The Role of CPV as a Mediation of Factors That Influence Repurchase Intention in Outdoor Products

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ABSTRACT: Consumers have an interest in repurchasing a product due to several factors, namely brand image, quality, price and the balance between the benefits obtained and the sacrifices made (Customer Perceived Value). This research aims to test the influence of brand image, quality, and price on repurchase interest in Merapi Mountain outdoor products, and to test the influence of brand image, quality, and price on repurchase intention with customer perceived value (CPV) as an intervening variable for outdoor products Merapi Mountain. The variable measurement scale used is a Likert scale with a score rating (1-5) and a sample of 122. Data processing in this research uses smartPLS (Partial Least Square) software with outer model and inner model measurement models. The results of this research show that brand image and quality have a positive and significant effect on repurchase intention. Price has an insignificant positive effect on repurchase interest. Brand image, quality, and price have a positive influence on repurchase intention with CPV as an intervening variable.

KEYWORDS: Customer perceived value, Brand Image, Quality, Price, Repurchase Intention.

INTRODUCTION

Indonesia is a country that has many brands that are popular with consumers, one of which is in the outdoor sector which is popular with nature lovers and those who have a hobby of traveling. It is not surprising that more and more outdoor product brands are emerging, such as the local brand which is quite popular, namely Eiger, Consina, Rei, Cozmeed, Kalibre, and Cartenz, Merapi Mountain plus various outdoor festivals which are increasingly being held in various cities and have received a positive response from those interested in outdoor activities, giving rise to interest in purchasing these local brands of outdoor products. There are many outdoor products in the tent category that appear in many shopping searches, and purchasing interest, apart from quality and price, many people decide to buy a product because the brand is already embedded in their minds, so the strategy to grow the brand image in the minds of consumers needs to be improved, along with data on brands that are known and embedded in the minds of consumers. which makes consumers buy something because they already know the brand either from advertising or references from fellow consumers.
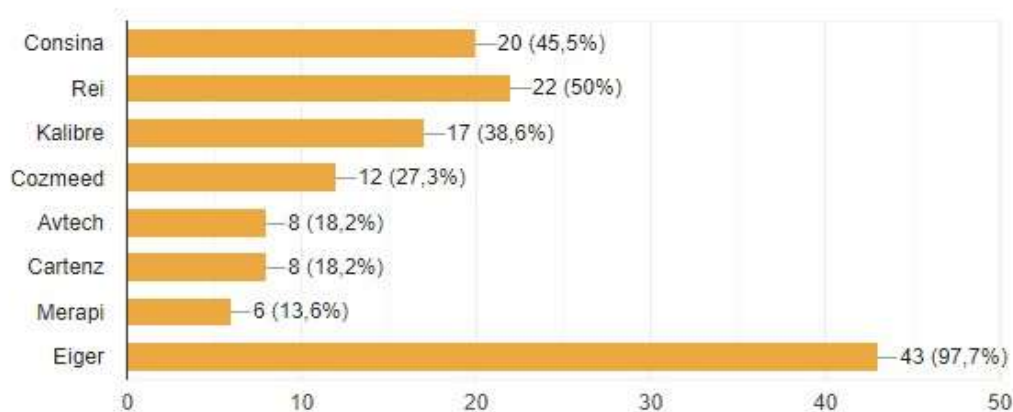

Figure 1.2 Brands that appear in consumers' minds
Source: Processed data observations (*www.docs.google.com/forms February 19, 2022*)

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 Based on the picture above, the brands that have become attached to society are dominated by Eiger brand products, then Rei, Consina, Kalibre, Cozmeed, Avtech, Cartenz, and Merapi are at the bottom. Image is the public's perception of a product brand. A good image of the product will benefit the company because consumers will subconsciously recommend the product to others. On the other hand, a bad image of the product will make consumers spread the bad information to other people. It can be seen that interest in buying Merapi Mountain is still lower compared to other competitors, so consumers are more interested in other brands that have been ingrained in the minds of each community.

When choosing outdoor products, consumers will tend to choose brands that they know well and that provide more value to themselves, both functionally and emotionally. This will influence consumer buying interest in determining which outdoor products to choose. This is supported by data obtained from Google Trends regarding sales of outdoor products which can be seen in the following diagram.

Penjualan Tenda Periode	8/29/2021 - 8/14/2022	Merapi	Consina	Rei	Eiger
		444	489	507	492
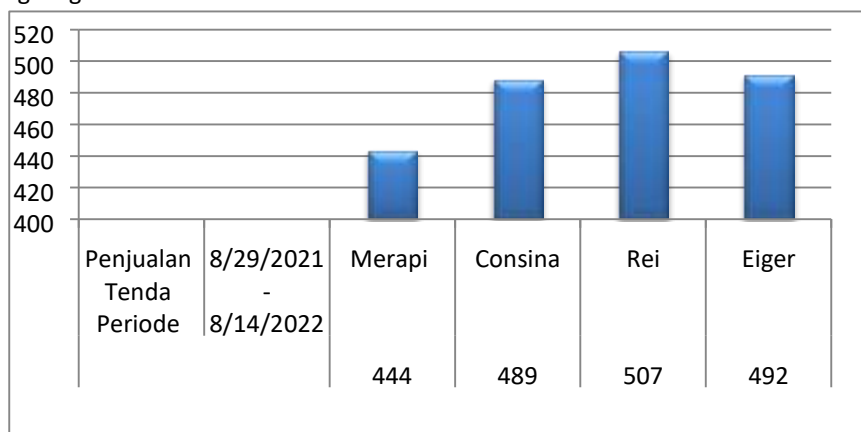
Graph 1.2Tent Sales Period 08/29/2021-08/14/2022

Source : https://trends.google.co.id/shopping/googleshoppingdata is processed

 Based on the diagram above which is sourced from Google Trends in the shopping and Google Shopping categories in Indonesia, it can be seen that sales of tents in the last 12 months at Merapi Mountain are in last place and are dominated by Rei. Consumers' interest in repurchasing will take into account several other things besides the brand image they know, namely quality, price, and balance between the benefits obtained and the sacrifices made (*Customer Perceived Value*).

STUDY THEORY Repurchase Intention

. Repurchase can occur when a purchase is made more than once. Repurchase behavior only involves repurchasing the same particular brand repeatedly (Peter and Olson 2014). Repurchase interest is purchase interest that is based on purchase experiences that have been made in the past (Thamrin & Francis 2012). According to (Ali: 2013) indicators of buying interest can be identified as follows:

1. Transactional Interest, namely a person's tendency to buy a product.
2. Referential interest, namely a person's tendency to refer to other people.
3. Preferential interest, namely interest that describes the behavior of someone who has a major preference for a product. This preference can only be replaced if something happens to the preferred product, where the consumer's behavior makes the product they have consumed the main choice.
4. Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product they are asking for and looking for information to support the positive properties of the same product.

Customer Perceived Value

Customer perceived value is the difference between a customer's perspective evaluation of all benefits and overall costs and comparison with existing alternatives. (Kotler and Keller: 2016), Customer perceived value is essentially the result of customer evaluation of benefits compared to costs. Based on research conducted by (Hung-Che Wu: 2013) several indicators can be taken as follows:

a. The benefits of the product are commensurate with the value of the money paid.
b. Products offer reasonable prices
c. Overall, the product is a great value.

Brand Image

Brand image is a consumer's view of a product that they know well through experience when using the product or when obtaining product information from people or other sources (Kotler. P & Keller: 2016). If the company has a strong positive brand

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image, customers will be loyal to the company's various product lines and they are willing to buy without hesitation. A brand is a name, symbol, sign, or image or can also be combined to be used as the identity of an individual or a company that sells products or services (Firmansyah 2019). Products or services will be easily recognized by the presence of a brand image that has been ingrained in the minds of consumers, even people or consumers who are already familiar with a product will accidentally mention products that are similar to brands that they already know. The indicators that form a brand image according to (Simamora: 2008) are:

a. Maker's image (Corporate Image).
b. Product/consumer image (product image)
c. User image (User Image)

Quality

Product quality can be interpreted as all the characteristics and abilities of the product/service to meet the needs of consumers (Philip Kotler & Keller, in Purwanto 2021). The higher the quality of the product, the higher the consumer's decision to repurchase a product (Chaudhuri in Ayu's research 2021). Fandy, Tjiptono. 2016 product quality has the following indicators:

1. *Performance*
2. *Features*
3. *Reliability*
4. *Conformance to specifications*
5. *Durability*
6. *Serviceability*,
7. *Aesthetics*
8. *Perceived quality*

Price

Price is the amount charged for a product or service (Kotler and Armstrong, 2009). Consumers will compare the prices of several products of their choice and then evaluate whether or not the price is by the value of the product and the amount of money they have to spend. Prices set above competitors' prices are seen as reflecting better quality, while prices set below the price of competitors' products will be seen as cheap products or seen as low-quality products (Leliana and Suryandari, 2004). According to Kotler and Armstrong, translated by Sabran (2012), price indicators that can be used in this research include:

a. Price affordability
b. Price match with product quality
c. Company price competitiveness
d. Matching price with benefits

Conceptual framework
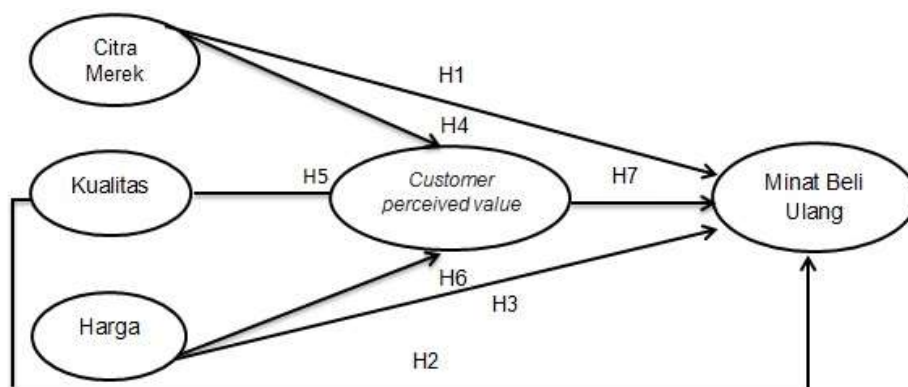
Hypothesis

H1: Brand image has a positive effect on repurchase intention.
H2: Quality has a positive effect on repurchase intention.
H3: Price has a positive effect on repurchase intention.
H4: Brand image has a positive effect on repurchase intention with CPV as an intervening variable.
H5: Quality has a positive effect on repurchase intention with CPV as an intervening variable.

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H6: Price has a positive effect on repurchase intention with the CPV variable as an intervening variable.

H7: Customer perceived value has a positive effect on repurchase intention

Research Methodology Population

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2019). Meanwhile, the population in this study was the Surabaya Mountain Climbing Community with 175 members.

Sample

The sampling technique is a way to determine a sample whose number corresponds to the sample size which will be used as the actual data source by paying attention to the characteristics and distribution of the population to obtain a representative sample. using the Slovin formula, namely: $n = N / (1 + (N \times e^2))$ with the following elements:

n = Number of samples searched N = Number of population e = Tolerated margin of error

So, with a margin of error set at 5%, a sample of 122 respondents can be obtained.

Analysis Techniques

Data processing in this research uses smartPLS (Partial Least Square) software with outer model and inner model measurement models. The PLS method can describe latent variables (not directly measurable) and is measured using indicators. The series of tests in the measurement model or outer model are validity tests and reliability tests. There are two types of validity tests, namely convergent and discriminant validity tests. To measure validity, the convergent validity test parameters can be determined based on the results of the smartPLS algorithm output in the form of outer loading, AVE, and commonality.

ANALYSIS AND DISCUSSION

Validity test (*Convergent Validity*)

Convergent validity is measured using the outer loading parameter or loading factor. To measure construct validity, the factor loading value can be seen and the factor loading must be 0.5 or more and ideally 0.7 and the AVE value of each variable is more than 0.5. The following are the outer loading values for each indicator in this research variable as follows:

Table 4.12 Convergent Validity Values

Variable	Indicator	Loading Value	AVE	Information
Brand Image	X1.1	0.865		Valid
	X1.2	0.813	0.689	Valid
	X1.3	0.811		Valid
Quality	X2.1	0.729		Valid
	X2.2	0.755 0.763		Valid
	X2.3	0.847		Valid
	X2.4	0.790		Valid
	X2.5	0.861		Valid
	X2.6		0.647	Valid
	X2.7	0.835		Valid
	X2.8	0.844		Valid
Price	X3.1	0.842		Valid
	X3.2	0.821	0.731	Valid
	X3.3	0.901		Valid
Repurchase Interest	Y.1 Y.2	0.819 0.751		Valid
	Y.3	0.732		Valid
			0.632	Valid
	Y.4	0.772		Valid
Customer Perceived Value	Z.1	0.820		Valid
	Z.2	0.808	0.592	Valid
	Z.3	0.755		Valid

Source: Primary data processed.

Based on the table above, the factor loading value of all manifest variables is > 0.7 and the AVE value is > 0.5, showing that all indicators in the research variables can be said to meet convergent validity and were excluded from the study.

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Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to the questions are consistent/stable from time to time.

Table 4.15 Reliability Test Value

Variable	Cronbach's Alpha	Composite Reliability	Information
Brand Image	0.775	0.869	Reliable
Quality	0.922	0.936	Reliable
Price	0.817	0.891	Reliable
Customer Perceived Value	0.710	0.837	Reliable
Repurchase Interest	0.769	0.853	Reliable

Source: Primary data processed

The value of all variables in the Composite Reliability reliability test is > 0.70. Therefore, it can be concluded that the variables tested are valid and reliable.

Structural Model or Inner Model

The structural model is evaluated by looking at the percentage of variance explained, namely by looking at the R-Square value for the endogenous latent construct, testing the model fit, and significance testing to answer the research hypothesis.

Table 4.16 R² Value of Endogenous Variables

Model	R Square
Customer Perceived Value	0.420
Repurchase Interest	0.584

Source: Primary data processed

The model of the influence of brand image, quality, and customer price perceived value gives a value of 0.420, which can be interpreted as a variable *customer perceived value* that can be explained by variables brand image, quality, and price was 42.0% while the remaining 58.0% (100%-42.0%) was explained by other variables outside this research.

Hypothesis testing

In the bootstrapping method, the criteria for acceptance or rejection of the hypothesis areIf the significance value of the t-test is > 0.05 then H₀ accepted and Ha is rejected. This means that there is no influence between the independent variable and the dependent variable. If the significance value of the t-test is <0.05 then H₀ rejected and Ha accepted. This means that there is an influence between the independent variable and the dependent variable. The significance value of p - pvalue < 0.05 (alpha 5%).

Table 4.19 Hypothesis test

Hypothesis	Original Sample (O)	T Statistics (|O/STDE V|)	P Value	Information
Brand image has a positive effect on repurchase intention	0.233	3,115	0.002	Accepted
Quality has a positive effect on repurchase interest	0.187	2,607	0.009	Accepted
Price has a positive effect on repurchase interest	0.091	1,364	0.173	Rejected
Brand image has a positive effect on repurchase intention with CPV as an intervening variable	0.150	3,045	0.002	Accepted
Quality has a positive effect on repurchase intention with CPV as an intervening variable	0.171	3,837	0,000	Accepted
Price has a positive effect on repurchase intention with CPV as an intervening variable	0.191	3,716	0,000	Accepted

Customer perceived value has a positive effect on repurchase interest	0.508	5,677	0,000	Accepted

DISCUSSION

1.   Test results, the first hypothesis is that brand image has a positive and significant effect on repurchase interest. If the company has a strong positive brand image, customers will be loyal to the company's various product lines. They are willing to buy without hesitation, this is because a good brand image will make it easier for people to recognize a product and enable them to be interested in repurchasing the product, so the brand image of Merapi Mountain outdoor products is important for consumers to make their choice in purchasing outdoor products. Research (Pertiwi 2021) states that product knowledge can increase buying interest because the brand image is part of product knowledge that will stick in the minds of consumers regarding a product to be purchased. The results of this research agree with the theory of Kotler, Philip & Kevin Lane Keller, and are supported by research from Triawan (2017), Nurfitriana (2018), and Kawirian (2019) which shows that brand image has a positive and significant effect on consumer repurchase interest.

2.   The results of testing the second hypothesis state "Quality has a positive and significant effect on repurchase interest". The higher the quality of the product, the higher the consumer's decision to repurchase the product. The results of this research also support research from Satriya (2017), Haqiqi (2021), and Ika (2020) which states that quality has a significant and positive influence on repurchase intention.

3.   The results of testing the third hypothesis state "Price has an insignificant positive effect on repurchase interest. The results of this research state that price has no significant effect on repurchase intention with a positive relationship direction. This means that price does not have a significant effect. This means that price is not the main support for interest in buying Merapi Mountain outdoor products and also the price offered does not discourage interest in buying Merapi Mountain outdoor products. This research is by research by Nisa (2018), which states that price does not have a significant effect on interest in purchasing products. However, the results of this research contradict the results of research by Suhartini (2020) which shows that price has a significant effect on consumers' repurchase interest. Based on the research results, price does not affect repurchase interest because the price is considered affordable and competitive for outdoor activity lovers. so that consumers no longer think about the prices set by Merapi Mountain where the price of the product is by the benefits felt by consumers, because there is a lot of competition, companies prioritize the brand and quality of the products offered, and as a result, consumers do not look at the price of an existing product. Merapi Mountain products have good quality and unique designs which make consumers ignore the price of Merapi Mountain products, and thus consumers will make repeat purchases in the future. Because the presence of perceived value makes consumers loyal and not concerned about existing prices.

4.   The results of testing the fourth hypothesis state "Brand image has a positive and significant effect on repurchase intention with CPV as an intervening variable. If the company continues to form a positive brand image, creates distinctive characteristics of the brand, and introduces the product brand to the wider community, the impact is that consumers will feel that the products they buy have good value and consumers will not hesitate to purchase the product because it uses a known product brand. widely by society. This research is in accordance with research by (Wijayanti 2018) and Triawan (2017), who stated in their research that brand image has a positive influence on customer perceived value, specifically brand image focuses on building long-term relationships with customers and is mutually beneficial for competitive advantage.

5.   The results of testing the fifth hypothesis state "Quality has a positive and significant effect on repurchase intention with CPV as an intervening variable. To achieve high customer value, a company needs to provide better product quality than its competitors. Customers assess that the perceived value and benefits are commensurate with the sacrifices they have made in accordance with the quality of the product they have received. Customer assessments of products or services are usually based on the quality inherent in the product or service. In accordance with research by Nurdin (2018) which states that product quality has a positive and significant effect on repurchase interest which is influenced by perceived value.

6.   The results of testing the sixth hypothesis state "Price has a positive and significant effect on repurchase intention with CPV as an intervening variable." The product price applied by a company is a consideration for customers whether they are willing to pay for a product based on their perception of the product. If a product requires consumers to incur costs that are greater than the benefits received, then what happens is that the product has negative value. On the other hand, if consumers think that the benefits they receive are greater, then what will happen is that the product will have positive value. An appropriate price means the value that is perceived as appropriate at the time the transaction is carried out, Adlaan (2012). This research is in accordance with the results of research from Runaika (2020) and Iswanti (2022).

7.   The results of the seventh test state "Customer perceived value has a positive and significant effect on Repurchase Intention". Customer Perceived value increases in consumers because consumers feel the benefits of the product which will then

influence repeat purchase interest. Customers' repurchase intention can be increased by offering added value and benefits to the product so that CPV can be formed.

CONCLUSION

Based on the results of this research which were discussed in the previous chapter, several conclusions can be drawn to answer the problems in this research. Several conclusions can be drawn, namely:

1) For Merapi Mountain outdoor products, brand image contributes to repurchase interest.
2) For Merapi Mountain outdoor products, product quality contributes to repurchase interest.
3) For Merapi Mountain outdoor products, the product price does not contribute to repurchase interest.
4) For Merapi Mountain outdoor products, brand image contributes to repurchase interest through customer-perceived value.
5) For Merapi Mountain outdoor products, product quality contributes to repurchase interest through customer-perceived value.
6) For Merapi Mountain outdoor products, the product price contributes to repurchase interest through customer-perceived value.
7) For Merapi Mountain outdoor products, customer-perceived value contributes to repurchase interest.

SUGGESTION

Based on the conclusions that have been described that can be conveyed from this research so that it can be used as a source of ideas and input for companies and the development of this research in the future, the recommended extensions of this research include:

1. For the Merapi Mountain Outdoor product industry

For outdoor products, Merapi Mountain is expected to continue to strive to create innovations in the latest designs to maintain and improve the brand image. This will make consumers always remember the products offered and have the desire or interest to buy again. Always strive to maintain quality, especially product reliability and also Merapi Moutain products are expected to increase customer perceived value for outdoor products.

2. Suggestions for further research

Based on the results of the researcher's experience in conducting research, the researcher provides the following suggestions to researchers and students: For future researchers who will take research that has a similar or similar theme, it would be best to add variables such as social influence, digital marketing, and consumption experience that can be related to this research because the variables used for this research may not yet be widely developed.

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