the slovin formula is 56 customers. Indicators of the 3 variables contained in this research as follows.

Table 1 Indicator of variables.

Variable	Indicator	Source
Service Quality	SQ 1 : Tangibles	Dandis et al. (2021), (Lovelock & Wirtz, 2011)
	SQ 2 : Emphaty	
	SQ 3 : Reliability	
	SQ 4 : Responsiveness	
	SQ 5 : Assurance	
Price Perception	PP 1 : Affordability of Price	Kotler & Armstrong (2018)
	PP 2 : Pricing Competitiveness	
	PP 3 : Price Match with Product Quality	
	PP 4 : Price Match with Product Benefits	
Repurchase Intention	RI 1 : Transactional Interest	Seber (2019)
	RI 2 : Preferential Interest	
	RI 3 : Referential Interest	
	RI 4 : Exploratory Interest	

3. Result and Discussion

Regression analysis is used to determine whether the independent variable affects the dependent variable. This study utilizes primary data, as the data collection is done through an online questionnaire using Google form which contains 22 questions with a Likert scale. 56 data samples were obtained. The distribution of respondents is a customer of PT Nankai AGL who has made shipments both import and export at least 3 times from September 2022 to September 2023 with a shipment frequency of 1 -3 times consisting of 11 companies, 4-6 times consisting of 17 companies, 7-9 times consisting of 13 companies, 10 times or more consisting of 15 companies. All data obtained with the permission and supervision of PT Nankai AGL. Testing the outer validity of this model can be done using convergent validity and discriminant validity using SmartPLS 4.0 software. The outer loading value for each indicator provides the results of the convergent validity test..

Validity Convergent Test

As stated by Hair et al. (2017), an outer loading is considered acceptable if it is useful and the convergent validity value falls between 0.4 and 0.7, while for AVE values > 0.5. Table 2 displays the findings of the study model's convergent validity test. Demonstrates the validity of each variable's indicators as measuring tools for this research. In the validation measurement of 56 respondents consisting a total of 22 statements, has an AVE result of X1 0.543, X2 0.603, Y 0.663 which states that the statement is valid.

Table 2 Validity Convergent Test Result

Variable	Indicator	Loading Factor	AVE
Service Quality (X1)	SQ 1	0.791	0.543
	SQ 2	0.867	
	SQ 3	0.671	
	SQ 4	0.708	
	SQ 5	0.743	
	SQ 6	0.738	
	SQ 7	0.614	
Price Perception (X2)	PP 1	0.762	0.603
	PP 2	0.780	
	PP 3	0.819	
	PP 4	0.824	
	PP 5	0.720	
	PP 6	0.827	
	PP 7	0.693	
Repurchase Intention (Y)	RI 1	0.704	0.663
	RI 2	0.879	
	RI 3	0.779	

RI 4	0.845
RI 5	0.776
RI 6	0.867
RI 7	0.776
RI 8	0.872

(Source: Results of data processing using SmartPLS 4)

Validity Discriminant Test

Variable will be said to be valid if the value for measuring its own construct has the greatest value compared to the value for measuring other construct variables. The results of testing discriminant validity in this study were carried out by looking at the HTMT value < 0.9 which was declared valid. Discriminant validity testing can be seen in Table 3.

Table 3 Validity Discriminant Test Result

	Price Perception	Repurchase Intention	Service Quality
Price Perception			
Repurchase Intention	0.836		
Service Quality	0.809	0.649	

(Source: Results of data processing using SmartPLS 4)

Cross Loading – Validity Discriminant Test

To make sure that the construct correlation with the measurement item is greater than that of the other constructs, the cross loading value of each construct is assessed. All loading indicators on constructs $>$ cross loading are shown in Table 4. Consequently, all loading indicator values on the construct are above ($>$) the cross loading, indicating that this model has met the discriminant validity requirements.

Table 4 Discriminant Validity – Cross Loading Result

	Price Perception	Repurchase Intention	Service Quality
PP 1	0.762	0.603	0.544
PP 2	0.78	0.538	0.540
PP 3	0.819	0.645	0.553
PP 4	0.824	0.531	0.558
PP 5	0.720	0.529	0.641
PP 6	0.827	0.677	0.535
PP 7	0.693	0.600	0.447
RI 1	0.592	0.704	0.487
RI 2	0.696	0.879	0.583
RI 3	0.605	0.779	0.525

RI 4	0.585	0.845	0.478
RI 5	0.574	0.776	0.339
RI 6	0.647	0.867	0.471
RI 7	0.599	0.776	0.409
RI 8	0.665	0.872	0.471
SQ 1	0.459	0.443	0.791
SQ 2	0.499	0.476	0.867
SQ 3	0.528	0.417	0.671
SQ 4	0.412	0.368	0.708
SQ 5	0.557	0.480	0.743
SQ 6	0.628	0.415	0.738
SQ 7	0.521	0.380	0.614

(Source: Results of data processing using SmartPLS 4)

Reliability Test

Cronbach's alpha and composite reliability criteria are applied in reliability testing. where variables are said to be reliable when the value is > 0.7 for confirmatory research. The data proved to be reliable based on the reliability test results, which showed that Cronbach's alpha and composite reliability (ρ_c) were both greater than 0.70. From the results of the validity and reliability tests, it shows that the indicators of each variable as a measuring instrument in this study are valid and reliable. Table 5 displays the reliability test results based on Cronbach's alpha and composite reliability values.

Table 5 Reliability Test Result

Variable	Cronbach's alpha	Composite reliability (ρ_c)
Price Perception	0.890	0.914
Repurchase Intention	0.926	0.94
Service Quality	0.857	0.892

(Source: Results of data processing using SmartPLS 4)

R-Square Test

The R-Square coefficient demonstrates how much the independent variable influences the dependent variable. According to Hair et al. (2011), for the R-Square value, there are three classification categories: strong category, moderate category, and weak category. It can be found that the R-square value of 0.75 falls into the strong category, the R-square value of 0.50 falls into the moderate category, and the R-square value of 0.25 falls into the weak category. With an R-Square value of 0.589, the independent variable in this study provides explanations for 58.9% of the variance in the dependent variable. It is known that the adjusted R-square value on the dependent variable is 0.574, so the variable on repurchase intention is influenced by 57.4% by the dependent

variable and is included in the moderate to high category. The results of the R-Square test as seen in Table 6.

Table 6 R-Square

	R-square	R-square adjusted	Result
Repurchase Intention	0.589	0.574	Moderate

(Source: Results of data processing using SmartPLS 4)

Goodness of Fit Test (GoF)

The combined performance of the measurement model (outer model) and the structural model (inner model) has been proven using the Goodness of Fit (GoF) test, where the SRMR value < 0.10 is declared a fit model. The SRMR value in this study is 0.089, thus the model is declared fit. The results of goodness of fit testing can be seen in Table 7.

Table 7 Goodness of Fit

	Saturated model	Estimated model	Result
SRMR	0.089	0.089	Model Fit

(Source: Results of data processing using SmartPLS 4)

F-Square test

F-Square test to calculate the level of influence between variables with Effect Size. Hair *et al.* (2017), state that an effect size value of less than 0.02 denotes no influence, a value of 0.02 has little predictive relevance, a value of 0.15 denotes moderate predictive relevance, and that an effect size value of 0.35 denotes profound or strong predictive relevance to the dependent variable. Table 8 shows the results where price perception has a strong effect size on repurchase intention while service quality has no effect size on repurchase intention. Therefore, it can be said that the only variable that significantly affects the repurchase intention variable is the price perception variable.

Table 8 F-Square (Effect Size)

	Price Perception	Repurchase Intention	Service Quality
Price Perception			0.610
Repurchase Intention			
Service Quality			0.010

(Source: Results of data processing using SmartPLS 4)

Path Coefficient

To determine how significant each hypothesis is, the coefficient test is applied. Hypothesis testing is done through bootstrapping on SmartPLS 4.0 software considering the P-value to draw conclusions. Hypothesis testing in this study states that Price Perception on Repurchase Intention is 0.701 and T-Statistics > 1.96 and P-Value $0.000 < 0.05$, so the hypothesis is stated to be accepted. Whereas the service quality hypothesis on repurchase intention is 0.091 and T-Statistics < 1.96 and

P-Value $0.434 > 0.05$, the hypothesis is stated to be not accepted. The results of this bootstrapping can be seen in Table 9.

Table 9 Path Coefficient (Direct Effect)

Hypothesis	Original Sample (O)	T-Statistics	P-Values	Results
Price Perception → Repurchase Intention	0.701	5.812	0.000	Significant effect
Service Quality → Repurchase Intention	0.091	0.782	0.434	No significant effect

(Source: Results of data processing using SmartPLS 4)

Research Design

The research model showing the T-statistic is illustrated in Figure 3. There is one significant relationship found based on the test statistics (T-statistics > 1.96) and one insignificant relationship

(T-statistics < 1.96). Furthermore, the value from the initial sample shows whether the relationship between the variables is positive or negative. Whereas a negative original sample value suggests that the variable relationship is negative, a positive original sample value suggests that the variable relationship has a positive effect

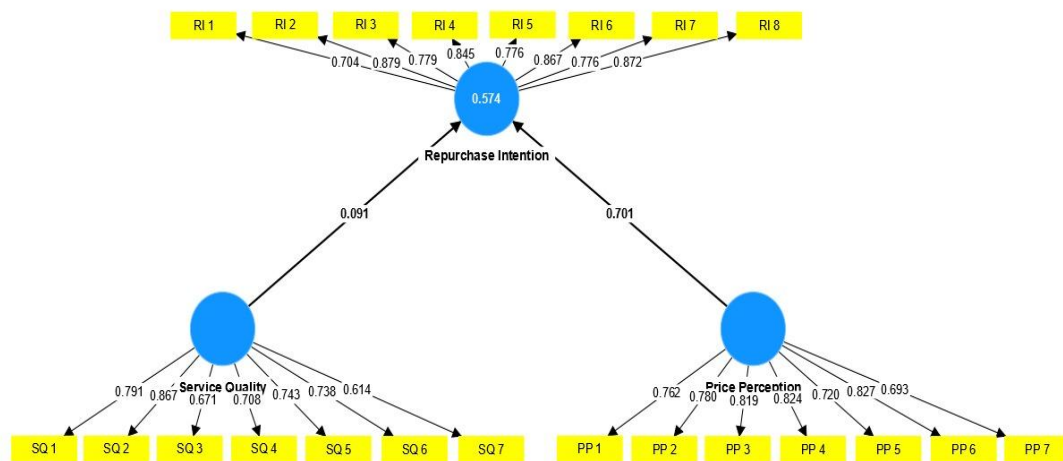


Fig. 3. Path diagram with t-statistics

4. Conclusion

The following conclusions can be made in accordance with the data that has been examined and the previous chapter's discussion:

According to this study, there is no significant causal connection between service quality and repurchase intention, either positively or negatively. This is the result of the T-Statistics and P-Value

values not meeting the standards, which leads to the rejection. The results of this research contradict the findings of Zhafira et al. (2020) earlier investigation, which found an indirect relationship between service quality and repeat purchases. When customers perceive that their needs have been satisfied, they are more likely to make purchases again.

Price perception has a direct and significant positive effect on repurchase intention. This is because the T-Statistics value and P-Value meet the requirements and customers are more likely to repurchase if they believe they have received a better price. This theory validates earlier work by Sudirjo et al. (2023), which found a strong correlation between price perception and intention to repurchase. Price competitiveness is one of the indicators that has a big influence as a consideration when deciding to buy a product.

As per the data processing results of this study, only the price perception variable has a significant impact on repurchase intention, so the two independent variables that are assumed to have a significant influence on the dependent variable are not accepted. Similarities were found with the research conducted by (Suhaily & Soelasih (2017), which found that while price perception influences repurchase intention, service quality is unaffected. We can conclude that this happens because customers are more likely to be drawn to a product's perceived value, which means that their expectations are more focused on how well PT Nankai AGL, a freight forwarding service provider, offers its products at a price that is competitive with the advantages it offers.

Implication

Based on the results of the research conducted, the researcher makes the following implications:

In response to customer's tendency to compare prices and quality from similar service industry providers, the company might want to reevaluate and set value-added pricing, for instance by setting up a more competitive service rate and improving service features.

By using this research, PT Nankai AGL can enhance their brand image and create more effective marketing strategies that will open up new markets and maximize their edge over other companies.

To further improve service quality, an assessment of PT Nankai AGL employees' performance and communication is needed.

In order to get past any potential obstacles related to price perceptions, PT Nankai AGL needs to have a system in place for frequently collecting and analyzing customer feedback. This way, the company might focus on aspects that customers find substantial.

Research Limitations

Based on the results of the research and discussion, there are several research limitations that need to be considered:

The factors that influence repurchase intention in this study consist of only 2 variables, namely service quality and price perception, while there are still many other factors that influence repurchase intention.

Measuring service quality and price perceptions may have shortcomings, such as the use of questionnaires that do not fully cover important dimensions or the potential for bias in respondents' assessments.

The time limitation of the study affects the long-term observation of repurchase intention. In addition, changes in policy, economy, or business strategy in the study may affect the results.

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