

## The Influence of Product Quality, Price Perception and Product Variety on Consumer Repurchase Intentions with Consumer Satisfaction as a Mediating Variable (Study on Solid Surface Performnrite Products)



Caroline Lystia Rut Winasis<sup>1</sup>, Mudji Sabar<sup>2</sup>

<sup>1,2</sup> Universitas Mercu Buana, Fakultas Ekonomi dan Bisnis.

**ABSTRACT:** The progress of the Indonesian interior world is growing rapidly following current trends. Consumers tend to look for furniture with a simple, clean and functional style. One material that is often used for furniture is solid surface material. Solid surface can be combined with wood, iron, rattan and other materials. Considering the increasing number of solid surface manufacturers in Indonesia, competition in the solid surface industry is becoming tight. It requires strong repurchase interest from consumers to survive in the solid surface industry. This research was conducted to analyze the factors that influence solid surface consumers repurchase interest using PLS-SEM. The population of this research is consumers of solid surface performnrite. The results of this research are that product quality, price perception, product variety have a significant effect on consumer satisfaction. Product quality, price perception, product variety have a significant effect on repurchase intention. Consumer satisfaction partially mediates the relationship between product quality, price perception, product variety and repurchase intention.

**KEYWORDS:** Repurchase intention, consumer satisfaction, product quality, price perception, product variety, solid surface

### I. INTRODUCTION

The development of the furniture industry in Indonesia has experienced significant growth in recent years. Modern and minimalist furniture designs continue to be a trend in Indonesia. Consumers tend to look for furniture with a simple, clean and functional style. In addition, the demand for personalized furniture and custom designs is increasing in Indonesia. Consumers want to have furniture that is unique and suits their tastes and needs. One material that is often used for furniture is solid surface material. Solid surface can be combined with wood, iron, rattan and other materials.

The use of solid surface material is usually used for table tops on kitchen tables, sink tables, reception tables, restaurant tables and other functions besides table tops. Unlike real granite, solid surface material is lighter in weight and non-porous so its hygiene is maintained. This makes this material much sought after and used by designers and consumers to complete their project needs. Currently, solid surface producing companies are easily found, especially in the Jakarta, Tangerang, Bekasi areas. With increasingly tight competition to get consumers and retain consumers, Solbrand Performnrite prioritizes its advantages in terms of price, product and service.

Based on solid surface sales data, the Performnrite brand still experiences fluctuations in the number of purchases every month. The problem faced by the company is that it has not achieved its sales target as expected by the company. Based on discussions with the marketing team, the current challenge for the company is that there are many new competitors for solid surface manufacturers, especially the home industry because they come at cheaper prices. Another thing that is a challenge is the existence of substitute materials such as Quadra, Terazzo which are competitors to solid surface materials with the advantages and disadvantages of each material.

Considering the increasing number of solid surface manufacturers in Indonesia, competition in the solid surface industry is becoming tight. It requires strong repurchase interest from consumers to survive in the solid surface industry. (Davy, 2019) conducted research on consumer repurchase interest with the results that service quality, product quality, product design had a positive and significant effect on repurchase interest as well. Another research conducted by (Isfiandi & Amin, 2019), the factors that influence repurchase decisions are product variation and price variables, while the customer experience variable does not

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have a significant effect on repurchase decisions. According to (Qureshi et al., 2020) price, product quality, brand loyalty can influence customer buying interest. According to research (Akbar & Nurcholis, 2020) location and product quality have a positive and significant effect on consumer repurchase interest, while the price variable has a negative and significant effect on consumer purchase interest.

Based on research conducted (Fuadi et al., 2021), higher customer satisfaction can increase interest in repeat purchases. This is in line with research conducted by (Napitupulu & Siahaya, 2022) showing that satisfaction felt by consumers gives rise to a positive response in the form of repeat purchases. According to (Davy, 2019) customer satisfaction mediates service quality, product quality and product design on consumer repurchase interest.

A pre-survey was conducted on 30 consumers to strengthen the variables to be used in the research. The presurvey results show the factors that are thought to be dominant in influencing consumers repurchase interest in Performnrite products. Based on eight factors, the most dominant factors are price perception, product quality, and product variety. Based on previous research and pre surveys that have been carried out, in this research the author will test or examine the factors that influence consumers repurchase interest, with consumer satisfaction as a mediating variable. The factors chosen by consumers are based on phenomena, and a combination of several variables in previous research and pre surveys that have been carried out. Based on the background above, the author discusses further in the form of research, namely the influence of product quality, service quality, price and product variety on repurchase interest with consumer satisfaction as a mediating variable (study on solid surface performance).

## **II. LITERATURE REVIEW**

### **A. Consumer Behavior**

Consumer behavior is defined as the behavior demonstrated by consumers in searching for, purchasing, using, evaluating and disposing of products and services that they hope will satisfy their needs (Schiffman & Kanuk, 2000). Consumer behavior is a process that is closely related to the purchasing process, at which time consumers carry out activities such as searching, researching and evaluating products. Consumer behavior is the basis for consumers to make purchasing decisions (Indrasari, 2019).

### **B. Product Quality**

According to Kotler & Armstrong (2018), a product is anything that can be offered to the market for attention, acquisition, use, or consumption that can satisfy a want or need. Product quality is a totality of characteristics that a product or service has which can indicate a measure to see how high the level of consumer trust is in the product or service they use and how long that trust can last (Miguna, 2020). Product quality is the main element that makes customers interested in buying and as a result, companies gain sales and profits (Alzoubi et al., 2022). There are several dimensions of product quality according to Kotler (2016), including:

1. **Form:** Where the product has a shape that is visible to the five senses and has an attractive texture. The form of a product can include the size, shape, or physical structure of the product
2. **Performance:** Performance discusses matters that include or are related to the basic operating characteristics or functional aspects of a product, such as ease of use of the product. The performance of several products is usually based on customer desires which are basically general in nature.
3. **Customization:** Marketers can differentiate products by adapting them to individual desires.
4. **Durability:** The reliability of a product indicates that the level of quality is very meaningful for consumers to own the product. The smaller the possibility of damage to a product, the higher the product's reliability.
5. **Aesthetics:** The product's appeal to the five senses can be seen from its physical form, color, model or design, taste, aroma and so on. So consumers will be interested in a product when they see the initial appearance.
6. **Perceived quality:** This is the consumer's perception of the quality of the product or the superiority of the product.

### **C. Price Perception**

In general, perception is defined as a direct response or process where someone knows several things through sensing (Asnori, 2020). Price is the amount of money exchanged for a product or service (Kotler, 2018). Price perception includes a form of consumer assessment of the goods or services being sold and a socialized emotional form regarding whether the price corresponds to the quality of the goods or services (Muhtarom, 2022). Price perception is a consumer's opinion or observation regarding information about how much money will be used to obtain a product or service that is desired and appropriate, to meet their life needs. According to Kotler and Armstrong (2016), there are four measures that characterize price, namely:

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1. Affordability.
2. Prices according to ability or price competitiveness.
3. Price match with product quality.
4. Matching price with benefits.

### **D. Product Variations**

Product variations can be defined as products that have different designs or types and are produced by a factory, product differences include differences in shape and size (Groover, 2010). Product variety is very important for buyers because they can compare, contrast, and also choose between several goods to meet their personal needs. The greater the number and type of products sold in a place, the more consumers will feel satisfied and purchase that product and will not need to buy other products (Melinia, 2023). (Kotler, 2018) explains that product variations include:

1. Price variation, the amount of money charged for a product or service
2. Variations in product completeness disrupt the availability of a product.
3. Variations in product size range from the smallest to the largest model, shape, physical structure.

### **E. Consumer Satisfaction**

According to Kotler (2014) consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question against the expected performance or results. The definition of consumer satisfaction according to (Tjiptono, 2014) states that consumer satisfaction is an emotional assessment of consumers after consumers use a product where the expectations and needs of consumers who use it are met. Based on the opinions of the experts above, it can be concluded that customer satisfaction is the response from consumers to the products or services received that meet consumer expectations. In other words, consumer satisfaction can occur when consumer expectations can be realized by the company.

According to Tjiptono (2014), there are three important aspects that need to be studied within the framework of measuring consumer satisfaction, namely:

1. General or overall satisfaction
2. Confirmation of expectations, namely the level of conformity between performance and expectations
3. Comparison with an ideal situation (comparison to ideal), namely product performance compared to the ideal product according to consumer perception

### **F. Repurchase Intention**

Repurchase interest is purchase interest that is based on purchasing experiences that have been carried out in the past. High repurchase interest reflects a high level of satisfaction from consumers (Ali Hasan, 2018). Repurchase interest is basically a person's behavior caused by past behavior (consumption experience) which directly influences consumption interest in the future (Yunisya, 2017). A high repurchase rate reflects a high level of consumer satisfaction and trust. Consumers who are satisfied and decide to become customers will instinctively commit to recommending the product positively to potential consumers of other products.

According to Ferdinand (2014) repurchase interest has the following four indicators:

1. Transactional interest, namely discussing consumers' willingness to purchase a product.
2. Referential interest, which discusses consumers' willingness to recommend a product to other people.
3. Preferential interest, which discusses consumer behavior that makes a product their main choice.
4. Exploratory interest, namely discussing consumers' desires to find information about a product.

## **III. METHOD AND MATERIAL**

This research aims to test whether the identified variables have a significant relationship with repurchase intention, as well as test whether the consumer satisfaction variable can mediate the relationship between these two variables. This research is research with a quantitative approach with a descriptive research type.

The population in this research are all solid surface performnrite consumers who have repurchased solid surface performnrite products. The sample criteria in this research are consumers of solid surface performnrite products, have purchased at least once, and have used solid surface performnrite products. To determine the sample to be used, the researcher used a simple random sampling method, using the Slovin formula. The total population in this study was 346 people, so the number of respondents used was 186 respondents.

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The data collection technique used is by distributing questionnaires or lists of questions or questionnaires. The research used a closed questionnaire, where answers to each statement item were provided using five alternative answers based on a Likert scale. In this research, the author used an online questionnaire using Google Form which was distributed to respondents via Whatsapp and Email. Data processing uses smart PLS (Partial Least Square) software. The PLS measurement model consists of a measurement model (outer model) and a structural model (inner model). PLS aims to test the predictive relationship between constructs by seeing whether there is an influence or relationship between these constructs (Ghozali, 2015).

### IV. RESULT AND DISCUSSION

The results of the characteristics of respondents show that based on gender it is dominated by female respondents (55.91%), based on age it is dominated by respondents who are in the age range of 25 to 35 years as many as 97 respondents (52.15%), based on education level it is dominated by respondents with bachelor's degrees. (76.34%), based on occupation most of the respondents are entrepreneurs (48.92%), based on monthly income most of the respondents have an income of 15-20 million per month (44.09%).

**Table 1. Reliability and Validity**

Variable	Indicator	Factor Loading	AVE	Composite Reliability	Cronbach's Alpha	Information
Product quality	X1.1	0,781	0,773	0,978	0,975	Valid, Reliable
	X1.2	0,901				
	X1.3	0,905				
	X1.4	0,921				
	X1.5	0,874				
	X1.7	0,883				
	X1.9	0,854				
	X1.10	0,858				
	X1.12	0,858				
	X1.13	0,919				
	X1.14	0,900				
	X1.15	0,892				
X1.16	0,876					
Price Perception	X2.1	0,894	0,761	0,970	0,965	Valid, Reliable
	X2.2	0,779				
	X2.3	0,866				
	X2.4	0,881				
	X2.5	0,890				
	X2.6	0,877				
	X2.7	0,889				
	X2.8	0,904				
	X2.9	0,889				
	X2.10	0,851				
Product Variations	X3.1	0,844	0,671	0,935	0,919	Valid, Reliable
	X3.2	0,746				
	X3.3	0,820				
	X3.4	0,783				
	X3.5	0,856				
	X3.6	0,843				
	X3.7	0,837				
Consumer Satisfaction	Z1.1	0,918	0,838	0,973	0,968	Valid, Reliable
	Z1.2	0,931				
	Z1.3	0,928				
	Z1.4	0,906				
	Z1.5	0,888				
	Z1.6	0,907				
	Z1.7	0,931				

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Repurchase Interest	Y1.1	0,853	0,757	0,966	0,960	Valid, Reliable
	Y1.2	0,892				
	Y1.3	0,918				
	Y1.4	0,864				
	Y1.5	0,908				
	Y1.6	0,867				
	Y1.7	0,869				
	Y1.8	0,814				
	Y1.9	0,841				

From the results of the tests carried out, it was found that the loading factor results of all indicators on each variable had met validity, namely above 0.7. The AVE results obtained values above 0.5 for all constructs contained in the research model, which means they have met the requirements. The composite reliability value shows high or reliable results because for each variable it shows a number above 0.8. The research data is in accordance with the Cronbach's Alpha value which is more than 0.6, so it is declared valid.

**Table 2. Hypothesis test**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1 -> Y	0.203	0.202	0.07	2.887	0.004
X2 -> Y	-0.119	-0.117	0.06	1.98	0.048
X3 -> Y	0.333	0.334	0.06	5.565	0
X1 -> Z	0.281	0.259	0.124	2.263	0.024
X2 -> Z	-0.452	-0.432	0.103	4.374	0
X3 -> Z	1.048	1.049	0.095	11.054	0
Z -> Y	0.594	0.592	0.033	18.143	0
X1 -> Z -> Y	0.167	0.153	0.074	2.271	0.024
X2 -> Z -> Y	-0.268	-0.256	0.064	4.186	0
X3 -> Z -> Y	0.622	0.621	0.07	8.835	0

Based on these results, the following hypothesis results can be concluded:

1. Product quality has a positive and significant effect on consumer satisfaction. It has a P value of 0.004, where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between product quality and consumer satisfaction. The value of 0.203 indicates a positive value so it can be said that product quality has a significant positive relationship with consumer satisfaction. This is in line with research conducted by Devy (2020), Fuadi (2021) that product quality has a positive and significant effect on consumer satisfaction. So the first hypothesis is accepted.
2. Price perception has a negative and significant effect on consumer satisfaction. It has a P value of 0.024, where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Price Perception and consumer satisfaction. The value -0.119 indicates a negative value so it can be said that Price Perception has a significant negative relationship with consumer satisfaction. This is in line with research conducted by (Marpaung & Mekaniwati, 2020) that price perceptions have a negative and significant effect on consumer satisfaction. In line with research results (Akbar & Nurcholis, 2020) price perceptions have a significant effect on consumer satisfaction. So the second hypothesis is accepted.
3. Product variety has a positive and significant effect on consumer satisfaction. It has a P value of 0.048, where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between product variety and consumer satisfaction. The value of 0.333 indicates a positive value so it can be said that product variety has a significant positive relationship with consumer satisfaction. This is in line with research conducted by (Dara, 2023) and (Sapitri & Yusnidar, 2023) that there is a direct influence of product variations on consumer satisfaction. The diversity of products and

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- more alternative choices offered by kirana furniture companies will increase consumer satisfaction. So the third hypothesis is accepted.
4. Product quality has a positive and significant effect on repurchase interest. It has a P value of 0.000, where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between product quality and repurchase intention. The value of 0.281 indicates a positive value so it can be said that product quality has a significant positive relationship with repurchase interest. This is in line with research (Fuadi et al., 2021), (Davy, 2020) that higher product quality can increase customer repurchase interest. So the fourth hypothesis is accepted.
  5. Price Perception has a negative and significant effect on Repurchase Intention. It has a P value of 0.000. This value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Price Perception and Repurchase Intention. The value -0.452 indicates a negative value so it can be said that Price Perception has a significant negative relationship with repurchase intention. This is in line with research conducted by (Raharjo, 2020), (Firdausi, 2021) that price has a significant effect on repurchase intention. So the fifth hypothesis is accepted.
  6. Product Variation has a positive and significant effect on repurchase interest. It has a P value of 0.000, where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Product Variation and repurchase interest. The value of 1.048 indicates a positive value so it can be said that product variety has a significant positive relationship with repurchase interest. This is in line with research conducted by (Sarifudin, 2021) (Isfiandi & Amin, 2019) that product variations have a positive and significant effect on repurchase intention. So the sixth hypothesis is accepted.
  7. Consumer satisfaction has a positive and significant effect on repurchase interest. It has a P value of 0.000. This value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship. The value 0.594 indicates a positive value. Consumer satisfaction has a positive and significant effect on repurchase intention. This is in line with research conducted by (Fuadi et al., 2021) (Sarifudin, 2021) which shows that consumer satisfaction influences repurchase decisions. So the seventh hypothesis is accepted.
  8. Product quality has a positive and significant effect on repurchase intention through consumer satisfaction which has a P value of 0.024. Where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between product quality and repurchase interest through consumer satisfaction. The value of 0.167 indicates a positive value so it can be said that product quality has a significant positive relationship with repurchase interest through consumer satisfaction. This is in line with research conducted by (Fuadi et al., 2021), (Davy, 2020) that empirically customer satisfaction plays a partial role (partial mediation) in the relationship between product quality and repurchase intention. So the eighth hypothesis is accepted.
  9. Price perception has a negative and significant effect on repurchase intention through consumer satisfaction. It has a P value of 0.000. Where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship. Price perception has a negative and significant effect on repurchase intention through consumer satisfaction. The value -0.268 indicates a negative value so it can be said that product quality has a significant negative relationship. This is in line with research conducted by (Prayoni & Respati, 2020) that consumer satisfaction is able to significantly mediate the influence of price perceptions on purchasing decisions. So the eighth hypothesis is accepted.
  10. Product variety has a positive and significant effect on repurchase interest through consumer satisfaction. It has a P value of 0.000. Where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship. Product variety has a positive and significant effect on repurchase interest through consumer satisfaction. The value 0.622 indicates a positive value so it can be said that Product Variation has a significant positive relationship. This is in line with research conducted by (Anjani, 2021) that product variations have a significant effect on repurchase intention which is mediated by customer satisfaction. So the eighth hypothesis is accepted.

**Table 3. Size Mediation Effects**

	Indirect Effect (a x b)	Total Effect ((a x b) + c)	VAF	Information
X1	0.166979	0.37	45%	Partial Mediation
X2	-0.26824	-0.388	69%	Partial Mediation
X3	0.622102	0.955	65%	Partial Mediation

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Testing the Mediation Size Effect using Variance Accounted For (VAF). VAF shows how much the mediating variable is able to absorb the previously significant indirect effect from the model without mediation. If the VAF value is above 80% then the mediator plays a full role (full mediation). If the VAF value is between 20% – 80% then it can be categorized as partial mediation. However, if the VAF is less than 20% it can be concluded that there is no mediation effect (Hair et al., 2013). Based on the test results, it shows that the consumer satisfaction variable partially mediates.

### **V. CONCLUSIONS**

Based on the results of the study, it can be concluded:

1. Product quality perceived by consumers can increase consumer satisfaction with the use of the product. Good product quality tends to meet or even exceed consumer expectations. This creates a sense of satisfaction and consumer confidence in the products being sold. Good quality solid surface products create a more positive experience, reduce dissatisfaction, and help maintain strong relationships between manufacturers and consumers. Conversely, low-quality products can lead to dissatisfaction, complaints and loss of customers. Therefore, product quality is very important to maintain and improve in order to meet consumer expectations.
2. Perceptions of solid surface product prices reflect the way customers assess product prices in relation to the value or benefits they receive. When consumers have the perception that the price is too high or not commensurate with the value given to the price of a product, this will significantly reduce consumer satisfaction with the use of the product.
3. Consumers have different preferences, and product variety can enable consumers to choose products that suit their needs and tastes. With so many choices in solid surface types, colors, textures and designs, consumers have more opportunities to find products that suit their tastes and needs. When consumers can easily find products that suit their needs and wants, they tend to feel more satisfied.
4. Product quality: Product quality perceived by consumers can increase consumers' repurchase interest in using the product. Good product quality can build consumer trust in the product brand. Consumers who have positive experiences with solid surface products from a brand tend to prefer that brand when purchasing similar products in the future. Consumers tend to trust brands that are proven to provide quality products more than brands that are inconsistent in terms of quality. Products that are of good quality tend to have a lower risk of damage or failure. Consumers feel more comfortable repurchasing products from brands that have proven their quality.
5. Price perceptions felt by consumers can increase consumers' repurchase interest in using the product. Price perception refers to the way consumers view and evaluate product prices. If consumers feel that a product's price is competitive or even lower compared to similar products from competitors, they are more likely to repurchase. The perception of high or expensive prices for solid surface performnrite products can have a significant negative impact on repurchase interest in a product or service.
6. Product variations can increase consumer satisfaction with product use. With a greater variety of products, consumers have more options to find the products that best suit their needs, tastes and preferences. Solid surface products with a variety of choices in terms of colors, patterns and textures allow consumers to keep up with the latest trends. Consumers may experience boredom if they keep buying the same products. The variety of products offered by a brand can overcome this problem by providing variety in the consumer shopping experience, making consumers more inclined to continue buying products from that brand.
7. Consumer satisfaction can increase interest in repurchasing the product. Consumers who are satisfied with their experience in purchasing and using products tend to become loyal customers. Consumer satisfaction is influenced by the overall customer experience, including product quality, price, product variety and response to problems or complaints. Satisfied consumers will give positive recommendations about products or services to their friends, family or business partners. Consumers have a strong repurchase interest because they feel that the brand meets their expectations.
8. Consumer satisfaction partially mediates the relationship between product quality and consumer repurchase interest. Consumers who are satisfied with product quality have a higher interest in buying the same product again in the future because they feel the product has provided good value. High quality products can provide a satisfying experience to consumers. When consumers are satisfied with the product they purchased, they are more likely to want to purchase the same product again because they have confidence that the product will meet their expectations.
9. Consumer satisfaction partially mediates the relationship between price perception and consumer repurchase intention. When customers feel that the price they pay is commensurate with the value they receive, consumers will feel satisfied with their purchasing experience. This makes consumers have a higher interest in repurchasing the same product.

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10. Consumer satisfaction partially mediates the relationship between product variations and consumer repurchase interest. Product Variety gives consumers more opportunities to find products that suit their needs and preferences. This can increase consumer satisfaction if consumers feel satisfied with the products they buy, especially if consumers believe that the brand consistently provides the quality products they need. Satisfied consumers tend to be more loyal to brands, and they are more likely to repurchase products from the same brand.

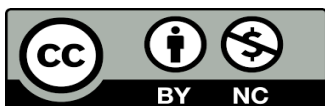
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