

**THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON  
REPEAT PURCHASE WITH CUSTOMER SATISFACTION AS  
AN INTERVENING VARIABLE IN NIKE SHOE PRODUCTS  
(A CASE STUDY OF UMSU STUDENTS)**

**THESIS**

*Submitted in Partial Fulfillment of the Requirements  
for the Bachelor's Degree in Management (S.M)  
Management Study Program*



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**FACULTY OF ECONOMICS AND BUSINESS  
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University : Universitas Muhammadiyah Sumatera Utara

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Note:

- The original statement letter is submitted to the Study Program at the time of title submission.
- A photocopy of the statement letter is attached to the FINAL ASSIGNMENT

## **ABSTRACT**

### **THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON REPEAT PURCHASE WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE IN NIKE SHOE PRODUCTS (A CASE STUDY OF UMSU STUDENTS)**

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This study aims to analyze the influence of product quality and price on repeat purchase through customer satisfaction as an intervening variable in Nike shoe products (a case study of students at Universitas Muhammadiyah Sumatera Utara). The research method used in a quantitative approach with an associative research type. Data were collected through interviews and questionnaire distributed to respondents and analyzed using a structural equation model (SEM) based on Partial Least Square (PLS). The results show that product quality and price have a significant effect on repeat purchase and customer satisfaction. In addition, customer satisfaction has a significant effect on repeat purchase and is able to mediate the relationship between product quality and price on repeat purchase. This indicates that repeat purchase behaviour is influenced not only directly by product quality and price, but also indirectly through the level of customer satisfaction felt by consumers. Therefore, improving product quality and setting appropriate pricing strategies are essential to enhance customer satisfaction and encourage repeat purchases.

**Keyword: Product Quality, Price, Customer Satisfaction, Repeat Purchase**

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Problem

The footwear industry, particularly shoe products, has experienced very significant development in recent years along with the increasing consumer need for products that are not only comfortable to use but also able to reflect lifestyle, character, and personal identity. Shoes have now transformed into an important part of a person's identity and appearance, especially among the younger generation such as university students, who increasingly consider shoes as both a fashion element and a functional daily necessity (Pratama, 2023). The increasing interest in shoes from various brands, both local and global, has encouraged increasingly intense industry competition and demands that producers provide the best experience to their consumers.

Under such competitive conditions, companies' attention is no longer focused solely on achieving short-term sales, but also on efforts to encourage customers to make repeat purchases. Repeat purchase reflects the tendency of customers to repurchase the same product after going through the process of use and evaluation of previous experiences. Consumers in the modern era have increasingly high expectations regarding comfort, design, function, and the perceived value of the shoes they use. Research shows that consistent positive experiences and continuous product innovation play an important role in encouraging customer satisfaction and strengthening repeat purchases in the fashion industry (Anita et al., 2024). When customers have satisfying experiences,

they tend to show an interest in repurchasing, provide positive recommendations, and build long-term relationships with the brand.

This phenomenon is also observed in the branded shoe market such as Nike, which is one of the popular choices among university students because it is considered capable of providing comfort and quality that support daily activities. Nevertheless, high brand popularity does not guarantee that all customers will make repeat purchases of the same product. The level of repeat purchase may vary among consumers, depending on actual usage experience, perceived value, and personal evaluation of the product. This variation indicates the existence of dynamic consumer behavior that is interesting to be studied, particularly among university students who have functional needs, aesthetic tastes, and evolving budget constraints.

Repeat purchase plays a very important role in a company's sustainability because it reflects the success of a brand in retaining its customers amid increasingly intense competition. Customers who have a high tendency to make repeat purchases are likely to become long-term customers and provide continuous contributions to the stability of the company's revenue. In addition, repeat purchases are also closely related to the spread of positive word of mouth, which can strengthen the brand image in the eyes of other consumers. Repeat purchase is generally formed through consumers' overall experience with the product, starting from the initial consideration stage, product usage, to the evaluation of satisfaction after use (Kurniawan et al., 2025).

A strong understanding of repeat purchase greatly helps companies in formulating effective and long-term-oriented marketing strategies. By identifying

the factors that influence repeat purchases, companies can make product improvements, price adjustments, and enhancements to customer experience in a more targeted manner. The increasingly dynamic competition in the shoe market requires producers to comprehensively understand customer behavior and needs. Therefore, an analysis of repeat purchase in Nike shoe products becomes very important, especially in the context of university students who have continuously changing preferences and expectations.

**Table 1. 1 Nike Sales Trends Over the Last Five Years**

<b>Year</b>	<b>Nike Company Revenue (\$)</b>
2021	\$44.538 billion
2022	\$46.710 billion
2023	\$51.217 billion
2024	\$51.362 billion
2025	\$46.309 billion

*Source: Nike, Inc. Annual Financial Reports (Annual Reports) 2021 – 2025.*

Based on Table 1.1, it can be seen that Nike’s company revenue over the last five years shows a fluctuating trend. In 2021, Nike’s revenue amounted to USD 44.538 billion and increased in 2022 to USD 46.710 billion. This upward trend continued until 2023, with revenue reaching USD 51.217 billion, and remained relatively stable in 2024 at USD 51.362 billion. However, in 2025, a fairly significant decline in revenue occurred, decreasing to USD 46.309 billion. This condition indicates that although Nike is a global brand, the company still faces challenges in maintaining sales consistency in the long term. The decline in revenue is suspected to be related to a decrease in the level of consumer repeat purchase. One factor that potentially influences repeat purchase decisions is consumers’ perceptions of product quality and price. Therefore, further research is

needed to analyze the effect of product quality and price on repeat purchase in order to identify the factors that influence consumer loyalty toward Nike products.

Product quality refers to the ability of a product to meet customer expectations through good performance and consistency in production results. Customers usually assess quality based on durability, reliability, and the main functions of the product in daily use. Product quality is one of the main factors in shaping repeat purchase because customers tend to repurchase products that are proven to provide benefits in accordance with their initial expectations. Customers evaluate products based on direct usage experience, in which comfort of use and perceived value become important indicators in determining their satisfaction as consumers (Kusumawati & Rahayu, 2019). Other findings also show that a decline in product quality can reduce perceived value, thereby affecting customers' repeat purchase decisions toward products (Fitriani & Astuti, 2025).

Good product quality becomes an important investment for companies to maintain customer satisfaction in the long term. Companies that are able to maintain quality standards tend to have customers who trust them and are willing to make repeat purchases. Product quality also plays a role in shaping customer loyalty because consumers generally show a tendency to repurchase products that provide optimal satisfaction, thereby strengthening the brand's position in the market (Utami & Handrito, 2023). Consumers also compare the product quality of a brand with that of its competitors, so companies must be able to maintain quality to sustain competitive advantage (Yunita, 2025). Production consistency becomes a key factor because nonconformity with standards can weaken customer repeat purchases (Pagirik et al., 2025).

The phenomenon of product quality assessment is also observed among some consumers regarding Nike shoes. Some members of the public have expressed complaints about the quality of newly released shoes, which are considered less satisfactory compared to previous versions. These complaints arise from daily usage, which shows that several models quickly experience damage to the sole and outer material that are not resistant to the intensity of use. Consumers also feel that the comfort of the shoes has decreased, making it inconsistent with Nike's previously established reputation for quality (Sulistiono & Nirawati, 2024). This condition has the potential to reduce repeat purchase because customers become doubtful about the consistency of product quality (Jumawan et al., 2024).

Product quality is influenced not only by physical aspects but also by social factors and consumers' ideological perceptions of the brand. Negative sentiment toward products originating from the United States or perceived to have affiliations with international conflicts, including issues of racism or involvement in the Israel conflict, has become one of the phenomena affecting repeat purchase. Some consumers experience a decline in satisfaction because they feel that the brand is no longer socially neutral, which affects their emotional comfort when using the product. Research shows that social and geopolitical issues can shape negative perceptions of a brand, thereby impacting a decrease in customer satisfaction and purchase intention (Sinaga & Suhardi, 2025). Other studies also emphasize that social perceptions are able to alter evaluations of product quality because consumers interpret products not only based on physical function but also on their symbolic value (Nurpadilah et al., 2024). This phenomenon also indicates

that product quality can be influenced by social dynamics and public opinion developing in society (A. A. Saputra, 2024).

In addition to the product quality factor, another factor that also influences repeat purchase is price. Price is one of the important elements that affects customer satisfaction because it reflects the sacrifice that customers must make to obtain a product. According to (Salam et al., 2024) price is defined as a certain amount of value that must be paid by consumers to obtain the benefits of a product or service. (N. A. Fitri, 2023) also defines price as customers' perception of the level of fairness in the exchange value between the money spent and the benefits received. Research by (Hidayat & Sigarlaki, 2025) emphasizes that price is not only assessed based on its nominal value but also on the suitability between price and the quality perceived by customers. Thus, price has a strategic role in shaping repeat purchase because customers will feel satisfied when the price is considered fair and in accordance with the benefits of the product.

Research conducted by (Harahap & Sari, 2021) found that price has a positive and significant effect on customer satisfaction in branded fashion products. The results of the study indicate that consumers will feel satisfied when the price set is in accordance with their purchasing power and expectations of the product's benefits. Other findings were also presented by (Gani et al., 2025) who stated that perceptions of excessively high prices can reduce the level of customer satisfaction even when product quality is considered good. This shows that price remains a sensitive factor in determining customer satisfaction, especially in the student consumer segment.

In the context of Nike shoe products, sales fluctuations are suspected to be influenced not only by product quality but also by price factors. Some consumers consider the price of Nike shoes to be relatively expensive compared to other brands in the same category. Research by (Fiqqih, 2022) shows that some customers perceive the price of Nike shoes as less aligned with students' economic conditions, thereby affecting their evaluation of product value and their intention to repurchase. However, on the other hand, there are also customers who believe that the high price is in line with the quality and brand image offered. This difference in perception indicates that price has a complex role in shaping repeat purchase, as not all consumers have the same purchasing power and preferences.

In addition, market segmentation factors also influence price perceptions toward repeat purchase. Nike, as a global brand, sets relatively high prices because its production process is carried out overseas and it carries an international brand image. This condition causes some students to feel that the product prices are not aligned with their financial capabilities. Research by (Khairunnisa, 2024) also emphasizes that a mismatch between price and consumer segmentation can reduce satisfaction and repeat purchase because customers feel they are not the company's primary target. Furthermore, there is also the phenomenon of the widespread issue of counterfeit branded shoes being sold at relatively high prices, which reduces customer trust and interest in repeat purchases. Research by (Nabih & Alhosseiny, 2024) explains that consumer concerns regarding the authenticity of branded products can reduce satisfaction and purchase intention because customers feel that the risks they face are not proportional to the price paid. This phenomenon strengthens the assumption that

price plays an important role in influencing customer satisfaction with Nike shoes, particularly in the student segment.

When customers obtain products, they purchase that are of good quality and are also accompanied by appropriate prices, they tend to make repeat purchases. However, under certain conditions, consumers will first feel satisfied before making repeat purchases. Customer satisfaction is an important stage in the customer behavior process, indicating that customers have chosen to repurchase a product after going through a series of evaluations related to product attributes. In marketing literature, customer satisfaction is defined as the final consumer response that reflects a commitment to repurchase a product after evaluating various factors such as quality, price, and perceived value (Pratiwi, 2024). Customer satisfaction is also viewed as a critical stage because it represents a real manifestation of consumer behavior influenced by various marketing stimuli as well as consumers' internal perceptions. Conceptually, customer satisfaction as an intervening or mediating variable indicates that customer satisfaction acts as an intermediary between factors that influence the level of customer repeat purchase.

Several previous studies have examined models using customer satisfaction as an intervening variable in explaining the relationship between determining factors and repeat purchase. Research conducted by (Tirtayasa et al., 2021) shows that customer satisfaction acts as an intervening variable in the relationship between product quality and customer behavior in the retail fashion sector, where product quality not only directly affects satisfaction but also impacts customers' tendency to make repeat purchases. These findings indicate that the level of satisfaction perceived by customers after using the product becomes an

important mechanism that bridges the influence of product quality on repeat purchase. Another study conducted by (Hermawan et al., 2025) in the electronics industry also found that customer satisfaction is able to mediate the influence of perceived value, including price aspects, on consumer repeat purchase. The results of these studies emphasize that the use of customer satisfaction as an intervening variable provides a more comprehensive understanding of the internal mechanisms that explain how product quality and price influence customer repeat purchase.

In reality, there are also conditions in which consumers make repeat purchases without going through an optimally formed satisfaction process. This can occur due to strong initial expectations prior to product use, which are influenced by product quality, price, social trends, promotions, and recommendations from the surrounding environment. Under such conditions, purchase decisions are driven more by initial perceptions of product quality and price than by evaluations of actual consumption experiences, so the role of customer satisfaction has not yet fully become the primary basis for repeat purchase decision-making. On the other hand, customer satisfaction plays an important role as a psychological mechanism that bridges consumers' evaluations of product quality and price with repeat purchase. When product quality and price are perceived as being in accordance with consumer expectations, consumers tend to experience higher levels of satisfaction after using the product. This level of satisfaction subsequently encourages repeat purchase because consumers feel that the product used is able to provide benefits proportional to the sacrifices incurred.

In the context of this study, the research will examine the role of customer satisfaction as an intervening variable that mediates the influence of product quality and price on repeat purchase. This approach is important because it provides a more comprehensive depiction of the indirect relationship between product quality and price on repeat purchase through customer satisfaction as perceived by customers. By incorporating customer satisfaction, this study not only focuses on the direct relationship between product quality and price on repeat purchase, but also on the customers' evaluative process after using the product, in which perceptions of quality and price suitability shape satisfaction that subsequently encourages customers' tendency to make repeat purchases of Nike shoe products among customers. This study positions customer satisfaction as a variable that mediates the influence of product quality and price on repeat purchase.

In the highly competitive global footwear market, Nike emerges as one of the market leaders with extraordinary brand strength. Nike shoes often become the primary choice for various market segments, including students, who prioritize a combination of technological innovation, fashionable design, and a strong brand image. However, this market dominance does not guarantee that customers will always repurchase. Repeat purchase of Nike products can be highly sensitive to small changes in the quality of the products offered, price fluctuations in the market, and the overall level of customer satisfaction perceived.

Specifically, this study focuses on students of Universitas Muhammadiyah Sumatera Utara (UMSU). The selection of this subject is based on the view that the student group represents a unique and strategic consumer segment in the

lifestyle and performance product market. Students are a dynamic age group, technologically literate, and highly influenced by social trends and branding. In addition, they have high price sensitivity due to budget limitations, yet at the same time, they demand quality and style. This combination of factors makes the repeat purchase behavior of UMSU students toward Nike products complex and highly interesting to study. Thus, examining the relationship between product quality, price, and customer satisfaction will provide relevant and in-depth results regarding the repeat purchase process in a young, sensitive, and value-driven market.

**Table 1. 2 Questionnaire Results on Research Object Selection**

<b>Shoe Brand</b>	<b>Usage Percentage</b>	<b>Description</b>
Nike	53,7%	Most dominant brand
Reebok	13%	Closest competitor
Adidas & Skechers	14,8%	Lifestyle brands
Other brands (Onitsuka, Puma, Vans, etc)	18,5%	Specific competitors
Total	100%	

*Source: Researcher's Questionnaire Results, 2025.*

Based on the results of data processing obtained from 54 respondents who filled out the preliminary questionnaire from students of Universitas Muhammadiyah Sumatera Utara (UMSU) in 2025, it is known that the Nike shoe brand is the most widely used brand by respondents with a percentage of 53.7%. This indicates that the majority of Universitas Muhammadiyah Sumatera Utara students prefer using Nike shoes compared to other brands. Furthermore, the Reebok brand is used by 13% of respondents, while Adidas and Skechers are each used by 14.8% of respondents. In addition, there are also other shoe brands used by students with a percentage of 18.5%. Based on these data, it can be concluded

that Nike has the highest level of usage compared to other shoe brands used by Universitas Muhammadiyah Sumatera Utara students.

The high level of usage indicates that Nike is one of the most favored and widely chosen brands by students in supporting daily activities. This condition makes Nike relevant to be used as the object of research, particularly in examining the effect of product quality and price on the repeat purchase of Universitas Muhammadiyah Sumatera Utara students, because the brand has a clear level of usage and is closely related to students' daily lives as consumers.

**Table 1. 3 Pre – Questionnaire Results of the Research Proposal**

No	Statement	Answer	
		YES	NO
1	The quality of the Nike shoes I use meets the standards and my expectations as a consumer.	50%	50%
2	The price of the Nike shoes I paid is proportional to the quality and benefits I receive.	40%	60%
3	I feel satisfied after purchasing and using Nike shoes.	50%	50%
4	I will repurchase Nike shoes in the future.	70%	30%
5	My level of satisfaction with Nike shoes encourages my intention to make repeat purchases.	40%	60%

*Source: Results of Questionnaire Distribution to UMSU Students*

Based on the results of the preliminary questionnaire distributed to 30 respondents who met the established criteria, it can be concluded that there are still issues related to product quality and price as perceived by UMSU students. The respondents involved were active Management students of Universitas Muhammadiyah Sumatera Utara batch 2022 who have purchased and used Nike shoe products. The findings indicate that the mismatch between the price set and the quality of the product obtained has the potential to reduce the level of

customer satisfaction, which in turn can affect repeat purchase of Nike shoe products.

Based on the description of the facts and data above, the author is interested in conducting a study entitled **“The Influence of Product Quality and Price on Repeat Purchase with Customer Satisfaction as an Intervening Variable in Nike Shoe Products (A Case Study of UMSU Students).”**

### **1.2 Identification of the Problems**

Based on the background of the problems occurring in Nike shoe products as previously described, the problems in this study can be identified as follows:

1. Repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara (UMSU) students is not yet fully stable, as seen from consumers' remaining hesitation to make repeat purchases even after having previous purchase experiences.
2. The product quality of Nike shoes is still considered inconsistent by some consumers, particularly in terms of material durability, stitching neatness, and wearing comfort, which can affect consumers' overall evaluation of the product.
3. The relatively higher price of Nike shoes compared to other shoe brands in the same category causes some students as customers to reconsider before making repurchases, because the price is perceived as not fully proportional to the benefits received.
4. Customer satisfaction with Nike shoes among Universitas Muhammadiyah Sumatera Utara (UMSU) students is not yet fully optimal, as reflected in differences in consumers' satisfaction levels after using the product, which

potentially mediates the influence of product quality and price on repeat purchase.

### **1.3 Problem Limitation**

Many factors can influence repeat purchase of a product, however, to ensure that the discussion in this study is more focused, clear limitations are required. The limitations of this study are on how product quality and price can affect repeat purchase, with customer satisfaction as an intervening variable. This study is focused on Nike product customers, with data collected from students of Universitas Muhammadiyah Sumatera Utara who have used and purchased these products.

### **1.4 Formulation of the Problem**

Based on the background of the problems, the author formulates several research questions as follows:

1. Does product quality affect repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students?
2. Does price affect repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students?
3. Does product quality affect customer satisfaction of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students?
4. Does price affect customer satisfaction of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students?
5. Does customer satisfaction affect repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students?

6. Does customer satisfaction act as an intervening variable in the effect of product quality on repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students?
7. Does customer satisfaction act as an intervening variable in the effect of price on repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students?

### **1.5 Research Objectives**

In relation to the problem statements above, the objectives to be achieved in this study are:

1. To identify and analyze whether product quality affects repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students.
2. To identify and analyze whether price affects repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students.
3. To identify and analyze whether product quality affects customer satisfaction of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students.
4. To identify and analyze whether price affects customer satisfaction of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students.
5. To identify and analyze whether customer satisfaction affects repeat purchase of Nike shoe products among Universitas Muhammadiyah Sumatera Utara students.

6. To identify and analyze whether product quality affects repeat purchase with customer satisfaction as an intervening variable for Nike shoe products among Universitas Muhammadiyah Sumatera Utara students.
7. To identify and analyze whether price affects repeat purchase with customer satisfaction as an intervening variable for Nike shoe products among Universitas Muhammadiyah Sumatera Utara students.

## **1.6 Benefit of Research**

Based on the research objectives above, the author hopes that this research can provide the following benefits:

### **1.6.1 Theoretical Benefits**

- a. The author hopes that the results of this study can enhance the author's knowledge and provide an overview, insights, and hopefully assist readers in seeking learning or research materials regarding product quality and price on repeat purchase mediated by customer satisfaction.
- b. The results of this study are expected to serve as useful scientific material, a source of information that can assist subsequent research in examining the same variables.

### **1.6.2 Practical Benefits**

#### **1.6.2.1 For the Author**

This study can enhance the author's knowledge, particularly in the field of marketing management, regarding how product quality and price influence the increase of repeat purchase through customer satisfaction as an intervening variable in product purchasing.

### **1.6.2.2 For the Company**

Through this study, the author identifies the shortcomings present in Nike products so that they can be improved, and the author can convey ideas that can be used as references for the company, particularly in the marketing management division, to improve areas that are lacking in the sales strategies already implemented by the company, thereby increasing sales for the company.

### **1.6.2.3 For Other Parties**

The results of this study can serve as useful information or a contribution of ideas for readers who will later conduct research in the same field.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Foundation**

##### **2.1.1 Repeat Purchase**

###### **2.1.1.1 Definition of Repeat Purchase**

According to (Adela & Tuti, 2024) repeat purchase is the tendency of consumers to repurchase the same product or service as a result of a previous purchase experience that is considered positive, particularly regarding product quality and the customer experience received.

According to (Yanti & Negoro, 2025) repeat purchase is the activity of a consumer or customer who repurchases a brand that has met their expectations and satisfied their desires regularly and repeatedly, where the positive experience from previous purchases encourages consumers to choose the same product or service again in the future.

According to (Ummah & Oktavian, 2025) repeat purchase can be defined as the continued behavior of consumers that arises when the experience of using a product or service previously meets or exceeds expectations, thereby encouraging consumers to make transactions again with the same provider.

According to (Surahman & Rahman, 2024) repeat purchase is defined as the action of customers repeatedly buying the same product based on positive experiences from previous purchases, particularly driven by factors such as satisfaction, product quality, perceived value, and a strong brand image that keeps customers returning to choose the product.

In addition, (Haryanti & Serly, 2024) states that repeat purchase is the intention to repurchase that arises when customers perceive high value from previous purchases and consistently feel satisfaction regarding price and the quality of service received.

Based on the opinions mentioned above, repeat purchase can be described as the consumer's decision to repurchase the same product or service in the future based on a positive evaluation of previous purchase experiences, reflecting the level of satisfaction, trust, and the potential formation of a long-term relationship between consumers and the company.

#### **2.1.1.2 Factors Influencing Repeat Purchase**

According to (Kotler & Keller, 2016) repeat purchase is influenced by several main factors related to customer evaluation of products or brands, namely:

1. Customer satisfaction, which arises when the perceived performance of a product is able to meet or exceed customer expectations, thereby encouraging the formation of positive attitudes and the desire to make repeat purchases.
2. Product quality, reflecting the ability of a product to perform its functions consistently, where a good quality perception will increase customer trust and the tendency to make repeat purchases.
3. Price and perceived value, forming the value perceived by customers through the comparison between benefits received and costs incurred, so that price suitability can encourage repeat purchases.

4. Customer experience, shaping customers' perceptions and attitudes towards products or brands, where positive experiences increase the likelihood of repeat purchases.
5. Brand trust, customers' confidence in the consistency of product quality and benefits, which plays an important role in reducing purchase risk and encouraging repeat purchase.

According to (Schiffman & Wisenblit, 2015) there are several main factors that also influence repeat purchase, namely:

1. Customer satisfaction, which describes the level of customers' affective evaluation after comparing the perceived product performance with initial expectations, so that high satisfaction will increase the tendency to make repeat purchases.
2. Perceived product quality, which reflects customers' subjective assessment of durability, reliability, and product superiority compared to competitor products, which directly influences repeat purchase decisions.
3. Price, where the level of alignment between the price paid and the benefits or value received by customers encourages the formation of repeat purchases.
4. Previous usage experience, which shapes customers' attitudes, evaluations, and preferences towards products or brands based on actual interactions experienced, so that positive experiences increase the likelihood of repeat purchases.

5. Customer trust, which is the belief that a product or brand can provide consistent, reliable benefits and meet consumers' expectations in the future.

### **2.1.1.3 Benefits of Repeat Purchase**

According to (Griffin, 2014) repeat purchase has several important benefits for both customers and companies, as follows:

1. Increasing customer loyalty, as customers who make repeat purchases demonstrate ongoing emotional attachment and trust toward the brand, thereby tending to maintain long-term relationships with the company.
2. Reducing marketing costs, since efforts to retain existing customers require relatively fewer resources compared to the cost of acquiring new customers.
3. Increasing company revenue, through continuous and repeated purchase patterns, which directly contribute to the stability and growth of the company's financial performance.
4. Encouraging word-of-mouth promotion, as satisfied and loyal consumers tend to voluntarily recommend products or brands to others, thereby indirectly expanding marketing reach.

Furthermore, according to (Kotler & Keller, 2016) repeat purchase provides several important benefits for companies, namely:

1. Stability of long-term customer relationships, indicating ongoing relationships between the company and its customers, which form the basis for loyalty and long-term business sustainability.

2. Increasing customer value, as customers who consistently make repeat purchases provide higher economic value to the company compared to one-time buyers.
3. Reducing reliance on acquiring new customers, helping companies decrease dependence on strategies to acquire new customers, which generally require higher costs and resources.
4. Strengthening brand position in the market, reflecting customer trust in the brand, thereby enhancing the brand's position and reputation in market competition.
5. Improving sustainability of company performance, providing a more stable and predictable revenue stream, which supports the continuity of performance and company growth.

#### **2.1.1.4 Indicators of Repeat Purchase**

According to (Kotler & Keller, 2016) repeat purchase can be identified through the following consumer behavior indicators:

1. Repurchase intention, indicating the customer's desire to repurchase the same product or brand in the future. This intention is formed as a result of the level of satisfaction and positive experiences perceived by the customer.
2. Frequency of repeat purchases, describing how often customers repurchase the same product within a certain period. The higher the frequency of repeat purchases, the stronger the customer loyalty to the product.

3. Preference for the same brand, indicating the tendency of customers to continue choosing the same brand over competitor brands. This reflects trust and positive evaluation of product quality.
4. Willingness to use the product continuously, indicating customers' commitment to making the product their primary choice and reflecting consistent satisfaction with product performance.
5. Rejection of competitor products, showing customers' reluctance to switch to other brands. This attitude arises because consumers feel that the current product is able to meet their needs and expectations.

According to (Donsuchit & Nuangjamnong, 2022) repeat purchase can also be measured through several indicators, namely:

1. Having the intention to reuse the product, which shows the consumer's desire to repeat the use of a product or service after obtaining a satisfying experience.
2. Reusing the product in the future, reflecting the tendency of customers to make the product or service their primary choice in the future.
3. Continuing to use the company's product compared to competitors' products, indicating customer preference and loyalty to the company despite the availability of alternatives.
4. Recommending the product to others, showing a high level of satisfaction so that customers are willing to provide positive recommendations to others.

## **2.1.2 Product Quality**

### **2.1.2.1 Definition of Product Quality**

The definition of product quality according to (Fauziah & Kusumawati, 2023) is the expertise, completeness of specifications, as well as services or product characteristics related to the ability to provide satisfaction and fulfill the implicit needs of consumers by the company.

According to (Khairunnisa, 2021) product quality is the capacity possessed by a product in its function, including processes and other valuable product enhancements, to satisfy needs that can meet consumer expectations. (Adindo, 2021) defines product quality as a set of characteristics specifically inherent to a product that can be measured quantitatively.

(Sigarlaki & Herlansyah, 2025) states that product quality is the ability of a product to meet the quality standards expected by customers, which significantly affects customer satisfaction and repeat purchase.

(Adisti et al., 2022) explain that product quality is the overall characteristic of a product or service that influences its ability to meet or exceed the needs, desires, and expectations of customers. (Arda & Andriany, 2020) also explain that product quality is one of a company's competitive advantages, where products or services with high quality will have their own appeal and encourage consumers to make repeat purchases in the future.

Based on the definitions above, it can be concluded that product quality is the ability of a product reflected in expertise, completeness of specifications, processes, and characteristics inherent in the product, both functional and

quantitatively measurable, in meeting consumer needs and expectations and providing an optimal level of satisfaction.

### **2.1.2.2 Factors Affecting Product Quality**

Product quality has dimensions that can be used to analyze the characteristics of a product. According to (Tjiptono, 2019) product quality has eight dimensions as follows:

1. Performance, the fundamental operational characteristics of the core product purchased
2. Features, secondary or supplementary characteristics of the product.
3. Reliability, the likelihood of the product experiencing failure or malfunction is low.
4. Conformance to specifications, the extent to which design and operational characteristics meet previously established standards.
5. Durability, relating to how long the product can be used.
6. Serviceability, including speed, competence, convenience, ease of repair, and satisfactory handling of complaints.
7. Esthetics, the appeal of the product to the senses.
8. Perceived quality, the product's image and reputation, as well as the company's responsibility toward it.

In the study by (Ariiq Abiir Miraza, 2020) the factors affecting product quality are as follows:

1. Product function, a produced product should consider the purpose for which it is used, so that the product can truly fulfill that function. Meeting this function influences the customer's decision to repurchase. Since the

highest decision level is not always fulfilled or achieved, the product quality level depends on the extent to which user function requirements can be met.

2. External appearance of the product, one important factor often used by customers to assess product quality is the product's appearance. Even if a product is technically or mechanically advanced, if its appearance is unattractive, it will be difficult to be accepted, which may cause the product to be disliked by customers.
3. Product cost, generally the cost or price of a product can determine its quality. Products with higher costs or prices tend to indicate relatively better quality, whereas products with lower prices may indicate relatively lower quality.

### **2.1.2.3 Benefits of Product Quality**

According to (Utami & Handrito, 2023) there are three benefits of product quality, as follows:

1. Enhances consumer satisfaction, because products with good quality, high durability, and in line with consumer expectations provide a positive usage experience, making consumers feel satisfied with the purchased product.
2. Increases customer loyalty, where consumers who are satisfied with the product quality tend to make repeat purchases and continue to choose the product over competitors.
3. Reduces the risk of dissatisfaction and consumer complaints, as high-quality products tend to meet specifications and consumer expectations, minimizing complaints and product returns.

Meanwhile, according to (Adli et al., 2023) there are two benefits of product quality:

1. Builds consumer trust in the brand, as consistent product quality forms the perception that the company is capable of providing reliable and valuable products to consumers.
2. Provides added value and competitive advantage, where higher-quality products can differentiate themselves from similar products and create a higher perceived value in the eyes of consumers.

#### **2.1.2.4 Indicators of Product Quality**

According to (Kotler & Armstrong, 2017) the indicators for the product quality variable are as follows:

1. Durability, which indicates the product's lifespan, namely the number of uses a product can endure before it is replaced or damaged.
2. Product features, which refer to consumers' perception of the uniqueness or superiority of a product.
3. Product reliability, the ability of a product to function consistently and remain free from failure during a specific usage period.
4. Conformance to specifications, which refers to the extent to which the design and operational characteristics meet pre-established standards.
5. Product aesthetics, the appeal of the product related to its visual appearance and sensory impressions.

Meanwhile, according to (C. Firmansyah et al., 2020) the indicators of product quality are:

1. Longevity, reflecting the economic life or duration of use of a product; once the product exceeds the expected age, it is considered no longer of quality.
2. Reliability, all aspects related to the likelihood that a product will successfully perform its function every time it is used.
3. Product conformity, relating to the degree to which the product meets the specifications set beforehand.
4. Ease of use and repair, characteristics related to the convenience and accuracy in providing services for product maintenance and repair.

### **2.1.3 Price**

#### **2.1.3.1 Definition of Price**

According to (Fadhilah et al., 2024) price is the amount of value or monetary units that consumers must pay to acquire a product or service offered by a company. Price serves as the primary medium of exchange between sellers and buyers and reflects the value of a product in the market. Price also functions as a determinant of whether a product is accessible to consumers according to their purchasing power.

Price is the amount of money exchanged for a product or service. More broadly, price is the value that consumers exchange for the benefits obtained from owning or using a product or service (Maisirata, 2025). Price is one of the significant factors affecting customer satisfaction because it acts as a communication tool of value, directly reflecting the quality and benefits of the product offered to consumers. When price is perceived as affordable and proportionate to the benefits received, it creates a positive perception, thereby

increasing customer satisfaction. Research indicates that the price variable significantly affects customer satisfaction (Nasution & Sari, 2024).

According to (Rene et al., 2025) price is the amount of money that customers must pay to obtain a product or service, as well as the value sacrificed by the customer. Price reflects the perceived value received by the customer in exchange for the benefits of the product or service, and simultaneously represents the company's strategic decision in setting competitive and fair pricing in a dynamic market. In this perspective, price is not merely a monetary figure but also a representation of value, expectations, and customer considerations regarding the benefits to be gained from the purchased product or service.

(Khairunnisa, 2024) further explains that price is an essential component of consumer behavior, reflecting the monetary value and perceived added value that customers must pay to obtain a product or service. Customers view price as the total cost incurred, which includes perceived value, purchase decisions, and its connection to brand image and customer loyalty. Price is not only an economic factor in transactions but also a psychological factor that affects customers' evaluation of benefits, quality, and expectations regarding the offered products or services.

Additionally, (Zoi C. Kalyva et al., 2024) define price as a measure of value assigned by customers through their monetary evaluation of a product or service exchanged in a purchase transaction. It reflects the balance between the price paid and the perceived benefit received and becomes a primary consideration in purchasing decisions influenced by the price–value factor and perceived quality. Similarly, (Arda & Andriany, 2020) define price as the

monetary amount that consumers must pay in exchange for a combination of products and services received. Thus, price not only represents monetary value but also reflects the value of the products and services obtained by consumers.

Based on the definitions above, it can be concluded that price is the amount of value or monetary unit set by the company and paid by consumers as a medium of exchange to obtain products or services. Price reflects the market value of a product, serves as a link between seller and buyer, and is an important consideration for consumers because it relates to affordability and purchasing power in the decision-making process.

#### **2.1.3.2 Factors Affecting Price**

In reality, price levels are influenced by several factors. According to (Dharmmesta & Handoko, 2014) these factors include:

1. Economic conditions, which refer to macroeconomic conditions that affect price levels, such as inflation, recession, and government policies related to exchange rates that may cause price changes in the market.
2. Supply and demand, where low prices tend to increase the quantity demanded, while high prices encourage increased supply.
3. Demand elasticity, which is the sensitivity of demand to price changes that affects the sales volume of a product.
4. Competition, referring to the number of sellers and buyers in the market, which influences the company's ability to set prices. The higher the level of competition, the more limited the room for setting higher prices.

Furthermore, according to (Kotler & Keller, 2016) price is influenced by several internal and external factors of the company, namely:

1. Production costs, the primary basis for pricing, because the price must cover operational costs and provide profit for the company.
2. Perceived customer value, where price is influenced by customers' perception of the value and benefits obtained from a product. The higher the perceived value, the greater the customer's tolerance for the price set.
3. Market demand, which affects pricing flexibility, where high demand allows companies to set higher prices, and vice versa.
4. Competitor product prices, which serve as a comparison for customers. Companies need to adjust prices to remain competitive in the market.
5. Company objectives, where pricing is adjusted according to company goals, such as maximizing profit, increasing market share, or maintaining a competitive position.
6. Economic conditions, such as inflation, consumer purchasing power, and customer income levels, which also influence pricing policy decisions for a product.

### **2.1.3.3 Benefits of Price**

Price plays an important role in marketing activities as it provides benefits for both consumers and companies. According to research by (F. Fitri, 2023) the benefits of price can be explained as follows:

1. Basis for purchase decisions, where price helps customers assess the feasibility of a product based on the comparison between the benefits received and the costs incurred.
2. Reflects product quality perception, as customers often use price as an indicator to evaluate the quality and value of a product or service.

3. Influences consumer purchase interest, where an appropriate and competitive price can increase customers' attraction to a product.
4. Affects demand elasticity and competitiveness, because price changes can influence the level of demand and the product's position in market competition.

Furthermore, according to (Kotler & Keller, 2016) price has a strategic role in marketing activities and provides several benefits for companies, including:

1. Serves as a determinant of product value, where customers often use price as a basis to evaluate the quality and benefits received from a product.
2. Enhances company competitiveness, helping companies maintain their market position and compete with rival products in attracting customer interest.
3. Encourages purchase decisions, where prices aligned with customer purchasing power and perceived value can increase customer interest and motivate purchasing decisions.
4. Increases customer satisfaction, as the alignment between price, quality, and product benefits creates a sense of satisfaction, strengthening long-term customer relationships.
5. Ensures business continuity, where properly set prices allow companies to cover operational costs and achieve profits, thereby supporting long-term business sustainability.

#### **2.1.3.4 Indicators of Price**

According to (Kotler & Armstrong, 2014) there are four indicators of price, namely:

1. Affordability of price, which refers to the pricing aspect set by the producer or seller in accordance with the purchasing power of consumers.
2. Price-quality alignment, which refers to the pricing aspect set by the producer/seller that corresponds to the quality of the product obtained by consumers.
3. Price competitiveness, which refers to the price offerings by producers/sellers that differ and compete with prices offered by other producers for the same type of product.
4. Price-benefit alignment, which refers to the pricing aspect set by the producer/seller in accordance with the benefits that consumers can obtain from the purchased product.

According to (Monroe, 2012) price has several additional indicators, namely:

1. Price fairness, which reflects the customer's assessment of whether the set price is considered fair and reasonable. Prices perceived as fair tend to increase satisfaction and reduce customer resistance to repeat purchases.
2. Clarity of price information, which reflects the extent to which customers understand the structure and terms of product pricing. Transparent pricing information can increase trust and customer satisfaction.
3. Price value compared to alternative products, which indicates the comparison between the product's price and alternative products available

in the market. Prices perceived to offer higher value than alternatives increase satisfaction and the likelihood of repeat purchases.

4. Perceived sacrifice, which is the customer's assessment of the costs incurred, both financial and non-financial. The lower the perceived sacrifice, the higher the customer satisfaction with the product price.
5. Customer price sensitivity, which describes the level of customer responsiveness to price changes. Customers with low price sensitivity tend to be more satisfied and less likely to switch to competitors' products.

#### **2.1.4 Customer Satisfaction**

##### **2.1.4.1 Definition of Customer Satisfaction**

Customer satisfaction is the emotional state experienced by consumers after evaluating the performance of a product or service they receive compared to the initial expectations they had before purchase (Lamasai et al., 2025). This evaluation arises from direct usage experience, so if the performance of the product or service meets or exceeds expectations, the consumer will feel satisfied, whereas if performance falls below expectations, the consumer will feel dissatisfied.

Customer satisfaction is an affective and cognitive response formed after comparing perceptions of product or service quality with previously formed expectations. This response is not only rational but also involves emotional aspects, so customer satisfaction can influence consumer attitudes toward the brand, repeat purchase intentions, and willingness to recommend the product or service to others (Cahyaningrum et al., 2024).

Customer satisfaction signifies an overall assessment made by consumers based on actual consumption experiences, reflecting the alignment between expectations, needs, and benefits obtained from a product or service. This satisfaction is an important indicator for evaluating a company's success in delivering value to customers because the higher the level of satisfaction experienced, the greater the likelihood that customers will remain loyal and maintain long-term relationships with the company (Kurniawan et al., 2025).

According to ((Sitepu et al., 2022) customer satisfaction is an emotional condition resulting from a comparison between consumers' expectations regarding performance and the actual experience after using a product or service. Even when the quality of the service provided is the same, the level of satisfaction felt may differ among consumers due to variations in perceptions and expectations. Therefore, companies must consistently maintain and improve the quality of services provided to create an optimal level of customer satisfaction. Customer satisfaction is a crucial element in marketing because it not only reflects the extent to which customer needs are met but also serves as the foundation for building long-term relationships between customers and companies

Furthermore, (Nurazkiyah, 2024) defines customer satisfaction as the feeling of pleasure or disappointment experienced by customers after evaluating their experience with a product or service compared to prior expectations, where the level of satisfaction reflects the extent to which customer expectations are fulfilled by the quality of the product or service provided.

From the various expert opinions mentioned, it can be concluded that customer satisfaction is an emotional response or feeling that arises after

comparing pre-purchase expectations with the performance of the product or service experienced. The degree of alignment between expectations and performance determines whether a customer is satisfied or not. Customer satisfaction also plays a critical role in shaping subsequent consumer behavior, such as brand loyalty and the dissemination of positive word-of-mouth information

#### **2.1.4.2 Factors Affecting Customer Satisfaction**

Customer satisfaction is influenced by several factors (Hasan, 2013), as follows:

1. Form, which refers to the quality of a product as seen from its physical shape, design, and overall appearance. Products with a good form give customers a higher perception of quality.
2. Serviceability, the ease and speed of service provided to customers in using or repairing products. Fast and convenient service increases satisfaction and customer trust.
3. Feature, the special attributes or additional characteristics that complement the basic function of a product. The more relevant and useful features, the higher the perceived value of the product.
4. Accessibility, the ease with which customers can reach the location of products or services offered. A strategic location facilitates purchasing or accessing services.
5. Performance quality, the quality and basic characteristics of a product in performing its function optimally. Products with good performance provide results that meet customer expectations.

6. Conformance, the degree to which a product meets established specifications or standards. Products that conform to specifications minimize complaints and increase customer satisfaction.
7. Competence, the skill and ability to resolve customer problems. High competence reflects professionalism and the quality of the product provided.
8. Durability, the operational lifespan of a product under normal usage conditions. Highly durable products provide long-term benefits to customers.
9. Courtesy, polite, friendly, and approachable behavior shown in interactions with customers. Good manners create a positive experience and strengthen long-term customer relationships.
10. Reliability, the ability of a product or service to function properly without failure or defects over a certain period. High reliability increases customer trust in the product.

According to (Aji Mulia Prasetyo, 2023) the most important factors influencing customer satisfaction today are emotional factors or the feelings experienced by customers after receiving services or products from the company.

This encompasses five factors:

1. Feeling happy, the expression of a person when receiving or obtaining something as expected and in line with their desires.
2. Usage of the product offered, referring to what the company provides to the customer in terms of products used or services received.

3. Suitability with needs, which refers to the fulfillment of what customers require to meet their needs from the company providing the product or service.
4. Suitability with desires, the degree to which a product or service aligns with the customer's personal preferences or wishes.
5. Suitability with expectations, the extent to which the customer's expectations regarding what is provided by the company are met.

#### **2.1.4.3 Benefits of Customer Satisfaction**

According to (A. Firmansyah, 2019) the benefits of achieving customer satisfaction are reflected in consumers' feelings of contentment when the products or services used meet their expectations, as follows:

1. Harmonious relationship between the company and its customers, because customer satisfaction indicates that the products or services received meet expectations, fostering trust, comfort, and long-term relationships between customers and the company.
2. Provides a solid basis for repeat purchases, as customers who are satisfied with their product experience develop a positive perception and are more likely to make purchases again in the future.
3. Encourages customer loyalty, since consistent satisfaction forms a positive attitude and commitment toward the brand, ultimately reducing the likelihood of switching to competitor products.
4. Willingness to pay a fair price, because customers perceive that the benefits, quality, and value received are proportional to the cost incurred, making price less of a barrier in repeat purchase decisions.

According to (Kotler & Keller, 2016) customer satisfaction provides several important benefits for companies, including:

1. Increasing customer loyalty, as satisfied customers tend to continue using the same products or services and are less likely to switch to competitors.
2. Enhancing retention and repeat purchases, because high satisfaction levels make customers more likely to repurchase, creating stable, long-term relationships between the customer and the company.
3. Boosting revenue and financial performance, as customer satisfaction is positively associated with company financial outcomes, such as revenue growth and corporate value, since satisfied customers contribute more significantly to income.
4. Reducing marketing and acquisition costs, since companies that retain satisfied customers require less expenditure to attract new customers, as loyal customers provide a consistent demand base.
5. Improving brand image and reputation, as high satisfaction helps create a positive perception of the brand in the market, strengthening the overall corporate reputation.

#### **2.1.4.4 Indicators of Customer Satisfaction**

According to (Wardhana, 2024) customer satisfaction is reflected in the consumer's sense of contentment when the products or services used meet their desired expectations:

1. Feeling pleasure when using the company's products or services compared to other companies, indicating a positive experience and comfort during the consumption process.

2. Feeling satisfied with the quality of the products provided, reflecting the customer's assessment that the received product meets their needs and expectations.
3. Feeling confident in their choice to use the company's products or services, indicating the customer's belief that their purchase decision was correct.
4. Expectation conformity, which refers to the level of alignment between the customer's expectations before purchase and the actual performance of the product or service after use.

Additionally, according to (Fandy Tjiptono, 2019) the indicators of customer satisfaction are:

1. Intention to revisit, the willingness of customers to return or reuse the related products or services.
2. Expectation conformity, the level of alignment between the expected quality of products and services and the perceived quality experienced by the customer.
3. Willingness to recommend, the readiness of customers to recommend the products or services they have used to friends or family.

## **2.2 Conceptual Framework**

The conceptual framework is the result of reasoning about the relationships between one concept and another regarding the research problem, in order to estimate the possible outcomes of the study. In this conceptual framework, the researcher creates a sketch or concept that illustrates the relationships among the research variables.

### **2.2.1 The Influence of Product Quality on Repeat Purchase**

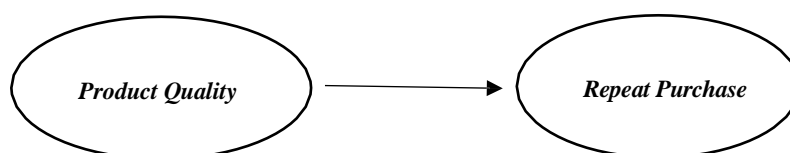
Product quality refers to a product's ability to perform its functions according to customer needs and expectations, encompassing aspects such as durability, reliability, conformity to specifications, and product aesthetics. High product quality provides a positive experience for customers, making it a key consideration in repeat purchase decisions. In the study conducted by (Rizki et al., 2021) explained that product quality has a significant effect on repeat purchases because customers tend to repurchase products that are perceived as consistently high-quality and satisfying.

Furthermore, according to (Religia et al., 2024) product quality is an important factor in shaping customers' confidence to repurchase the same product in the future. High-quality products can build trust and reduce uncertainty in purchasing decisions. This finding aligns with (Meilani & Saputro, 2025) who stated that superior product quality enhances the user experience, thereby encouraging customers to repurchase and maintain long-term relationships with the company.

Additionally, recent studies have shown that product quality has a significant influence on repeat purchase when it is supported by appropriate pricing and customer satisfaction. Research conducted by (Fajar & Sarifin, 2025) found that product quality significantly affects repeat purchase both directly and indirectly through customer satisfaction. High product quality creates positive perceptions among consumers, increases their satisfaction, and ultimately encourages them to make repeat purchases. This finding indicates that product quality is not only an important factor in attracting initial purchases but also plays

a significant role in maintaining long-term consumer relationships through repeat purchase behavior. Therefore, improving product quality accompanied by appropriate pricing and customer satisfaction can significantly increase the likelihood of repeat purchase.

Additionally, the study by (Harmiyanti & Ningsih, 2025) showed that product quality and price have a significant influence on customer satisfaction and repeat purchase. The findings indicate that better product quality will increase customer satisfaction, which subsequently encourages customers to make repeat purchases. Price also plays a significant role in influencing repeat purchase, both directly and indirectly through customer satisfaction as an intervening variable. This demonstrates that repeat purchase behavior is strongly influenced by the combination of product quality, price, and customer satisfaction. When customers perceive that the quality of the product is in accordance with the price offered, their level of satisfaction increases and ultimately encourages them to repurchase the product consistently. Therefore, product quality, price, and customer satisfaction are important factors that significantly affect repeat purchase behavior.



**Figure 2. 1 The Influence of Product Quality on Repeat Purchase**

### **2.2.2 The Influence of Price on Repeat Purchase**

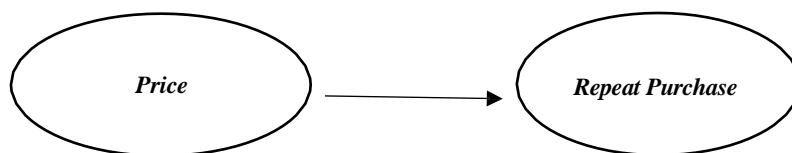
Price is the amount of value or cost that customers must pay to obtain a product or service. In the study by (Rochma & Vania, 2025) it was stated that competitive pricing and the balance between price and quality positively influence customer repeat purchases. Customers who feel that the price paid is proportional to the benefits received tend to repurchase the same product or service.

Similarly, (Sakti & Mardiana, 2023) explained that the perception of a fair price plays an important role in forming repeat purchases. When customers perceive that the set price is reasonable and corresponds to the product or service quality, it can increase customer trust and encourage future repeat purchases.

In line with this, (Aditya & Nuryanto, 2024) stated that price not only affects initial purchase decisions but also directly impacts repeat purchases. Their study found that customers who perceive the product price as affordable and aligned with the value received are more likely to repurchase compared to those who consider the price less proportional.

However, several studies indicate that price does not always directly influence repeat purchase without the support of other factors, particularly customer satisfaction. A study by (Fadhil & Fadli, 2025) found that price has a significant effect on customer satisfaction, which subsequently influences customer loyalty and repeat purchase behavior. The results show that although price can shape customer perceptions, repeat purchase is more strongly determined by the level of satisfaction obtained after using the product. This means that price alone is insufficient to ensure repeat purchase if it is not accompanied by positive customer satisfaction and perceived value. Therefore,

customer satisfaction plays an important mediating role in strengthening the relationship between price and repeat purchase behavior.



**Figure 2. 2 The Influence of Price on Repeat Purchase**

### **2.2.3 The Influence of Product Quality on Customer Satisfaction**

Product quality is one of the primary factors affecting the level of customer satisfaction with a product. Product quality reflects the product's ability to perform its functions, including durability, reliability, design, and alignment with customer expectations. In the footwear industry, such as shoes, product quality is a crucial element because it directly relates to comfort, performance, and brand image. Research conducted by (R. D. P. Sari et al., 2024) shows that dimensions of product quality, such as durability, comfort, and aesthetic design, have a significant influence on customer satisfaction. Customers who perceive high product quality tend to feel satisfied because the product meets both their functional and emotional needs.

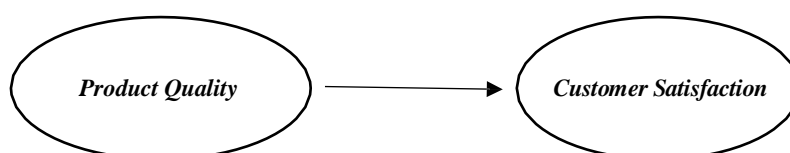
Product quality is viewed as a key attribute used by customers to evaluate their consumption experience of a product. The better the perceived product quality, the higher the level of customer satisfaction. Similarly, research by (Daffa et al., 2024) states that product quality is a primary determinant of customer satisfaction, particularly in fashion and lifestyle products. Additionally, (Ebrahim et al., 2024) explains that consistent product quality that meets customer

expectations creates post-purchase satisfaction, which subsequently strengthens long-term relationships between customers and the brand.

However, several studies indicate that product quality has a significant effect on customer satisfaction when it is supported by other relevant factors such as price fairness and brand experience. Research conducted by (Utami & Handrito, 2023) found that product quality significantly influences customer satisfaction, as consumers tend to evaluate their level of satisfaction based on the performance, durability, and reliability of the product they use. The study also revealed that when product quality meets or exceeds customer expectations and is supported by appropriate pricing and brand value, customer satisfaction will increase significantly. This shows that product quality is a crucial determinant in shaping customer satisfaction, as higher perceived quality leads to more positive evaluations and greater satisfaction among consumers. Therefore, product quality remains an important factor that significantly affects customer satisfaction in influencing consumer behavior.

However, several studies indicate that product quality has a significant effect on customer satisfaction in fashion products. Research conducted by (Wulan et al., 2024) found that product quality has a positive and significant influence on customer satisfaction. This indicates that the better the quality of the product provided, the higher the level of customer satisfaction perceived by consumers. Customers tend to evaluate their satisfaction based on product durability, design suitability, comfort, and reliability. When product quality meets customer expectations and is supported by good service and brand value,

customer satisfaction will increase significantly. Therefore, product quality is one of the main factors that significantly influence customer satisfaction and plays an important role in maintaining consumer relationships in the fashion industry.



**Figure 2. 3 The Influence of Product Quality on Customer Satisfaction**

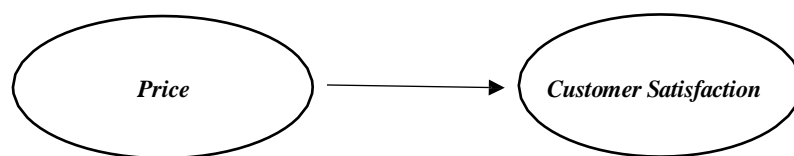
#### **2.2.4 The Influence of Price on Customer Satisfaction**

Price is one of the key elements affecting the level of customer satisfaction with a product. Price is not only understood as the amount of money a customer must pay but also as a representation of the value received for the benefits of the consumed product. In the footwear industry, such as shoes, price perception is crucial because customers tend to compare price with quality, brand, and functional benefits received. When the price set by the company is considered fair and aligned with the product's quality, customers are more likely to feel satisfied with their purchase decisions.

A positive and significant influence of price on customer satisfaction was demonstrated by (Rahayu, 2023) showing that fair pricing can increase customer satisfaction because customers perceive the value received as proportional to the cost incurred. Competitive and transparent pricing fosters trust and reduces customers' perceived risk in purchasing. Furthermore, research by (Mukaromah, 2024) indicates that the alignment of price with product quality significantly

affects customer satisfaction, particularly in fashion and lifestyle products, where customers are highly sensitive to the utility received relative to the price paid.

Other supporting research by (Saniyyah & Kustiawan, 2025) states that price affordability and alignment of price with product benefits play an important role in shaping customer satisfaction. Customers who perceive the product price as suitable for their expectations and purchasing power show higher levels of satisfaction. These findings emphasize that an effective pricing strategy should not only focus on company profit but also consider customers' perceived value to achieve optimal customer satisfaction.



**Figure 2. 4 The Influence of Price on Customer Satisfaction**

### **2.2.5 The Influence of Customer Satisfaction on Repeat Purchase**

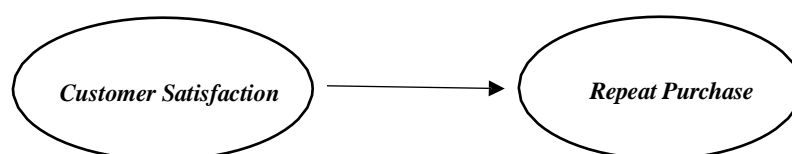
Customer satisfaction is one of the key factors in building long-term relationships between customers and companies. It arises from customers' evaluation of their product usage experience compared to their expectations. In the consumer product industry, such as footwear, where customers have many brand alternatives, a high level of satisfaction becomes a crucial determinant in encouraging repeat purchases. Research by (Gaan & Shin, 2023) shows that the quality of customer experience, the alignment of product benefits, and the perceived value significantly contribute to increasing customer satisfaction. High satisfaction, in turn, directly impacts the likelihood of customers making repeat purchases of the same brand.

This aligns with findings from (Nurmalasari & Wijaya, 2022) which confirm that customer satisfaction positively influences repeat purchase through the formation of positive attitudes and emotional attachment to the brand. When customers feel satisfied with the product performance, they tend to have confidence in repurchasing the product in the future. Previous research by (Ahmad & Nurmansyah, 2024) also indicates that customer satisfaction has a positive and significant effect on repeat purchase. When customers perceive that the product meets their expectations, they are motivated to make continuous repeat purchases.

However, several studies show that customer satisfaction has a significant effect on repeat purchase. Research by (D. Ayu et al., 2024) found that customer satisfaction significantly influences repeat purchase behavior. When customers feel satisfied with the product performance, price suitability, and overall consumption experience, they tend to make repeat purchases and maintain long-term relationships with the brand. Customer satisfaction reflects the positive evaluation formed after product usage, which encourages consumers to consistently repurchase the product. Therefore, customer satisfaction plays an important role in influencing repeat purchase, as higher levels of satisfaction will significantly increase the likelihood of customers making repeat purchases.

Similar results were found in research by (Santikasari et al., 2023) which states that customer satisfaction has a significant effect on repeat purchase in the fashion product industry. The study shows that customer satisfaction becomes an important factor influencing consumers to make repeat purchases after using the

product. When customers feel satisfied with the quality, price, and overall experience provided, they tend to repurchase the same product in the future. Therefore, customer satisfaction plays a crucial role in encouraging repeat purchase behavior, as satisfied customers are more likely to maintain long-term relationships with the brand and consistently repurchase the product.



**Figure 2. 5 The Influence of Customer Satisfaction on Repeat Purchase**

### **2.2.6 The Influence of Product Quality on Repeat Purchase Through Customer Satisfaction as an Intervening Variable**

Product quality is an important factor considered by customers when evaluating their experience with a product and serves as the basis for forming customer satisfaction. High-quality products, such as those with durability, comfort, design, and functional suitability, enhance positive customer evaluations, which in turn influence repeat purchases. According to research by (Selvia et al., 2024) customer satisfaction acts as an intervening variable that connects product quality with repeat purchase. When customers perceive the product quality as meeting or exceeding expectations, their satisfaction increases, encouraging them to repurchase the same product.

In line with research by (Permana & Dhameraia, 2025) product quality not only has a direct effect on repeat purchase but also an indirect effect through customer satisfaction. Customer satisfaction emerges as an emotional response

after customers evaluate the quality of the product used. This finding is reinforced by previous research conducted by (Zulviani & Roza, 2025) which stated that high product quality significantly enhances customer satisfaction, ultimately encouraging repeat purchases. In this context, customer satisfaction acts as a psychological mechanism bridging the influence of product quality on repeat purchase.

Meanwhile, research by (Widnyani et al., 2024) shows that product quality has a significant effect on repeat purchase through customer satisfaction. The study indicates that higher product quality leads to increased customer satisfaction, which subsequently encourages customers to make repeat purchases. When customers perceive that the product quality meets their expectations in terms of durability, comfort, and performance, their level of satisfaction increases and strengthens their intention to repurchase the product. This finding demonstrates that customer satisfaction plays an important role as an intervening variable that bridges the relationship between product quality and repeat purchase. Therefore, improving product quality accompanied by enhanced customer satisfaction can significantly encourage repeat purchase behavior.



**Figure 2. 6 The Influence of Product Quality on Repeat Purchase Through Customer Satisfaction as an Intervening Variable**

### **2.2.7 The Influence of Price on Repeat Purchase Through Customer Satisfaction as an Intervening Variable**

Price reflects the value that customers must give up to obtain a product and serves as one of the main considerations in evaluating post-purchase satisfaction. Research conducted by (Dwi & Ambarwati, 2023) explains that there is a positive and significant effect of price on repeat purchase through customer satisfaction. The study revealed that the alignment of price with product quality, affordability, and clarity of price information can increase customer satisfaction, which in turn encourages customers to make repeat purchases. In this case, customer satisfaction acts as an intervening variable bridging the relationship between price and repeat purchase.

However, the effect of price on repeat purchase mostly occurs indirectly through customer satisfaction as a mediating variable. This means that a price considered fair and appropriate by customers does not necessarily directly drive repeat purchases, but first shapes customer satisfaction. When customers feel that the price paid is proportional to the benefits received, satisfaction is created, ultimately leading them to repurchase the same product in the future. Aspects such as price affordability, transparency in pricing, and consistency of product value are important factors in the formation of customer satisfaction.

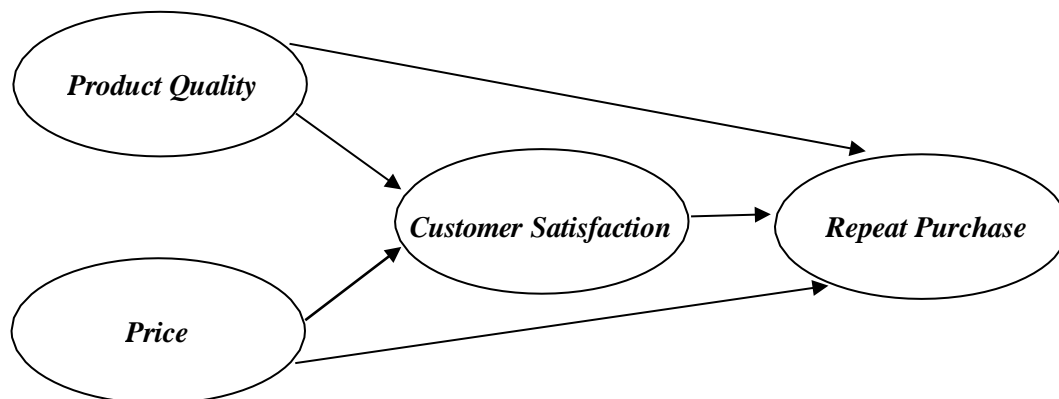
This study aligns with (Rahmadani & Yasri, 2025) who added that a reasonable price can provide a sense of security and confidence for customers in making purchasing decisions. This sense of security strengthens customer satisfaction and builds an emotional bond with the brand, thereby increasing the likelihood of repeat purchases. Furthermore, research by (Zimbalis et al., 2024)

also explains that customer satisfaction arises when customers perceive benefits that match the price paid, and this satisfaction plays a crucial role in driving repeat purchases for a brand.



**Figure 2. 7 The Influence of Price on Repeat Purchase Through Customer Satisfaction as an Intervening Variable**

The conceptual framework of this study can be seen in the diagram below:



**Figure 2. 8 Conceptual Framework**

### 2.3 Hypothesis

A hypothesis is a tentative answer to a research question whose validity still needs to be empirically tested. The following assumptions are based on the identified problems and previously formulated research questions:

1. There is an effect of product quality on repeat purchase of Nike shoes among students of Universitas Muhammadiyah Sumatera Utara.
2. There is an effect of price on repeat purchase of Nike shoes among students of Universitas Muhammadiyah Sumatera Utara.
3. There is an effect of product quality on customer satisfaction of Nike shoes among students of Universitas Muhammadiyah Sumatera Utara.
4. There is an effect of price on customer satisfaction of Nike shoes among students of Universitas Muhammadiyah Sumatera Utara.
5. There is an effect of customer satisfaction on repeat purchase of Nike shoes among students of Universitas Muhammadiyah Sumatera Utara.
6. There is an effect of product quality on repeat purchase through customer satisfaction of Nike shoes among students of Universitas Muhammadiyah Sumatera Utara.
7. There is an effect of price on repeat purchase through customer satisfaction of Nike shoes among students of Universitas Muhammadiyah Sumatera Utara.

## **CHAPTER III**

### **RESEARCH METHODS**

#### **3.1 Type of Research**

This study falls under the category of associative research with a quantitative approach. According to (Juliandi, 2015), associative research aims to reveal possible relationships between two or more research variables. The quantitative approach is used to investigate a specific population and sample, with data collected through research instruments and analyzed using quantitative statistical methods to test the proposed hypotheses (Juliandi, 2015).

It is expected that this study can provide a deep understanding of a research concept, allowing for the description and control of relevant phenomena. This is because the study aims to understand the influence of the dependent variables, namely Product Quality (X1) and Price (X2), on the independent variable, namely Repeat Purchase (Y), with the presence of a mediator variable, Customer Satisfaction (Z), among students at Universitas Muhammadiyah Sumatera Utara.

#### **3.2 Operational Definition**

The operational definition of research variables, according to (Sukamadinata & S, 2017) refers to anything determined by the researcher to be studied so that information about it can be obtained and conclusions can later be drawn. The operationalization of variables is essential to determine the type and indicators of the variables involved in this study. In this research, the operational definitions of the variables are as follows:

**Table 3. 1 Operational Definition of Variables**

<b>Variable</b>	<b>Operational Definition</b>	<b>Indicators</b>	<b>Scale</b>
Repeat Purchase (Y)	Repeat Purchase is the customer's decision to repurchase the same product or service in the future based on a positive evaluation of previous purchase experiences, reflecting the level of satisfaction, trust, and the potential for a long-term relationship between the customer and the company.	<ol style="list-style-type: none"> <li>1. Intention to repurchase.</li> <li>2. Frequency of repeat purchases.</li> <li>3. Preference for the same brand.</li> <li>4. Willingness to use the product continuously.</li> <li>5. Rejection of competing products.</li> </ol> (Kotler & Keller, 2016)	Likert
Product Quality (X1)	Product Quality is the capability of a product, reflected in expertise, completeness of specifications, processes, and characteristics inherent to the product, both functional and quantitatively measurable, in fulfilling consumer needs and expectations and providing an optimal level of satisfaction.	<ol style="list-style-type: none"> <li>1. Durability.</li> <li>2. Product features.</li> <li>3. Product reliability.</li> <li>4. Conformance to specifications.</li> <li>5. Product aesthetics.</li> </ol> (Kotler & Armstrong, 2017)	Likert
Price (X2)	Price is a certain value or monetary amount set by the company and paid by the consumer as an exchange to obtain a product or service.	<ol style="list-style-type: none"> <li>1. Affordability of price.</li> <li>2. Price appropriateness with product quality.</li> <li>3. Price competitiveness.</li> <li>4. Price alignment with product benefits.</li> </ol> (Kotler & Amstrong, 2014)	Likert
Customer Satisfaction (Z)	Customer Satisfaction is the feeling or emotional response of consumers that arises after comparing pre-purchase expectations with the performance of the product or service experienced after use, where the level of alignment between expectations and performance determines	<ol style="list-style-type: none"> <li>1. Feeling enjoyment when using products or services from the chosen company compared to other companies.</li> <li>2. Feeling satisfaction from the quality of the provided product.</li> <li>3. Feeling confident in choosing to use the company's product or</li> </ol>	Likert





or criteria that have been determined in advance (Nur Fadhillah & Dasururi, 2024).

The criteria for respondents in this study are as follows:

- a. Students of Universitas Muhammadiyah Sumatera Utara (UMSU), Management Study Program, batch of 2022.
- b. Active students who are currently enrolled in the Management Study Program at UMSU.
- c. Students who have purchased and used Nike shoe products at least once.
- d. Students who have repurchased Nike shoe products.

Because the population is too large and difficult to access entirely, the researcher simplifies the population by selecting a sample using the Slovin formula. The calculation results using the Slovin formula are presented below:

$$n = \frac{N}{1 + N \cdot e^2}$$

Explanation:

n = Required sample size,

N = Population size,

$e^2$  = Margin of Error (10% or 0,10)

The results of determining the sample using the Slovin formula as explained above are as follows:

$$n = \frac{792}{1 + 792 \cdot 0,10^2} = 97,6 \text{ (rounded to 98)}$$

Based on the calculation using the Slovin formula to determine the sample, the result is 98 people. Therefore, the sample in this study is 98 students.

### 3.5 Data Collection Techniques

Data collection techniques are methods or procedures used to gather data to be studied. This means that data collection requires strategic and systematic steps to obtain valid data that accurately reflects reality. In this study, data collection was conducted using interviews and questionnaires.

#### 3.5.1 Interviews

An interview is a form of communication between two parties, involving a person who seeks to obtain information from another by asking questions based on specific objectives. Interviews can be conducted in a structured or unstructured manner, and can be done face-to-face or through telephone or other communication media. In this study, the interview subjects were students of Universitas Muhammadiyah Sumatera Utara (UMSU) who use Nike shoes.

#### 3.5.2 Questionnaire (Survey)

A questionnaire is a data collection technique conducted by providing a series of questions or statements to respondents, which in this study were distributed to students of Universitas Muhammadiyah Sumatera Utara (UMSU). In this research, the questionnaire used a Likert scale index.

**Table 3. 2 Likert Scale Index**

No.	Description	Score
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Nuetral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

#### 3.5.3 Documentation Study

The documentation study technique is a method of collecting data by categorizing and classifying written materials related to the research problem.

Based on this definition, the documentation study technique involves collecting documents relevant to the research for analysis.

These documents include data from Nike shoe customers who have purchased Nike shoes, as well as existing research documents related to the study.

### **3.6 Data Analysis Technique**

The data will be analyzed using a quantitative approach with statistical analysis, specifically the Partial Least Squares Structural Equation Modeling (PLS-SEM). This method aims to estimate the values of all latent variables (factor scores) using a literacy procedure (Sarwono, 2012). Structural Equation Modeling (SEM) based on variance allows simultaneous testing of both the measurement model and the structural model. The measurement model is used to test validity and reliability, while the structural model is used to test causality (hypothesis testing with predictive modeling).

The purpose of using Partial Least Squares (PLS) is for prediction, specifically to predict relationships between constructs and to help the researcher obtain latent variable scores for prediction purposes. Latent variables are linear aggregates of their indicators. Weight estimates for creating latent variable component scores are derived based on the specification of the inner model (structural model linking latent variables) and the outer model (measurement model linking indicators to constructs). The outcome minimizes residual variance of the dependent variables (both latent variables and indicators).

PLS is a powerful analysis method because it does not rely on many assumptions, and data do not need to follow a multivariate normal distribution (indicators with categorical, ordinal, interval, or ratio scales can all be used in the

same model). Structural model testing in PLS is conducted using Smart PLS version 3 for Windows.

There are two stages for analyzing SEM-PLS, namely measurement model analysis (outer model), which includes (1) convergent validity; (2) discriminant validity; (3) composite reliability and structural model analysis (inner model), which includes (1) coefficient of determination (R-square); (2) f-square; and (3) hypothesis testing, namely (a) direct effect, (b) indirect effect, and (c) total effect (Hair et al., 2017). Parameter estimates obtained using Partial Least Squares (PLS) can be categorized as follows: the first category is weight estimates used to create latent variable scores. The second category reflects path estimates that connect latent variables and between latent variables and their indicator blocks (loadings). The third category relates to means and location parameters (regression constant values) for indicators and latent variables. To obtain these three estimates, Partial Least Squares (PLS) uses a three-stage iterative process.

1. Produces weight estimates.
2. Produces estimates for the inner model and outer model.
3. Produces estimates of means and location (constants).

According to (Juliandi, 2018) PLS (Partial Least Squares) analysis has two model components, namely the structural model (inner model) and the measurement model (outer model), as follows:

### **3.6.1 Outer Model Analysis**

Outer model analysis is conducted to ensure that the measurements used are suitable for measurement (valid and reliable). In this model analysis, the

relationships between latent variables and their indicators are specified. Outer model analysis can be assessed using several indicators (Hair et al., 2021).

#### **3.6.1.1 Convergent Validity**

Convergent Validity is an indicator assessed based on the correlation between item scores/component scores and construct scores. This can be seen from the standardized loading factor, which describes the magnitude of the correlation between each measurement item (indicator) and its construct. Individual reflexive measures are considered high if they correlate with the construct being measured above 0.7, 0.6, and 0.5, respectively.

#### **3.6.1.2 Discriminant Validity**

Discriminant Validity is a measurement model where the reflexive indicators are assessed based on the cross-loading of the measurements with the construct. If the correlation between a construct and a measurement item is greater than that of the other 60 construct measures, it indicates that their block measures are superior to the other blocks. Another model for assessing discriminant validity is by comparing the square root of average variance extracted (AVE) values.

#### **3.6.1.3 Composite Reliability**

Composite reliability is an indicator for measuring a construct, which can be seen in the latent variable coefficient view. Two measuring tools are used to evaluate composite reliability: internal consistency and Cronbach's alpha. With this measurement, if the value achieved is 0.70, the construct can be said to have high reliability.

### 3.6.2 Inner Model Analysis

Inner model analysis is also commonly referred to as inner relation, structural model, or substantive theory, which describes the relationships between latent variables based on substantive theory. The inner model analysis can be evaluated using R-square and F-square.

#### 3.6.2.1 R-Square

R-Square is a measure of the proportion of variation in the dependent (influenced) variable that can be explained by the independent (influencing) variables. It is useful for predicting whether the model is good or poor (Juliandi, 2018). According to (Juliandi, 2018) the criteria for evaluating R-Square are:

- a) If R-Square = 0.75, the model is strong.
- b) If R-Square = 0.50, the model is moderate.
- c) If R-Square = 0.25, the model is weak.

#### 3.6.2.2 F-Square

F-Square, or  $F^2$  effect size, is a measure used to assess the relative impact of an independent variable on a dependent variable. The  $F^2$  measurement, also called the  $R^2$  change effect, indicates the change in  $R^2$  value when a particular dependent variable is removed from the model and can be used to evaluate whether the removed variable has a substantive impact on the construct of the independent variable (Juliandi, 2018). The F-Square criteria according to (Juliandi, 2018) are:

- a) If  $F^2 = 0.02$ , it indicates a small effect of the exogenous variable on the endogenous variable.

- b) If  $F^2 = 0.15$ , it indicates a medium/moderate effect of the exogenous variable on the endogenous variable.
- c) If  $F^2 = 0.35$ , it indicates a large effect of the exogenous variable on the endogenous variable.

### **3.6.3 Hypothesis Testing**

A hypothesis is a temporary answer to the research problem formulation. Hypothesis testing is an important data analysis because it serves to answer the research questions and to verify the research hypotheses.

#### **3.6.3.1 Direct Effect**

Direct effect is a form of influence that occurs directly between the independent variable and the dependent variable without involving a mediator variable in the relationship path. In path analysis or Structural Equation Modeling (SEM), direct effect shows how much change in the dependent variable is caused directly by changes in the independent variable. The purpose of testing direct effect is to measure the strength and direction of the relationship between variables in the model directly. This effect is determined through the path coefficient value obtained from data processing using statistical software such as SmartPLS. If the p-value of the relationship is significant, it can be concluded that there is a strong direct effect between the two variables (Ghozali, 2018).

#### **3.6.3.2 Indirect Effect**

Indirect effect occurs when an independent variable influences a dependent variable through another variable that acts as a mediator. In this case, the mediator variable serves as a bridge connecting the relationship between the two main variables, allowing researchers to examine the influence path more

deeply, which may not always be visible directly. The purpose of testing the indirect effect is to determine whether the relationship between the independent and dependent variables remains strong, weakens, or becomes insignificant after considering the role of the mediator variable. The value of this effect is usually calculated by multiplying the path from the independent variable to the mediator and from the mediator to the dependent variable (Ghozali, 2018).

### **3.6.3.3 Total Effect**

Total Effect (total effect test) is a statistical analysis method used to assess the overall influence of an independent variable on a dependent variable within a model. The main purpose of the total effect test is to identify how much impact the independent variable has on the dependent variable overall, both directly and indirectly through mediator or control variables within the model. This value is obtained from the sum of the direct effect of the construct plus the indirect effect of other constructs, assuming all paths are taken into account even if they are not significant (Juliandi, 2018).

**CHAPTER IV**  
**RESEARCH RESULTS**

**4.1 Data Description**

**4.1.1 Respondent Identity Characteristics**

In this study, the author processed questionnaire data consisting of 5 statements for the Repeat Purchase (Y) variable, 5 statements for Customer Satisfaction (Z), 5 statements for Product Quality (X1), and 5 statements for Price (X2). The questionnaire was distributed to 98 respondents who were students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara (UMSU), class of 2022, who use Nike shoes as the research sample. The measurement scale used in this study was a Likert scale presented in the form of a checklist table.

**4.1.1.1 Respondent Identity Based on Gender**

**Table 4.1 Respondents' Gender**

No	Gender	Number	Percentage
1	Male	68	69.39%
2	Female	30	30.61%
Total		98	100%

*Source: Data Processed by the author, 2026*

From Table 4.1 above, it can be seen that the respondents in this study consist of 68 male students (69.39%) and 30 female students (30.61%), with a total of 98 respondents. The respondents are students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara (UMSU), class of 2022, who use Nike shoes. Based on these results, it can be concluded that the majority of respondents in this study are male

students. This indicates that male students dominate the use of Nike shoes among the respondents involved in this research.

#### 4.1.1.2 Respondent Identity Based on Class

**Table 4.2 Respondents' Class**

No	Class	Number	Percentage
1	Morning Management Class	68	69.39%
2	Afternoon Management Class	27	27.55%
3	Evening Management Class	3	3.06%
Total		98	100%

*Source: Data Processed by the author, 2026*

Based on Table 4.2 above, it can be seen that the majority of respondents come from the Morning Management Class, totaling 68 students (69.39%). Meanwhile, 27 respondents (27.55%) are from the Afternoon Management Class, and 3 respondents (3.06%) are from the Evening Management Class. These results indicate that most respondents involved in this study are students from the Morning Management Class of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara (UMSU), class of 2022.

#### 4.1.1.3 Respondent Identity Based on Duration of Using Nike Shoes

**Table 4.3 Respondents' Nike Shoe Usage Duration**

No	Nike Shoe Usage Duration	Number	Percentage
1	Less than 1 Year	32	32.65%
2	1 – 2 Years	41	41.84%
3	More than 2 Years	25	25.51%
Total		98	100%

*Source: Data Processed by the author, 2026*

Based on Table 4.3 above, it can be seen that respondents in this study have different durations of using Nike shoes. A total of 32 respondents (32.65%)

have used Nike shoes for less than 1 year, indicating that some respondents are relatively new users of Nike products. Meanwhile, 41 respondents (41.84%) have used Nike shoes for 1–2 years, which represents the largest proportion of respondents in this study. This indicates that most respondents have had sufficient experience in using Nike shoes. Furthermore, 25 respondents (25.51%) have used Nike shoes for more than 2 years, showing that a number of respondents have been loyal users of Nike shoes for a relatively long period of time.

Based on these results, it can be concluded that the majority of respondents have been using Nike shoes for 1–2 years. This condition indicates that most respondents are not new users and already have enough experience in using Nike shoes, so they are considered capable of providing appropriate assessments related to product quality, price, customer satisfaction, and repeat purchase of Nike shoes.

#### 4.1.1.4 Respondent Identity Based on Nike Shoe Purchase Frequency

**Table 4.4 Respondents' Nike Shoe Purchase Frequency**

No	Nike Shoe Purchase Frequency	Number	Percentage
1	1 Time	29	29.59%
2	2 – 3 Times	44	44.90%
3	More than 3 Times	25	25.51%
Total		98	100%

*Source: Data Processed by the author, 2026*

Based on Table 4.4 above, it can be seen that respondents have different frequencies of purchasing Nike shoes. A total of 29 respondents (29.59%) have purchased Nike shoes only once. Meanwhile, 44 respondents (44.90%) have purchased Nike shoes 2–3 times, which represents the largest proportion of

respondents in this study. In addition, 25 respondents (25.51%) stated that they have purchased Nike shoes more than three times.

These results indicate that the majority of respondents have purchased Nike shoes 2–3 times. This suggests that many respondents have prior experience in purchasing Nike shoes and may have developed perceptions regarding the product quality and price offered by Nike. Therefore, their purchasing experience may influence their level of customer satisfaction and their intention to make repeat purchases of Nike shoes.

#### 4.1.2 Descriptions of Research Results

The variables in this study consist of four variables, namely Repeat Purchase (Y), Customer Satisfaction (Z), Product Quality (X1), and Price (X2). The description of the statements presents the response options chosen by each respondent for every statement item provided by the author in the questionnaire.

##### 4.1.2.1 Repeat Purchase (Y)

Based on the distribution of questionnaires to students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara (UMSU), who use Nike shoes, the frequency values of respondents' answers regarding the Repeat Purchase variable are as follows:

**Table 4.5 Questionnaire Discussion Scores for the Repeat Purchase Variable**

No	Repeat Purchase Responses											
	STS		TS		N		S		SS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
1	0	0.00	2	2.04	42	42.86	35	35.71	19	19.39	98	100%
2	0	0.00	5	5.10	46	46.94	25	25.51	22	22.45	98	100%
3	2	2.04	0	0.00	27	27.55	50	51.02	19	19.39	98	100%
4	2	2.04	12	12.24	26	26.53	39	39.80	19	19.39	98	100%
5	2	2.04	12	12.24	20	20.41	45	45.92	19	19.39	98	100%

*Source: Data Processed by the author, 2026*

From the table above, it can be explained that the statement of the Repeat Purchase variable is:

1. In response to the first statement, "I intend to repurchase Nike shoes in the future" the majority of respondents answered neutral, with 42 respondents (42.86%). Meanwhile, 35 respondents (35.71%) answered agree, and 19 respondents (19.39%) answered strongly agree, indicating that many respondents have the intention to repurchase Nike shoes in the future, although some respondents still show a moderate level of intention.
2. In response to the second statement, "I often purchase Nike shoes" the majority of respondents answered neutral, with 46 respondents (46.94%). Meanwhile, 25 respondents (25.51%) answered agree, and 22 respondents (22.45%) answered strongly agree, indicating that many respondents have purchased Nike shoes more than once, although some respondents still show a moderate level of agreement.
3. In response to the third statement, "Nike is my first choice when buying shoes" the majority of respondents answered agree, with 50 respondents (51.02%). In addition, 27 respondents (27.55%) answered neutral, and 19 respondents (19.39%) answered strongly agree, showing that most respondents tend to choose Nike shoes as their preferred brand when purchasing shoes.
4. In response to the fourth statement, "I am willing to continue using Nike shoes" the majority of respondents answered agree, with 39 respondents (39.80%). Meanwhile, 26 respondents (26.53%) answered neutral, 19 respondents (19.39%) answered strongly agree, and 12 respondents

(12.24%) answered disagree, indicating that most respondents are willing to continue using Nike shoes.

5. In response to the fifth statement, “I prefer Nike shoes compared to other brands” the majority of respondents answered agree, with 45 respondents (45.92%). Furthermore, 20 respondents (20.41%) answered neutral, and 19 respondents (19.39%) answered strongly agree, indicating that many respondents still prefer Nike shoes over competing brands.

The repeat purchase variable was measured through five indicators, namely repurchase intentions, frequency of repeat purchases, preferences for the same brand, willingness to use the product continuously, and rejection of competitor products, each represented by one statement, resulting in a total of five statements. Based on the results of the respondent data processing, the indicator with the highest response tendency was preferences for the same brand, which shows that respondents have a strong tendency to choose Nike shoes when making purchases. This indicates that Nike has a relatively strong brand preference among respondents. Meanwhile, the indicator with the relatively lower response tendency was frequency of repeat purchases, which indicates that although respondents tend to prefer Nike shoes, the frequency of purchasing them repeatedly is still relatively lower compared to the other indicators. However, overall, the responses still reflect a positive tendency toward repeat purchase behavior of Nike shoes among respondents.

#### **4.1.2.2 Product Quality (X1)**

Based on the distribution of questionnaires to students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah

Sumatera Utara (UMSU), who use Nike shoes, the frequency values of respondents' answers regarding the Product Quality variable are as follows:

**Table 4.6 Questionnaire Discussion Scores for the Product Quality Variable**

No	Product Quality Responses											
Ask	STS		TS		N		S		SS		TOTAL	
	F	%	F	%	F	%	F	%	F	%	F	%
1	0	0.00	0	0.00	14	14.29	21	21.43	63	64.29	98	100%
2	7	7.14	7	7.14	12	12.24	32	32.65	40	40.82	98	100%
3	8	8.16	5	5.10	25	25.51	33	33.67	27	27.55	98	100%
4	0	0.00	0	0.00	14	14.29	21	21.43	63	64.29	98	100%
5	7	7.14	6	6.12	18	18.37	34	34.69	33	33.67	98	100%

*Source: Data Processed by the author, 2026*

From the table above, it can be explained that the statement of the Product Quality variable is:

1. In response to the first statement regarding the durability of Nike shoes, the majority of respondents answered "strongly agree" with 63 respondents (64.29%), followed by 21 respondents (21.43%) who answered "agree", and 14 respondents (14.29%) who answered "neutral." This result indicates that most respondents perceive Nike shoes as durable and able to be used for a relatively long period of time.
2. In response to the second statement regarding the product features offered by Nike shoes, the majority of respondents answered "strongly agree" with 40 respondents (40.82%), followed by 32 respondents (32.65%) who answered "agree." Meanwhile, 12 respondents (12.24%) answered "neutral," and 7 respondents (7.14%) each answered "strongly disagree" and "disagree." This indicates that most respondents consider the features provided by Nike shoes to be attractive and beneficial.

3. In response to the third statement regarding the reliability of Nike shoes, the majority of respondents answered “agree” with 33 respondents (33.67%), followed by 27 respondents (27.55%) who answered “strongly agree,” and 25 respondents (25.51%) who answered “neutral.” Meanwhile, 8 respondents (8.16%) answered “strongly disagree,” and 5 respondents (5.10%) answered “disagree.” These results show that most respondents believe that Nike shoes are reliable for daily use.
4. In response to the fourth statement regarding the conformity of Nike shoes to product specifications, the majority of respondents answered “strongly agree” with 63 respondents (64.29%), followed by 21 respondents (21.43%) who answered “agree,” and 14 respondents (14.29%) who answered “neutral.” This indicates that respondents generally believe that Nike shoes meet the specifications and quality standards expected by consumers.
5. In response to the fifth statement regarding the aesthetic aspect of Nike shoes, the majority of respondents answered “agree” with 34 respondents (34.69%), followed closely by 33 respondents (33.67%) who answered “strongly agree.” Meanwhile, 18 respondents (18.37%) answered “neutral,” while 7 respondents (7.14%) answered “strongly disagree” and 6 respondents (6.12%) answered “disagree.” These results indicate that most respondents consider Nike shoes to have an attractive design and appearance.

The product quality variable was measured through five indicators, namely durability, product features, product reliability, conformance to specifications, and product aesthetics, each represented by one statement, resulting in a total of five

statements. Based on the results of respondent data processing, the indicator with the highest response tendency is durability and conformance to specifications, which are reflected in the large number of respondents who answered strongly agree to these statements. This indicates that respondents perceive Nike shoes as products that are durable and able to meet the expected quality standards.

Meanwhile, the indicator with the relatively lowest response tendency is product reliability, where a higher proportion of respondents selected the neutral response compared to the other indicators. This suggests that although respondents generally perceive Nike shoes as having good quality, some respondents still have moderate perceptions regarding the reliability of the product in certain conditions. However, overall the results indicate that respondents have a positive perception of the quality of Nike shoes, which reflects that the product quality of Nike shoes is generally considered good by the respondents.

#### 4.1.2.3 Price (X2)

Based on the distribution of questionnaires to students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara (UMSU), who use Nike shoes, the frequency values of respondents' answers regarding the Price variable are as follows:

**Table 4.7 Questionnaire Discussion Scores for the Price Variable**

No	Price Responses											
	STS		TS		N		S		SS		TOTAL	
Ask	F	%	F	%	F	%	F	%	F	%	F	%
1	0	0.00	7	7.14	22	22.45	33	33.67	36	36.73	98	100%
2	0	0.00	2	2.04	42	42.86	35	35.71	19	19.39	98	100%
3	14	14.29	13	13.27	21	21.43	29	29.59	21	21.43	98	100%
4	12	12.24	12	12.24	25	25.51	31	31.63	18	18.37	98	100%
5	5	5.10	13	13.27	26	26.53	31	31.63	23	23.47	98	100%

*Source: Data Processed by the author, 2026*

From the table above, it can be explained that the statement of the Price variable is:

1. In response to the first statement regarding the affordability of Nike shoe prices, 33 respondents (33.67%) answered “agree” and 36 respondents (36.73%) answered “strongly agree.” Meanwhile, 22 respondents (22.45%) answered “neutral,” and 7 respondents (7.14%) answered “disagree.” This shows that most respondents perceive that the price of Nike shoes is still affordable.
2. In response to the second statement regarding the appropriateness of price with product quality, the majority of respondents answered “neutral” with 42 respondents (42.86%). Meanwhile, 35 respondents (35.71%) answered “agree,” and 19 respondents (19.39%) answered “strongly agree.” Only 2 respondents (2.04%) answered “disagree.” This indicates that many respondents consider the price of Nike shoes to be reasonably aligned with the quality provided.
3. In response to the third statement regarding price competitiveness, 29 respondents (29.59%) answered “agree,” and 21 respondents (21.43%) answered “strongly agree.” Meanwhile, 21 respondents (21.43%) answered “neutral,” 13 respondents (13.27%) answered “disagree,” and 14 respondents (14.29%) answered “strongly disagree.” This suggests that although many respondents agree that Nike shoe prices are competitive, some respondents still perceive them as relatively higher compared to other brands.

4. In response to the fourth statement regarding the alignment of price with product benefits, the majority of respondents answered “agree” with 31 respondents (31.63%), followed by 25 respondents (25.51%) who answered “neutral.” Meanwhile, 18 respondents (18.37%) answered “strongly agree,” and 12 respondents (12.24%) answered “disagree” and “strongly disagree.”
5. In response to the fifth statement regarding whether the price paid is worth the benefits received, 31 respondents (31.63%) answered “agree,” while 23 respondents (23.47%) answered “strongly agree.” Meanwhile, 26 respondents (26.53%) answered “neutral,” 13 respondents (13.27%) answered “disagree,” and 5 respondents (5.10%) answered “strongly disagree.”

The price variable was measured through four indicators, namely affordability of price, price appropriateness with product quality, price competitiveness, and price alignment with product benefits, which were represented through five statements. Based on the results of the respondent data processing, the indicator with the highest tendency of agreement is price affordability, where the majority of respondents agree that the price of Nike shoes is still considered affordable and acceptable. This indicates that respondents generally perceive the price of Nike shoes as reasonable compared to the value they receive.

Meanwhile, the indicator with the relatively lowest response tendency is price competitiveness, where several respondents expressed disagreement and neutrality regarding whether Nike shoe prices are competitive compared to other

brands. This indicates that although Nike shoes are perceived to have good quality and benefits, some respondents still consider their prices to be relatively higher compared to competing brands. However, overall the results indicate that respondents tend to have a positive perception of Nike shoe prices, particularly in terms of the suitability between the price paid and the benefits obtained.

#### 4.1.2.4 Customer Satisfaction (Z)

Based on the distribution of questionnaires to students of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara (UMSU), who use Nike shoes, the frequency values of respondents' answers regarding the Customer Satisfaction variable are as follows:

**Table 4.8 Questionnaire Discussion Scores for the Customer Satisfaction**

#### Variable

No	Customer Satisfaction Responses											
	STS		TS		N		S		SS		TOTAL	
Ask	F	%	F	%	F	%	F	%	F	%	F	%
1	7	7.14	3	3.06	14	14.29	44	44.90	30	30.61	98	100%
2	0	0.00	7	7.14	20	20.41	20	20.41	51	52.04	98	100%
3	0	0.00	14	14.29	15	15.31	25	25.51	44	44.90	98	100%
4	0	0.00	7	7.14	16	16.33	25	25.51	50	51.02	98	100%
5	0	0.00	9	9.18	11	11.22	32	32.65	46	46.94	98	100%

*Source: Data Processed by the author, 2026*

From the table above, it can be explained that the statement of the Customer Satisfaction variable is:

1. In response to the first statement, "I feel enjoyment when using products or services from the chosen company compared to other companies," the majority of respondents answered agree (44 people, or 44.90%), while 30 respondents (30.61%) strongly agreed. Meanwhile, 14 respondents

(14.29%) answered neutral, 7 respondents (7.14%) strongly disagreed, and 3 respondents (3.06%) disagreed.

2. In response to the second statement, “I feel satisfied with the quality of the product provided,” the majority of respondents strongly agreed (51 people, or 52.04%), while 20 respondents (20.41%) agreed and 20 respondents (20.41%) answered neutral. In addition, 7 respondents (7.14%) disagreed.
3. In response to the third statement, “I feel confident in choosing to use the company’s product or service,” the majority of respondents strongly agreed (44 people, or 44.90%), while 25 respondents (25.51%) agreed and 15 respondents (15.31%) answered neutral. Meanwhile, 14 respondents (14.29%) disagreed.
4. In the fourth statement, “The product or service provided is in accordance with my expectations,” the majority of respondents strongly agreed (50 people, or 51.02%), while 25 respondents (25.51%) agreed and 16 respondents (16.33%) answered neutral. In addition, 7 respondents (7.14%) disagreed.
5. In response to the fifth statement, “Overall, the product or service meets my expectations and needs,” the majority of respondents strongly agreed (46 people, or 46.94%) and 32 respondents (32.65%) agreed. Meanwhile, 11 respondents (11.22%) answered neutral and 9 respondents (9.18%) disagreed.

The customer satisfaction variable was measured through four indicators, namely feeling enjoyment when using products or services from the chosen company compared to other companies, feeling satisfaction with the quality of the

provided product, feeling confident in choosing to use the company's product or service, and alignment with expectations. Each indicator was represented by several statements in the questionnaire. Based on the results of the respondent data processing, the highest customer satisfaction indicator was feeling satisfaction with the quality of the provided product, as shown by the large number of respondents who strongly agreed with this statement. This indicates that respondents generally perceive the product quality as very satisfying. Meanwhile, the indicator with the lowest score was feeling enjoyment when using the product compared to other companies, although the majority of respondents still agreed with the statement. This suggests that overall respondents feel satisfied with the product, but the level of comparative enjoyment compared to competing companies is relatively lower than the other indicators. However, the overall results still indicate that respondents have a positive level of satisfaction with the product and services provided by the company.

## **4.2 Data Analysis**

### **4.2.1 Outer Model**

Outer Model Analysis provides specifications between latent variables and their manifest variables, or in other words, how each indicator relates to its latent variable. The following are the results of the outer model analysis:

#### **4.2.1.1 Convergent Validity**

Convergent validity is used to see the extent to which a measurement correlates positively with alternative measurements of the same construct. To see whether an indicator of a construct variable is valid or not, the outer loading value

is examined. If the outer loading value is greater than (0.6), then an indicator is valid (Sihombing, 2024).

**Table 4.9 Factor Loadings**

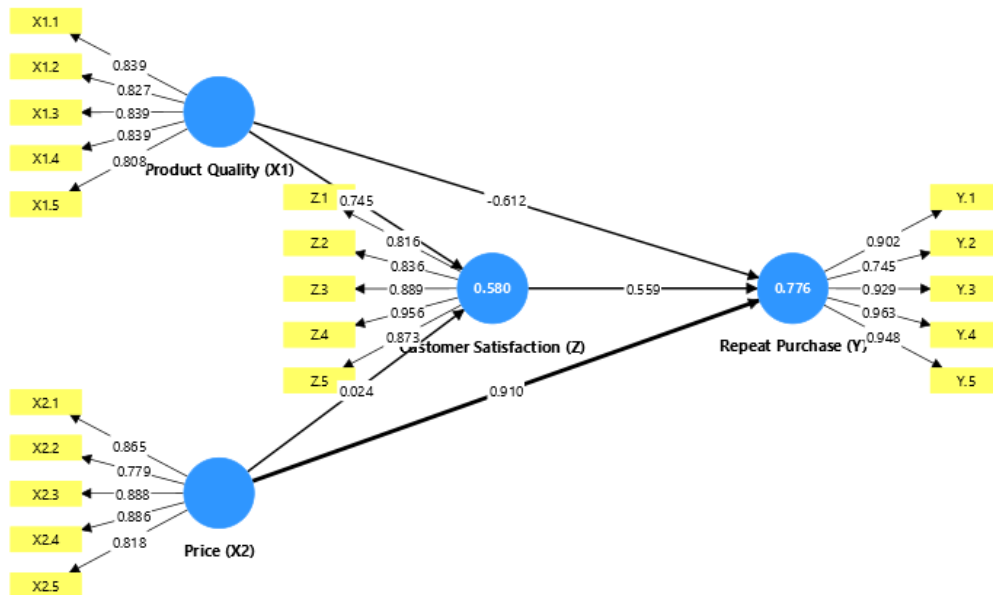
	<b>Product Quality (X1)</b>	<b>Price (X2)</b>	<b>Repeat Purchase (Y)</b>	<b>Customer Satisfaction (Z)</b>
<b>X1.1</b>	<b>0.839</b>			
<b>X1.2</b>	<b>0.827</b>			
<b>X1.3</b>	<b>0.839</b>			
<b>X1.4</b>	<b>0.839</b>			
<b>X1.5</b>	<b>0.808</b>			
<b>X2.1</b>		<b>0.865</b>		
<b>X2.2</b>		<b>0.779</b>		
<b>X2.3</b>		<b>0.888</b>		
<b>X2.4</b>		<b>0.886</b>		
<b>X2.5</b>		<b>0.818</b>		
<b>Y.1</b>			<b>0.902</b>	
<b>Y.2</b>			<b>0.745</b>	
<b>Y.3</b>			<b>0.929</b>	
<b>Y.4</b>			<b>0.963</b>	
<b>Y.5</b>			<b>0.948</b>	
<b>Z.1</b>				<b>0.816</b>
<b>Z.2</b>				<b>0.836</b>
<b>Z.3</b>				<b>0.889</b>
<b>Z.4</b>				<b>0.956</b>
<b>Z.5</b>				<b>0.873</b>

*Source: Data Processed by the author, 2026*

Based on the table above, it can be seen that:

1. The outer loading value for the product quality (X1) variable is greater than 0.6, so all indicators in the product quality variable are declared valid.
2. The outer loading value for the price (X2) variable is greater than 0.6, so all indicators in the price variable are declared valid.
3. The outer loading value for the repeat purchase (Y) variable is greater than 0.6, so all indicators in the repeat purchase variable are declared valid.
4. The outer loading value for the customer satisfaction (Z) variable is greater than 0.6, so all indicators in the customer satisfaction variable are declared valid.

Based on the results of the Convergent Validity analysis in the table above, it can be seen that all indicator factor loading values are above 0.6. It can be concluded that all indicators have good validity. The graphical output can be seen in the image below:



**Figure 4.1 Graphical Output**

*Source: SEM PLS, 2026.*

#### 4.2.1.2 Discriminant Validity

Discriminant validity aims to assess whether an indicator of a construct variable is valid or not, namely by looking at the Heterotrait-Monotrait Ratio of Correlation (HTMT) < 0.90, then the variable has valid discriminant validity (Hair Jr et al., 2023).

**Table 4.10 Discriminant Validity**

	Customer Satisfaction (Z)	Price (X2)	Product Quality (X1)	Repeat Purchase (Y)
Customer Satisfaction (Z)				
Price (X2)	0.502			
Product Quality (X1)	0.815	0.770		
Repeat Purchase (Y)	0.595	0.782	0.472	

*Source: SEM PLS, 2026*

Based on the table above, the results of the Heterotrait – Monotrait Ratio of Correlation (HTMT) are as follows:

1. The customer satisfaction variable with price is  $0.502 < 0.900$  Heterotrait Monotrait Ratio of Correlation (HTMT) variable correlation. The correlation between the customer satisfaction variable and product quality is  $0.815 < 0.900$  Heterotrait Monotrait Ratio of Correlation (HTMT). The correlation between the customer satisfaction variable and repeat purchase is  $0.595 < 0.900$ . Thus, all customer satisfaction correlation values are valid.
2. The Heterotrait-Monotrait Ratio of Correlation (HTMT) value for the price with product quality is  $0.770 < 0.900$ . The Heterotrait-Monotrait Ratio of Correlation (HTMT) value for the price variable with repeat purchase is  $0.782 < 0.900$ , thus all price correlation values are declared valid.
3. The Heterotrait-Monotrait Ratio of Correlation (HTMT) value for the product quality variable with repeat purchase is  $0.472 < 0.900$ , thus all product quality correlation values are declared valid.

#### **4.2.1.3 Composite Reliability**

Internal consistency analysis is a form of reliability used to assess the consistency of results across items in the same test. Internal consistency testing uses composite reliability values with the criterion that a variable is considered reliable if the composite reliability value is  $> 0.600$  (Hair Jr et al., 2023).

**Table 4.11 Composite Reliability**

	<b>Cronbach's Alpha</b>	<b>Rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Customer Satisfaction (Z)</b>	<b>0.924</b>	<b>0.943</b>	<b>0.942</b>	<b>0.766</b>
<b>Price (X2)</b>	<b>0.907</b>	<b>0.934</b>	<b>0.928</b>	<b>0.720</b>
<b>Product Quality (X1)</b>	<b>0.888</b>	<b>0.893</b>	<b>0.917</b>	<b>0.689</b>
<b>Repeat Purchase (Y)</b>	<b>0.940</b>	<b>0.955</b>	<b>0.955</b>	<b>0.812</b>

Source: SEM PLS, 2026.

Based on the internal consistenct analysis data in the table above, the results show that the variable:

1. Customer satisfaction has a composite reliability value of  $0.942 > 0.600$ , so the customer satisfaction variable is reliable.
2. Price has a composite reliability value of  $0.928 > 0.600$ , so the price variable is reliable.
3. Product quality has a composite reliability value of  $0.917 > 0.600$ , so the product quality variable is reliable.
4. Repeat purchase has a composite reliability value of  $0.955 > 0.600$ , so the repeat purchase variable is reliable.

## **4.2.2 Inner Model**

### **4.2.2.1 R-Square**

The Coefficient of Determination (R Square) aims to evaluate the accuracy of a variable's prediction. In other words, it evaluates how the variation in the dependent variable is influenced by the variation in the independent variable in a Path- model (Hair Jr et al., 2023).

1. An R-Square value of 0.75 indicates a strong PLS model.
2. An R Square value of 0.50 indicates a moderate or average PLS model.
3. An R Square value of 0.25 indicates a weak PLS model (Ghozali & Latan,

2015).

**Table 4.12 R-Square**

	<b>R-Square</b>	<b>R-Square Adjusted</b>
<b>Customer Satisfaction (Z)</b>	0.580	0.571
<b>Repeat Purchases (Y)</b>	0.776	0.769

Source: SEM PLS, 2026.

1. The effect of product quality and price on customer satisfaction is 0.580, meaning the effect size is 58.0%, which indicates moderate PLS.
2. The effect of product quality and price on repeat purchase is 0.776, meaning the effect size is 77.6%. which indicates strong PLS.

#### 4.2.2.2 F-Square

The F-Square test was conducted to determine the goodness of the F-Square model values of 0.02, 0.15, and 0.35. These values can be interpreted to indicate whether the latent variable predictors have a weak, medium, or strong influence at the structural level (Ghozali & Latan, 2015).

**Table 4.13 F-Square**

	<b>Repeat Purchase (Y)</b>	<b>Customer Satisfaction (Z)</b>	<b>Price (X2)</b>	<b>Product Quality (X1)</b>
<b>Repeat Purchase (Y)</b>				
<b>Customer Satisfaction (Z)</b>	0.586			
<b>Price (X2)</b>	1.974	0.001		
<b>Product Quality (X1)</b>	0.524	0.705		

Source: SEM PLS, 2026.

Based on the F-Square test results in the table above, it can be seen that the relationships between variables show varying effect sizes. The effect of customer satisfaction on repeat purchase has an F-Square value of 0.586, which indicates a strong effect. The effect of price on repeat purchase has an F-Square value of 1.974, which also indicates a very strong effect. Furthermore, the effect of product

quality on repeat purchase, with an F-Square value of 0.524, is classified as a strong effect.

Meanwhile, the effect of price on customer satisfaction has an F-Square value of 0.001, which indicates a very weak effect. In contrast, the effect of product quality on customer satisfaction has an F-Square value of 0.705, which is categorized as a strong effect, indicating a substantial contribution to the model.

Overall, these results indicate that most exogenous variables provide a strong structural contribution to endogenous variables, especially in influencing repeat purchase. However, the relationship between price and customer satisfaction shows a very weak effect, suggesting that price has minimal influence on customer satisfaction compared to other variables in the model.

The effect size of Variance Accounted For (VAF) is biased in the (Lachowicz et al., 2018). To replace Variance Accounted For (VAF), Lachowicz recommends using the mediation effect size upilon ( $v$ ). The upilon ( $v$ ) statistical formula used to calculate the mediation statistic is:  $BMxBvMs$ . In summary, the mediation effect size can be calculated manually by multiplying the squared path coefficient of variable X Z and the squared path coefficient of variable Z Y.

**Table 4.14 Upsilon ( $v$ ) Statistics**

No	Effect	Upsilon ( $v$ ) Statistics	
		Complete	Note
1.	<b>Product Quality → Customer Satisfaction → Repeat Purchase</b>	$(0,745)^2 \times (0,559)^2 = 0,173$	Moderate
2.	<b>Price → Customer Satisfaction → Repeat Purchase</b>	$(0,024)^2 \times (0,559)^2 = 0,00018$	Very Low

*Source: Data Analysis Results, 2026*

The result of the Upsilon ( $v$ ) calculation shows that the indirect effect of Product Quality on Repeat Purchase through Customer Satisfaction has a value of 0.173, which falls into the moderate category. This indicates that Customer Satisfaction is able to mediate the effect of Product Quality on Repeat Purchase with sufficient strength.

Meanwhile, the indirect effect of Price on Repeat Purchase through Customer Satisfaction has a value of 0.00018, which falls into a very low category. This indicates that Customer Satisfaction does not provide a meaningful contribution in mediating the relationship between Price and Repeat Purchase.

### **4.2.3 Hypothesis Testing**

#### **4.2.3.1 Direct Effect**

The direct effect hypothesis test aims to prove the hypothesis of the direct effect of one variable on another (without an intermediary), namely:

1. If the path coefficient value is positive, it indicates that an increase in the value of one variable is followed by an increase in the value of another variable.
2. If the path coefficient value is negative, it indicates that an increase in one variable is followed by a decrease in the value of another variable (Hair Jr et al., 2023).
3. If the probability value (P-Value)  $<$  Alpha (0.05), then  $H_0$  is rejected (the effect of one variable on another is significant).
4. If the probability value (P-Value)  $>$  Alpha (0.05), then  $H_0$  is accepted (the effect of one variable on another variable is not significant).

**Table 4.15 Direct Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Satisfaction (Z) → Repeat Purchase (Y)	0.559	0.548	0.070	8.000	0.000
Price (X2) → Customer Satisfaction (Z)	0.024	0.035	0.087	0.279	0.780
Price (X2) → Repeat Purchase (Y)	0.924	0.925	0.048	19.356	0.000
Product Quality (X2) → Customer Satisfaction (Z)	0.745	0.738	0.094	7.943	0.000
Product Quality (X1) → Repeat Purchase (Y)	-0.196	-0.186	0.071	2.763	0.006

Source: SEM PLS, 2026.

Based on the table above, the following can be obtained:

1. The direct effect of customer satisfaction on repeat purchase has a path coefficient of 0.559 (positive) and a P-value of 0.000, where  $0.000 < 0.05$ . Therefore, it can be stated that customer satisfaction has a significant effect on repeat purchase.
2. The direct effect of price on customer satisfaction has a path coefficient of 0.024 (positive) and a P-value of 0.780, where  $0.780 > 0.05$ . Therefore, it can be stated that price does not have a significant effect on customer satisfaction.
3. The direct effect of price on repeat purchase has a path coefficient of 0.924 (positive) and a P-value of 0.000, where  $0.000 < 0.05$ . Therefore, it can be stated that price has a significant effect on repeat purchase.
4. The direct effect of product quality on customer satisfaction has a path coefficient of 0.745 (positive) and a P-value of 0.000, where  $0.000 < 0.05$ .

Therefore, it can be stated that product quality has a significant effect on customer satisfaction.

5. The direct effect of product quality on repeat purchase has a path coefficient of -0.196 (negative) and a P-value of 0.006, where  $0.006 < 0.05$ . Therefore, it can be stated that product quality has a significant effect on repeat purchase, but in a negative direction, meaning that an increase in product quality is followed by a decrease in repeat purchase.

#### 4.2.3.2 Indirect Effect

The testing of the indirect effect hypothesis aims to prove the hypothesis of the indirect effect of a variable on another variable (through an intermediary), namely:

1. If the indirect effect coefficient value is greater than the direct effect coefficient, then it mediates the relationship between one variable and another.
2. If the indirect effect coefficient is less than the direct effect coefficient, then it does not mediate the relationship between one variable and another (Hair Jr et al., 2023).

**Table 4.16 Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Satisfaction (Z) → Repeat Purchase (Y)	0.014	0.018	0.045	0.299	0.765
Price (X2) → Customer Satisfaction (Z)	0.416	0.408	0.087	4.781	0.000

Source: SEM PLS, 2026.

Based on the table above, we obtain:

1. The indirect effect of price on repeat purchase through customer satisfaction as an intervening variable has a path coefficient of 0.014 (positive) and a P-value of 0.765, where  $0.765 > 0.05$ . Therefore, it can be stated that price does not affect repeat purchase through customer satisfaction as an intervening variable, and customer satisfaction does not mediate the relationship between price and repeat purchase.
2. The indirect effect of product quality on repeat purchase through customer satisfaction as an intervening variable has a path coefficient of 0.416 (positive) and a P-value of 0.000, where  $0.000 < 0.05$ . Thus, it can be stated that product quality affects repeat purchase through customer satisfaction as an intervening variable, and customer satisfaction mediates the relationship between product quality and repeat purchase.

#### **4.2.4 Discussion**

##### **4.2.4.1 The Influence of Product Quality on Repeat Purchase**

Based on the results of the hypothesis testing, a p-value of 0.006 was obtained, which is less than 0.05. Thus, it can be concluded that product quality has a significant effect on repeat purchase. However, the resulting path coefficient is negative, indicating that the relationship between product quality and repeat purchase is not in the same direction. This means that an increase in perceived product quality is not always followed by an increase in repeat purchase; in certain conditions, it may even reduce the tendency for repeat purchase. This finding suggests that consumer behavior is not solely influenced by general perceptions of quality but is more strongly affected by the actual experience after

using the product. When there is a discrepancy between consumers' initial expectations and their usage experience, it can lead to disappointment, which in turn reduces the intention to make repeat purchases.

Conceptually, product quality is expected to have a positive influence on repeat purchase, as stated by (Saikia & Verma, 2024) who argue that high product quality can increase satisfaction while encouraging consumer loyalty. This is supported by (Ellitan & Suhartatik, 2023) who found that product quality has a significant effect on repurchase intention because it is able to consistently meet consumer expectations. In addition, (Intani & Rojuaniah, 2024) also found that good product quality creates a positive usage experience, thereby increasing consumers' tendency to make repeat purchases. However, the results of this study are not entirely consistent with those findings; rather, they are more in line with (Werdiastuti & Agustiono, 2022) which states that product quality does not always have a direct effect on repeat purchase when there is inconsistency in quality or a mismatch with consumer expectations. Thus, it can be concluded that product quality is not only assessed based on its level, but also on the consistency of the experience perceived by consumers.

If reviewed based on the product quality indicators used in this study, namely durability, product features, reliability, conformance to specification, and aesthetics, it can be identified that the main issue lies in the inconsistency of the quality perceived by consumers. From the durability perspective, Nike shoes are expected to have high durability considering their intensive use in daily activities. However, if the product experiences damage within a relatively short period, such

as soles that wear out quickly or materials that are easily damaged, this will reduce the perceived quality in the eyes of consumers.

Furthermore, from the reliability aspect, consumers expect the product to be used consistently without experiencing functional issues, such as discomfort during use or changes in shape after several uses. When product reliability is not met, the usage experience becomes less optimal. From the perspective of conformance to specification, consumers expect that the product purchased meets the quality standards promised by the Nike brand. Any discrepancy between the expected specifications and the actual condition of the product received will lead to negative perceptions of product quality.

In addition, the indicators of product features and aesthetics also play an important role, especially since Nike not only offers functionality but also lifestyle value and appealing design. However, if the features provided do not offer significant added value or if the product design does not align with consumer preferences, this may reduce consumers' interest in making repeat purchases. Thus, even though the overall product quality is perceived as good, weaknesses in several of these indicators may cause consumers to hesitate in making repeat purchases.

The findings of this study are consistent with the issues outlined in the background, where there are consumer complaints regarding the inconsistency of Nike product quality, particularly in terms of durability and comfort. In addition, based on the pre-questionnaire results, it was found that only 50% of respondents stated that Nike's product quality met their expectations, while the other 50%

indicated that it did not. This suggests that there is still a gap between consumer expectations and the actual products received. Although most consumers still use Nike products, the dissatisfaction experienced by some respondents indicates that product quality has not been fully consistent. This condition reinforces the study's findings that unstable product quality can be a factor that hinders repeat purchase.

Based on the results of this study, it can be concluded that product quality has a significant effect on repeat purchase; however, the negative direction of the relationship indicates that Nike needs to evaluate the consistency of its product quality. To increase repeat purchase, the company not only needs to improve overall product quality but also ensure that each quality indicator, such as durability, reliability, conformance to specifications, product features, and aesthetics, is consistently fulfilled. The company also needs to pay closer attention to consumer feedback and carry out continuous improvements to its products. Thus, the gap between consumer expectations and actual experience can be minimized, leading to increased consumer trust and a higher tendency for repeat purchases in the future.

#### **4.2.4.2 The Influence of Price on Repeat Purchase**

Based on the results of the hypothesis testing, a p-value of 0.000 was obtained, which is less than 0.05. Thus, it can be concluded that price has a significant effect on repeat purchase. In addition, the path coefficient shows a positive direction with a very high value, indicating that an increase in price perception will be followed by an increase in consumers' tendency to make repeat purchases.

These findings suggest that price is not merely an initial consideration in purchase decisions but also serves as a determining factor in shaping repeat purchase behavior. In the context of this study, consumers evaluate price not only based on the nominal amount paid but also on how it is perceived as a representation of the value of the product received. When consumers perceive that the price paid is proportional to or even lower than the benefits obtained, a positive value perception is formed, which ultimately encourages repeat purchases. Therefore, in this study, price functions not only as a medium of exchange but also as a key indicator in shaping consumers' perceived value of a product.

The results of this study are consistent with the theory proposed by (Lin et al., 2022) which states that price plays an important role in shaping perceived value that directly influences consumers' repeat purchase decisions. Research conducted by (Reggiana & Hermina, 2025) shows that price has a positive and significant effect on repeat purchase because consumers tend to evaluate the balance between the costs incurred and the benefits received before deciding to repurchase a product. In addition, a study by (Aldian & Arief, 2025) also found that the suitability of price with product quality is a key factor that encourages consumers to make repeat purchases, especially for products from brands with a strong market image. Another study by (Damanik et al., 2025) indicates that perceived price fairness can increase consumer trust in a product, which ultimately drives repeat purchase. Thus, it can be concluded that price has a strategic role in shaping repeat purchase decisions, particularly when consumers perceive that the price paid is aligned with the value they receive.

If analyzed based on the price indicators used in this study, namely affordability, price-quality suitability, price competitiveness, and price-benefit suitability, it can be understood that the effect of price on repeat purchase occurs through a complex value evaluation process within consumers. From the affordability perspective, although the price of Nike shoes is relatively higher compared to other products in the same category, consumers still consider their financial capability and priority needs when deciding to make repeat purchases. In this context, consumers who perceive that the price remains within an acceptable range tend not to view price as a barrier to repeat purchase.

Furthermore, from the aspect of price-quality suitability, consumers compare the price paid with the quality of the product received, such as durability, comfort, and product design. When consumers perceive that the product quality is proportional to the price, a perception of good value is formed. From the perspective of price-benefit suitability, consumers also consider the benefits obtained, both functionally and emotionally, such as comfort in use and increased self-confidence when using branded products. In addition, the price competitiveness indicator also plays an important role, where consumers compare the price of Nike products with those of competing products. Although Nike's prices tend to be higher, consumers still choose these products because they consider the added value that other products may not offer, such as brand image and perceived quality. Thus, the combination of these four indicators forms a strong perception of value, making price a key factor that drives repeat purchase.

The results of this study are also supported by descriptive data obtained from the questionnaire, where the majority of respondents provided positive evaluations of the price variable. Respondents tended to agree with statements related to the suitability of price with the quality and benefits obtained from Nike shoes. This indicates that consumers perceive the price paid as being proportional to the value they receive. In addition, the tendency of respondents' answers falling into the positive category suggests that price is not considered a burden, but rather as part of the value of the product received. This condition forms the basis for building consumer trust in the product, which ultimately encourages them to make repeat purchases. Thus, it can be concluded that a favorable price perception plays an important role in increasing repeat purchase through the formation of perceived value among consumers.

Based on the results of this study, it can be concluded that price has a positive and significant effect on repeat purchase, indicating that price is an important factor in encouraging consumer repurchase behavior. Therefore, companies need to ensure that the prices set are not only competitive but also able to reflect the value perceived by consumers. Companies also need to maintain a balance between price, quality, and product benefits so that consumers continue to have a positive perception of value. In addition, appropriate pricing strategies, such as offering price variations or adjusting prices according to market segments, can help increase product attractiveness among consumers, especially students. Thus, effective price management will not only increase repeat purchase but also strengthen customer loyalty in the long term.

#### **4.2.4.3 The Influence of Product Quality on Customer Satisfaction**

Based on the results of the hypothesis testing, a p-value of 0.000 was obtained, which is less than 0.05. Thus, it can be concluded that product quality has a significant effect on customer satisfaction. In addition, the path coefficient shows a strong positive direction, meaning that the higher the perceived product quality, the higher the level of customer satisfaction. These findings indicate that product quality is a key factor in shaping customer satisfaction, as satisfaction essentially results from consumers' evaluation of the alignment between their initial expectations and the actual performance of the product received. When a product is able to meet or even exceed consumer expectations, it creates a positive experience that leads to a sense of satisfaction. Therefore, in this study, product quality acts as a primary determinant in shaping customer satisfaction.

The findings of this study are consistent with the theory proposed by (Selvia et al., 2024) which states that product quality is a key factor in influencing customer satisfaction as it reflects the product's ability to meet customer needs and expectations. Research conducted by (Syaputri & Herawati, 2025) shows that product quality has a positive and significant effect on customer satisfaction, where consumers feel satisfied when the product used performs well and meets their expectations. In addition, a study by (Bingarsari et al., 2025) also found that consistent product quality can significantly enhance customer satisfaction, especially for products with high usage levels. Another study by (Ebrahim et al., 2024) states that product quality has a direct effect on satisfaction because consumers tend to evaluate satisfaction based on their product usage experience.

Thus, the results of this study reinforce previous findings that product quality is a key factor in shaping customer satisfaction.

If analyzed based on the product quality indicators used in this study, namely durability, product features, reliability, conformance to specification, and aesthetics, it can be explained that customer satisfaction is formed through a comprehensive evaluation of product performance. From the durability perspective, consumers will feel satisfied if the shoes they use have good durability and are not easily damaged despite being used in daily activities. High durability creates the perception that the product has good quality and is suitable for long-term use.

Furthermore, from the reliability aspect, customer satisfaction is formed when the product can be used consistently without experiencing disruptions, such as discomfort or changes in shape. Product reliability creates a sense of trust and comfort in use. From the perspective of conformance to specification, consumers expect that the product they purchase meets the quality standards promised by the Nike brand. When the product matches the expected specifications, consumers will feel that their expectations have been fulfilled.

In addition, the indicators of product features and aesthetics also play an important role in shaping satisfaction, especially since Nike not only offers functionality but also aesthetic value and lifestyle appeal. Additional features and attractive design can enhance the user experience and provide emotional satisfaction for consumers. Thus, the combination of all these indicators forms a positive evaluation that ultimately increases customer satisfaction.

The results of this study are also supported by descriptive data obtained from the questionnaire in the data description section, where the majority of respondents provided positive evaluations of the product quality variable. Respondents tended to agree with statements related to product quality, such as durability, comfort, and product design. This indicates that consumers perceive the quality of Nike shoes as sufficiently good in meeting their needs. This positive perception directly contributes to the formation of customer satisfaction, as the product provides an experience that aligns with expectations. Thus, it can be concluded that good product quality is a key factor in increasing customer satisfaction.

Based on the results of this study, it can be concluded that product quality has a positive and significant effect on customer satisfaction, indicating that product quality is a key factor that companies must prioritize in improving customer satisfaction. Therefore, Nike needs to maintain and consistently enhance its product quality in terms of durability, reliability, conformance to specifications, product features, and aesthetics. In addition, the company should conduct regular evaluations of product quality based on consumer feedback in order to continuously implement improvements and innovations. By maintaining consistent product quality, the company can not only increase customer satisfaction but also strengthen customer loyalty and encourage repeat purchases in the long term.

#### **4.2.4.4 The Influence of Price on Customer Satisfaction**

Based on the results of the hypothesis testing, a p-value of 0.780 was obtained, which is greater than 0.05. Thus, it can be concluded that price does not have a significant effect on customer satisfaction. This indicates that changes in price perception do not have a meaningful impact on the level of consumer satisfaction. In other words, whether the price set is high or low does not directly determine the level of consumer satisfaction with Nike shoes. These findings suggest that in the context of this study, consumers do not consider price as the main factor in evaluating satisfaction, but rather place greater emphasis on other aspects such as product quality and usage experience.

Theoretically, price is one of the important factors influencing customer satisfaction, as explained by (Souza, 2025) who states that the alignment between price and the benefits received will increase customer satisfaction. This is supported by (Nifati et al., 2024) who found that price has a positive and significant effect on customer satisfaction because consumers feel satisfied when the price is perceived as appropriate relative to the benefits obtained. In addition, (Harmawan et al., 2023) also found that competitive pricing can enhance customer satisfaction. However, the results of this study are not consistent with these findings; rather, they support the research by (Setiadi & Sari, 2026) which states that for products with a strong brand, price is not always the main factor in determining customer satisfaction. Thus, it can be concluded that the effect of price on satisfaction is contextual and is strongly influenced by consumer characteristics as well as perceptions of value and brand image.

If analyzed based on the price indicators used in this study, namely affordability, price-quality suitability, price competitiveness, and price-benefit suitability, it can be explained that the insignificance of the effect of price on satisfaction is influenced by differences in consumer perceptions of these indicators. From the affordability perspective, some students may perceive that the price of Nike shoes is relatively high and not entirely aligned with their financial conditions. However, this condition does not necessarily reduce satisfaction, as consumers already have prior expectations that Nike products belong to the premium price category.

Furthermore, from the aspects of price-quality suitability and price-benefit suitability, consumers tend to perceive that the price paid is proportional to the quality and benefits received, such as comfort, durability, and the symbolic value of the Nike brand. This condition causes price not to directly reduce customer satisfaction. From the perspective of price competitiveness, although Nike's prices are relatively higher compared to competing products, consumers still consider the strength of its brand image and perceived quality. Therefore, differences in perception across each price indicator result in price not having a significant effect on overall customer satisfaction.

The results of this study are also supported by descriptive data obtained from the questionnaire in the data description section, where respondents generally provided fairly positive evaluations of the price variable, but did not consider it as the main factor in determining their level of satisfaction. This is reflected in the tendency of respondents' answers, which fall into the "agree"

category regarding statements about the suitability of price with product quality and benefits. However, the level of satisfaction experienced by consumers is not entirely determined by this price perception. This condition indicates that although price is perceived positively by consumers, its influence on satisfaction is not strong enough to produce a significant relationship. Thus, it can be concluded that in the context of this study, customer satisfaction is more influenced by other factors such as product quality and usage experience rather than price.

Based on the results of this study, it can be concluded that price does not have a significant effect on customer satisfaction, indicating that price is not the main factor in shaping consumer satisfaction with Nike shoes. However, companies still need to ensure that the prices set are aligned with the value perceived by consumers, both in terms of product quality and benefits. In addition, companies may consider more flexible pricing strategies, such as offering promotions or providing product variations at different price ranges, in order to reach a broader segment of consumers, especially students. Thus, although price is not a dominant factor in determining satisfaction, proper price management remains necessary to maintain perceived value and product competitiveness in the market.

#### **4.2.4.5 The Influence of Customer Satisfaction on Repeat Purchase**

Based on the results of the hypothesis testing, a p-value of 0.000 was obtained, which is less than 0.05. Thus, it can be concluded that customer satisfaction has a significant effect on repeat purchase. In addition, the path

coefficient shows a fairly strong positive direction, meaning that the higher the level of customer satisfaction, the greater the tendency for consumers to make repeat purchases. These findings indicate that customer satisfaction is a key factor in shaping repeat purchase behavior, as satisfaction reflects consumers' evaluation of their product usage experience. When consumers feel satisfied, it builds trust and confidence in the product, thereby encouraging them to repurchase the same product in the future.

The results of this study are consistent with the theory proposed by (D. Ayu et al., 2022) which states that customer satisfaction is a primary determinant in shaping loyalty and repeat purchase behavior. Research conducted by (Tufahati et al., 2021) shows that customer satisfaction has a positive and significant effect on repeat purchase because satisfied consumers tend to have positive experiences that they wish to repeat. In addition, a study by (Iffan et al., 2024) also found that customer satisfaction can increase trust in a product, which ultimately encourages sustainable repeat purchases. Another study by (Yunna & Berlianto, 2025) states that a high level of satisfaction strengthens the emotional bond between consumers and the product, thereby increasing the tendency for repeat purchase. Thus, it can be concluded that customer satisfaction plays an important role in shaping consumers' repeat purchase decisions.

Based on the customer satisfaction indicators used in this study, namely feeling pleasure, suitability with needs, suitability with desires, suitability with expectations, and intention to reuse, it can be explained that customer satisfaction is formed through a comprehensive evaluation of the product usage experience.

From the feeling pleasure perspective, consumers will feel satisfied when using Nike shoes provides comfort and enjoyment in their daily activities.

Furthermore, from the aspects of suitability with needs and suitability with desires, satisfaction is formed when the product is able to meet both the functional needs and the desires of consumers, such as comfort, attractive design, and alignment with lifestyle. From the perspective of suitability with expectations, satisfaction is strongly influenced by the alignment between consumers' initial expectations and their actual experience after using the product. If the product is able to meet or exceed expectations, the level of satisfaction will increase. In addition, the intention to reuse indicator shows that high satisfaction will encourage consumers to reuse the same product. Thus, the combination of all these indicators demonstrates that customer satisfaction plays a very important role in driving repeat purchase.

Based on the results of the questionnaire data processing in the descriptive section of the study, it was found that the majority of respondents provided positive evaluations of the customer satisfaction variable. Respondents tended to agree with statements related to their level of satisfaction after using Nike shoes, such as feeling satisfied, suitability with needs, and alignment with expectations. This indicates that most consumers have experienced product usage that meets their expectations. This positive perception forms the basis for the intention to make repeat purchases, as consumers feel confident that the product is able to deliver the expected benefits. Thus, it can be concluded that a high level of satisfaction directly drives an increase in repeat purchase.

Based on the results of this study, it can be concluded that customer satisfaction has a positive and significant effect on repeat purchase, indicating that customer satisfaction is a key factor in encouraging repeat purchases. Therefore, companies need to ensure that every product they produce is able to consistently meet consumer needs, wants, and expectations. In addition, companies also need to pay attention to the overall consumer experience, ranging from product quality to perceived value, in order to create sustainable satisfaction. By maintaining and improving the level of customer satisfaction, companies can not only increase repeat purchase but also build long-term customer loyalty.

#### **4.2.4.6 The Influence of Product Quality on Repeat Purchase Through Customer Satisfaction as an Intervening Variable**

Based on the results of the indirect effect hypothesis testing, a p-value of 0.765 was obtained, which is greater than 0.05. Thus, it can be concluded that customer satisfaction is not able to mediate the effect of product quality on repeat purchase. This indicates that although product quality has an effect on repeat purchase, the effect does not occur through customer satisfaction. In other words, an improvement in product quality does not automatically increase customer satisfaction that subsequently drives repeat purchase. These findings suggest that the relationship between product quality and repeat purchase is more dominantly direct rather than occurring through the mechanism of customer satisfaction.

Customer satisfaction is often positioned in many studies as a variable that links product quality with repeat purchase behavior. This is supported by (Safitri et al., 2024) who state that customer satisfaction represents an evaluation stage

that can encourage loyalty and repeat purchase. Research conducted by (Mukti et al., 2023) shows that customer satisfaction is able to mediate the effect of product quality on repeat purchase, where good product quality increases satisfaction, which in turn drives repeat purchase. In addition, a study by (D. Ayu et al., 2024) also found that satisfaction plays an important role in bridging this relationship. However, the results of this study are not consistent with those findings; rather, they support the research by (Adialita & Ramadhan, 2024) which states that customer satisfaction does not always play a mediating role between product quality and repeat purchase, especially when consumers rely more on direct experience than on satisfaction evaluation. Thus, the results of this study indicate that the role of customer satisfaction in this relationship is not always consistent and depends on the context of consumer behavior.

By referring to the product quality and customer satisfaction indicators, it can be understood that the absence of mediation is caused by the lack of alignment between perceived product quality and customer satisfaction. From the product quality perspective, indicators such as durability, reliability, conformance to specification, product features, and aesthetics indicate that product quality is not yet fully consistent in the eyes of consumers. This inconsistency causes consumers not to always feel satisfied, even though the overall product quality is perceived as good.

On the other hand, customer satisfaction indicators such as feeling pleasure, suitability with needs, suitability with expectations, and intention to reuse show that satisfaction is formed from the overall usage experience. If one or

more aspects of product quality do not meet expectations, the level of satisfaction formed becomes suboptimal. This condition causes satisfaction to be insufficiently strong to mediate the relationship between product quality and repeat purchase decisions. In other words, consumers tend to directly evaluate product quality based on their usage experience without going through a significant satisfaction process.

Based on the results of the questionnaire data processing, it can be observed that respondents provided fairly positive evaluations of the product quality and customer satisfaction variables; however, the relationship between the two does not show a strong connection in driving repeat purchase. Respondents tend to perceive product quality and satisfaction as two separate aspects, where the satisfaction experienced does not always serve as the basis for repeat purchase decisions. This indicates that consumers place greater emphasis on their direct experience with product quality rather than on the level of satisfaction they feel. Thus, this condition reinforces the hypothesis testing results that customer satisfaction is not able to mediate the effect of product quality on repeat purchase.

Based on the results of this study, it can be concluded that customer satisfaction does not play a role in mediating the effect of product quality on repeat purchase. Therefore, companies need to understand that improving product quality does not necessarily have to go through increasing satisfaction to encourage repeat purchases, but can instead be achieved directly through enhancing the product usage experience. Companies need to ensure that the quality of their products provides a consistent experience that aligns with

consumer expectations, so that it can directly drive repeat purchase. Thus, the company's main focus should be directed toward improving the consistency of product quality and the overall user experience in order to effectively increase repeat purchases.

#### **4.2.4.7 The Influence of Price on Repeat Purchase Through Customer Satisfaction as an Intervening Variable**

The results of the indirect effect testing show that the p-value of 0.000 is less than 0.05, indicating that customer satisfaction is able to mediate the effect of price on repeat purchase. In addition, the positive direction of the path coefficient indicates that the better consumers' perception of price, the higher the level of customer satisfaction, which ultimately encourages repeat purchases. These findings suggest that price not only acts as a direct factor in repeat purchase decisions but also operates through an evaluative process that leads to customer satisfaction. Therefore, price becomes an important element in shaping perceived value, which subsequently influences consumer behavior in a sustainable manner.

In recent studies, the relationship between price, customer satisfaction, and repeat purchase has been widely discussed as an integrated framework in consumer behavior. Research by (Reggiana & Hermina, 2025) found that price has a positive effect on repeat purchase, and this effect is strengthened through customer satisfaction as a mediating mechanism. In addition (Muthi & Utama, 2023) showed that price and customer satisfaction jointly influence repurchase intention, where satisfaction serves as a factor that explains how price affects repeat purchase decisions. Another study by (Alicia & Laulita, 2024) also found

that price has a significant effect on repurchase intention, and customer satisfaction plays an important role in strengthening this relationship. Thus, the results of this study are consistent with recent findings indicating that customer satisfaction plays a crucial role in explaining the relationship between price and repeat purchase.

If analyzed based on the price and customer satisfaction indicators in this study, it can be explained that the indirect relationship is formed through a process of evaluating the value perceived by consumers. From the price perspective, indicators such as affordability, price-quality suitability, price competitiveness, and price-benefit suitability serve as the basis for shaping perceived value. Consumers who perceive that the price paid is consistent with the product's quality and benefits will develop a positive perception of the product.

Furthermore, this perception will influence customer satisfaction indicators such as feeling pleasure, suitability with needs, suitability with expectations, and intention to reuse. When consumers feel that the price paid provides benefits that are equal to or greater than expected, a sense of satisfaction will arise both functionally and emotionally. This satisfaction then encourages the intention to repurchase the same product. Thus, the relationship between price and customer satisfaction indicators forms a mechanism that indirectly increases repeat purchase.

Based on the results of the questionnaire data processing, it can be observed that respondents provided positive evaluations of the price and customer satisfaction variables, which were then followed by a tendency toward repeat

purchase behavior. Respondents tended to perceive that the prices offered were in line with the quality and benefits of the product, leading to a sense of satisfaction after use. This satisfaction subsequently encourages the intention to repurchase the same product. This pattern of responses indicates an interrelated relationship between price perception, satisfaction, and repeat purchase. Thus, the empirical data obtained support the hypothesis testing results that customer satisfaction is able to mediate the effect of price on repeat purchase.

Based on the results of this study, it can be concluded that price has an indirect effect on repeat purchase through customer satisfaction, indicating that consumer satisfaction is an important factor in explaining this relationship. Therefore, companies need to ensure that the prices set reflect the value perceived by consumers, both in terms of product quality and benefits. In addition, companies also need to maintain the level of consumer satisfaction by ensuring that the product usage experience meets expectations. By managing pricing appropriately and enhancing consumer satisfaction, companies can encourage repeat purchases while building long-term customer loyalty.

## CHAPTER V

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion

Based on the results of research conducted on the influence of product quality and price on repeat purchases through customer satisfaction among Nike shoe consumers, including students at the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, the following conclusions can be drawn:

1. Product quality has a positive and significant effect on repeat purchases. This indicates that the better the product quality perceived by consumers, the higher their tendency to repurchase Nike shoes.
2. Price has a positive but insignificant effect on repeat purchases. This indicates that price is not the primary factor influencing consumers to repurchase Nike shoes.
3. Product quality has a positive and significant effect on customer satisfaction. This indicates that good product quality can increase consumer satisfaction after using Nike shoes.
4. Price has a positive and significant effect on customer satisfaction. This indicates that a price perceived by consumers as appropriate can increase customer satisfaction with Nike shoes.
5. Customer satisfaction has a positive and significant effect on repeat purchases. This indicates that the higher the level of satisfaction perceived by consumers, the greater the likelihood of consumers to repurchase Nike shoes.

6. Product quality has a positive and significant effect on repeat purchases through customer satisfaction as an intervening variable. This indicates that customer satisfaction mediates the relationship between product quality and repeat purchases.
7. Price did not significantly influence repeat purchases through customer satisfaction as an intervening variable. This indicates that customer satisfaction does not mediate the relationship between price and repeat purchases.

## **5.2 Recommendations**

Based on the research findings, the researchers offer several recommendations that are expected to benefit companies and future research, including the following:

1. Companies, particularly Nike shoe manufacturers, are expected to continuously maintain and improve the quality of the products they offer to consumers. Good product quality, such as comfort, durability, and attractive designs, can increase customer satisfaction and encourage repeat purchases.
2. Companies also need to consider pricing strategies to ensure that prices remain commensurate with product quality and reach various consumer segments.
3. For consumers, the results of this study are expected to provide considerations in selecting shoe products that meet their needs and provide optimal benefits.

4. For future researchers, it is recommended to include other variables that can influence repeat purchases, such as brand image, promotion, brand trust, or service quality, to provide more comprehensive research results.

### **5.3 Research Limitations**

This study has several limitations that must be considered when interpreting the results, as follows:

1. This study only used a few variables: product quality, price, customer satisfaction, and repeat purchase, so there is a possibility that other variables may influence consumer repeat purchases.
2. Respondents in this study were limited to students of the Faculty of Economics and Business at the University of Muhammadiyah North Sumatra, so the results cannot necessarily be generalized to all Nike shoe consumers.
3. Data collection in this study used a questionnaire, so respondents' answers depend heavily on each respondent's perception and understanding of the questions posed.
4. This study used a quantitative approach, so it did not delve deeply into consumers' reasons or motivations for repeat purchases of Nike shoes.

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## APPENDICES 1

### Preliminary Survey Questionnaire for Research Object Selection

Hello! I am Fara Aulia Syifa Azzahra, a student of the Management Study Program at Universitas Muhammadiyah Sumatera Utara. I am currently conducting research for my thesis aimed at examining the influence of product quality and price on purchase decisions, with customer satisfaction as an intervening variable in shoe products.

This questionnaire is intended for respondents who have purchased or used shoes from a particular brand. Your responses will be kept confidential and will only be used for academic research purposes.

Thank you for your willingness to participate!

1. Full Name:
2. Shoe Brand Frequently Purchased:
  - Onitsuka
  - Adidas
  - Nike
  - Puma
  - Reebok
  - Skechers
  - ASICS
  - Vans
  - Converse
  - Others: \_\_\_\_\_

### Results of the Preliminary Survey on Research Object Selection

Shoe Brand	Usage Percentage
Nike	53,7%
Reebok	13%
Adidas & Skechers	14,8%
Other brands (Onitsuka, Puma, Vans, etc)	18,5%
Total	100%

## APPENDICES 2

### Preliminary Survey Questionnaire

Assalamualaikum Warahmatullahi Wabarakatuh, fellow students. My name is Fara Aulia Syifa Azzahra, a student of the Faculty of Economics and Business at Universitas Muhammadiyah Sumatera Utara, majoring in Management. I am currently conducting research for my thesis entitled:

**"The Influence of Product Quality and Price on Repeat Purchase with Customer Satisfaction as An Intervening Variable in Nike Shoe Products (A Case Study of UMSU Students)"**

This questionnaire aims to determine the extent to which students understand the statements in the research instrument, as well as to ensure that all question items are relevant, clear, and easy to understand before being used in the main study.

Please help me fill out this form by following the instructions below:

1. Answer these questions according to your own opinion.
2. Choose an answer from the statement table by placing a check mark (✓) in the option that best reflects your opinion.

Your participation is very helpful in the process of refining this research instrument. All data and responses you provide will be kept confidential and used solely for academic purposes. Thank you very much for your time and willingness to complete this questionnaire.

No	Statement	Yes/No
1.	The quality of the Nike shoes I use meets the standards and my expectations as a consumer.	
2.	The price of the Nike shoes I paid is proportional to the quality and benefits I receive.	
3.	I feel satisfied after purchasing and using Nike shoes.	
4.	I will repurchase Nike shoes in the future.	
5.	My level of satisfaction with Nike shoes encourages my intention to make repeat purchases.	

### Results of the Preliminary Survey Questionnaire

No	Statement	Answer (Number of Respondents)		Answer (Percentage of Respondents)	
		YES	NO	YES	NO
1	The quality of the Nike shoes I use meets the standards and my expectations as a consumer.	15	15	50%	50%
2	The price of the Nike shoes I paid is proportional to the quality and benefits I receive.	12	18	40%	60%
3	I feel satisfied after purchasing and using Nike shoes.	15	15	50%	50%
4	I will repurchase Nike shoes in the future.	21	9	70%	30%
5	My level of satisfaction with Nike shoes encourages my intention to make repeat purchases.	12	18	40%	60%

## **APPENDICES 3**

### **Research Questionnaire**

We kindly ask for your willingness to take a moment to complete this questionnaire. Respondents are expected to answer freely, in accordance with their own perceptions. In line with research ethics, the author guarantees the confidentiality of all data. Your willingness to complete this questionnaire is an invaluable contribution to the author. Finally, the author would like to express sincere gratitude for your cooperation.

#### **I. Instructions for Completion**

- Please place a check mark (✓) for all questions below according to the answer that best reflects your opinion.
- Read each statement carefully.
- Provide answers based on your own condition and opinion.
- There are no right or wrong answers.

#### **II. Respondent Identity**

- 1. Gender** :  Male  Female
- 2. Class** :  Morning Management Class  
 Afternoon Management Class  
 Evening Management Class

#### **3. Duration of Using Nike Shoes:**

- Less than 1 Year
- 1 – 2 Years
- More than 2 Years

#### 4. Number of Times Purchasing Nike Shoes:

- 1 Time
- 2 – 3 Times
- More than 3 Times

In answering all the questions below, please choose one of the available options. The response options are as follows:

1. SD : Strongly Disagree
2. D : Disagree
3. N : Neutral
4. A : Agree
5. SA : Strongly Agree

<b>A. Product Quality (X1)</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	Nike shoes have good durability for long-term use.					
2.	Nike shoes have features that meet my needs.					
3.	Nike shoes are reliable for daily activities.					
4.	Nike shoes are made according to high-quality standards.					
5.	Nike shoes have an attractive and modern design.					
<b>B. Price (X2)</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	The price of Nike shoes is affordable for me as a student.					
2.	The price of Nike shoes matches the quality I receive.					
3.	The price of Nike shoes is competitive with other shoe brands.					
4.	The price of Nike shoes corresponds to the benefits I experience.					
5.	The price of Nike shoes is still reasonable for a branded product.					
<b>C. Repeat Purchase (Y)</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	I intend to repurchase Nike shoes in the future.					

2.	I frequently buy Nike shoes.					
3.	Nike is my primary choice when buying shoes.					
4.	I am willing to continue using Nike shoes.					
5.	I prefer Nike shoes compared to other brands.					
<b>D. Customer Satisfaction (Z)</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	I feel happy when using Nike shoes.					
2.	I am satisfied with the quality of Nike shoes.					
3.	I feel confident when wearing Nike shoes.					
4.	Nike shoes meet my expectations.					
5.	Overall, I am satisfied with Nike shoes.					

### Tabulation of Respondents Questionnaire Answers

#### Repeat Purchase (Y)

	<b>Y.1</b>	<b>Y.2</b>	<b>Y.3</b>	<b>Y.4</b>	<b>Y.5</b>	<b>TOTAL</b>
A01	5	5	5	5	5	25
A02	4	3	4	4	4	19
A03	4	2	4	4	4	18
A04	3	3	3	2	3	14
A05	3	3	4	4	4	18
A06	5	5	5	5	5	25
A07	3	3	4	3	4	17
A08	4	3	3	3	3	16
A09	3	4	4	3	3	17
A10	5	5	5	5	5	25
A11	3	5	4	4	4	20
A12	4	4	4	4	4	20
A13	5	5	5	5	5	25
A14	5	5	5	5	5	25
A15	2	3	1	1	1	8
A16	4	3	4	4	4	19
A17	3	3	4	3	3	16
A18	3	4	3	3	4	17
A19	3	3	4	3	3	16
A20	5	5	5	5	5	25
A21	5	5	5	5	5	25
A22	5	4	5	5	5	24
A23	5	5	5	5	5	25
A24	4	4	3	4	4	19
A25	4	4	4	4	4	20

A26	3	3	3	3	3	15
A27	3	3	3	3	2	14
A28	4	4	4	4	4	20
A29	3	3	3	2	2	13
A30	4	4	4	4	4	20
A31	3	3	3	3	2	14
A32	4	4	4	4	4	20
A33	3	3	3	2	2	13
A34	4	4	4	4	4	20
A35	3	3	3	3	2	14
A36	4	4	4	4	4	20
A37	4	4	3	4	4	19
A38	4	4	4	4	4	20
A39	3	3	3	3	3	15
A40	3	3	3	3	2	14
A41	4	4	4	4	4	20
A42	3	3	3	2	2	13
A43	4	4	4	4	4	20
A44	4	3	4	4	4	19
A45	4	2	4	4	4	18
A46	3	3	3	2	3	14
A47	3	3	4	4	4	18
A48	5	5	5	5	5	25
A49	3	3	4	3	4	17
A50	4	3	3	3	3	16
A51	3	4	4	3	3	17
A52	5	5	5	5	5	25
A53	3	5	4	4	4	20
A54	4	4	4	4	4	20
A55	5	5	5	5	5	25
A56	5	5	5	5	5	25
A57	2	3	1	1	1	8
A58	4	3	4	4	4	19
A59	3	3	4	3	3	16
A60	3	3	3	2	2	13
A61	4	4	4	4	4	20
A62	4	3	4	4	4	19
A63	4	2	4	4	4	18
A64	3	3	3	2	3	14
A65	3	3	4	4	4	18
A66	5	5	5	5	5	25
A67	3	3	4	3	4	17
A68	4	3	3	3	3	16
A69	3	4	4	3	3	17
A70	5	5	5	5	5	25
A71	3	5	4	4	4	20

A72	3	3	3	2	2	13
A73	4	4	4	4	4	20
A74	4	3	4	4	4	19
A75	4	2	4	4	4	18
A76	3	3	3	2	3	14
A77	3	3	4	4	4	18
A78	5	5	5	5	5	25
A79	3	3	4	3	4	17
A80	4	3	3	3	3	16
A81	3	4	4	3	3	17
A82	5	5	5	5	5	25
A83	3	5	4	4	4	20
A84	3	3	3	3	2	14
A85	4	4	4	4	4	20
A86	3	3	3	2	2	13
A87	4	4	4	4	4	20
A88	3	3	3	2	2	13
A89	4	4	4	4	4	20
A90	4	3	4	4	4	19
A91	4	2	4	4	4	18
A92	3	3	3	2	3	14
A93	3	3	4	4	4	18
A94	5	5	5	5	5	25
A95	3	3	4	3	4	17
A96	4	3	3	3	3	16
A97	3	4	4	3	3	17
A98	5	5	5	5	5	25

**Product Quality (X1)**

	<b>X1.1</b>	<b>X1.2</b>	<b>X1.3</b>	<b>X1.4</b>	<b>X1.5</b>	<b>TOTAL</b>
A01	5	5	4	5	5	24
A02	3	4	4	3	5	19
A03	5	4	2	5	4	20
A04	5	5	3	5	4	22
A05	4	4	4	4	4	20
A06	5	5	5	5	5	25
A07	4	5	4	4	4	21
A08	5	4	4	5	3	21
A09	5	4	4	5	4	22
A10	5	2	3	5	2	17
A11	5	5	4	5	4	23
A12	3	3	3	3	3	15
A13	5	5	5	5	5	25
A14	5	5	5	5	5	25
A15	5	5	5	5	5	25

A16	5	3	3	5	5	21
A17	5	5	4	5	3	22
A18	5	5	4	5	4	23
A19	5	5	1	5	2	18
A20	5	5	5	5	4	24
A21	5	5	5	5	5	25
A22	5	5	5	5	5	25
A23	5	3	5	5	4	22
A24	4	3	3	4	3	17
A25	4	5	3	4	3	19
A26	4	2	3	4	4	17
A27	4	3	3	4	3	17
A28	5	5	5	5	5	25
A29	3	1	1	3	1	9
A30	5	4	5	5	5	24
A31	4	3	3	4	3	17
A32	5	5	5	5	5	25
A33	3	1	1	3	1	9
A34	5	4	5	5	5	24
A35	4	3	3	4	3	17
A36	5	5	5	5	5	25
A37	4	3	3	4	3	17
A38	4	5	3	4	3	19
A39	4	2	3	4	4	17
A40	4	3	3	4	3	17
A41	5	5	5	5	5	25
A42	3	1	1	3	1	9
A43	5	4	5	5	5	24
A44	3	4	4	3	5	19
A45	5	4	2	5	4	20
A46	5	5	3	5	4	22
A47	4	4	4	4	4	20
A48	5	5	5	5	5	25
A49	4	5	4	4	4	21
A50	5	4	4	5	3	21
A51	5	4	4	5	4	22
A52	5	2	3	5	2	17
A53	5	5	4	5	4	23
A54	3	3	3	3	3	15
A55	5	5	5	5	5	25
A56	5	5	5	5	5	25
A57	5	5	5	5	5	25
A58	5	3	3	5	5	21
A59	5	5	4	5	3	22
A60	3	1	1	3	1	9
A61	5	4	5	5	5	24

A62	3	4	4	3	5	19
A63	5	4	2	5	4	20
A64	5	5	3	5	4	22
A65	4	4	4	4	4	20
A66	5	5	5	5	5	25
A67	4	5	4	4	4	21
A68	5	4	4	5	3	21
A69	5	4	4	5	4	22
A70	5	2	3	5	2	17
A71	5	5	4	5	4	23
A72	3	1	1	3	1	9
A73	5	4	5	5	5	24
A74	3	4	4	3	5	19
A75	5	4	2	5	4	20
A76	5	5	3	5	4	22
A77	4	4	4	4	4	20
A78	5	5	5	5	5	25
A79	4	5	4	4	4	21
A80	5	4	4	5	3	21
A81	5	4	4	5	4	22
A82	5	2	3	5	2	17
A83	5	5	4	5	4	23
A84	4	3	3	4	3	17
A85	5	5	5	5	5	25
A86	3	1	1	3	1	9
A87	5	4	5	5	5	24
A88	3	1	1	3	1	9
A89	5	4	5	5	5	24
A90	3	4	4	3	5	19
A91	5	4	2	5	4	20
A92	5	5	3	5	4	22
A93	4	4	4	4	4	20
A94	5	5	5	5	5	25
A95	4	5	4	4	4	21
A96	5	4	4	5	3	21
A97	5	4	4	5	4	22
A98	5	2	3	5	2	17

**Price (X2)**

	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>X2.4</b>	<b>X2.5</b>	<b>TOTAL</b>
A01	4	5	3	4	4	20
A02	5	4	4	4	4	21
A03	4	4	4	4	4	20
A04	3	3	2	2	2	12
A05	3	3	3	3	3	15
A06	5	5	5	5	5	25

A07	4	3	3	3	3	16
A08	4	4	4	4	4	20
A09	4	3	3	3	3	16
A10	5	5	1	1	1	13
A11	4	3	4	4	5	20
A12	3	4	4	4	4	19
A13	5	5	5	5	5	25
A14	5	5	5	5	5	25
A15	4	2	1	2	3	12
A16	5	4	5	5	5	24
A17	4	3	5	3	3	18
A18	4	3	3	4	4	18
A19	3	3	2	3	2	13
A20	5	5	5	5	5	25
A21	5	5	5	5	5	25
A22	5	5	5	3	5	23
A23	4	5	4	4	4	21
A24	3	4	3	3	4	17
A25	4	4	3	3	4	18
A26	3	3	2	3	3	14
A27	3	3	2	2	3	13
A28	5	4	5	5	5	24
A29	2	3	1	1	2	9
A30	5	4	4	4	4	21
A31	3	3	2	2	3	13
A32	5	4	5	5	5	24
A33	2	3	1	1	2	9
A34	5	4	4	4	4	21
A35	3	3	2	2	3	13
A36	5	4	5	5	5	24
A37	3	4	3	3	4	17
A38	4	4	3	3	4	18
A39	3	3	2	3	3	14
A40	3	3	2	2	3	13
A41	5	4	5	5	5	24
A42	2	3	1	1	2	9
A43	5	4	4	4	4	21
A44	5	4	4	4	4	21
A45	4	4	4	4	4	20
A46	3	3	2	2	2	12
A47	3	3	3	3	3	15
A48	5	5	5	5	5	25
A49	4	3	3	3	3	16
A50	4	4	4	4	4	20
A51	4	3	3	3	3	16
A52	5	5	1	1	1	13

A53	4	3	4	4	5	20
A54	3	4	4	4	4	19
A55	5	5	5	5	5	25
A56	5	5	5	5	5	25
A57	4	2	1	2	3	12
A58	5	4	5	5	5	24
A59	4	3	5	3	3	18
A60	2	3	1	1	2	9
A61	5	4	4	4	4	21
A62	5	4	4	4	4	21
A63	4	4	4	4	4	20
A64	3	3	2	2	2	12
A65	3	3	3	3	3	15
A66	5	5	5	5	5	25
A67	4	3	3	3	3	16
A68	4	4	4	4	4	20
A69	4	3	3	3	3	16
A70	5	5	1	1	1	13
A71	4	3	4	4	5	20
A72	2	3	1	1	2	9
A73	5	4	4	4	4	21
A74	5	4	4	4	4	21
A75	4	4	4	4	4	20
A76	3	3	2	2	2	12
A77	3	3	3	3	3	15
A78	5	5	5	5	5	25
A79	4	3	3	3	3	16
A80	4	4	4	4	4	20
A81	4	3	3	3	3	16
A82	5	5	1	1	1	13
A83	4	3	4	4	5	20
A84	3	3	2	2	3	13
A85	5	4	5	5	5	24
A86	2	3	1	1	2	9
A87	5	4	4	4	4	21
A88	2	3	1	1	2	9
A89	5	4	4	4	4	21
A90	5	4	4	4	4	21
A91	4	4	4	4	4	20
A92	3	3	2	2	2	12
A93	3	3	3	3	3	15
A94	5	5	5	5	5	25
A95	4	3	3	3	3	16
A96	4	4	4	4	4	20
A97	4	3	3	3	3	16
A98	5	5	1	1	1	13

**Customer Satisfaction (Z)**

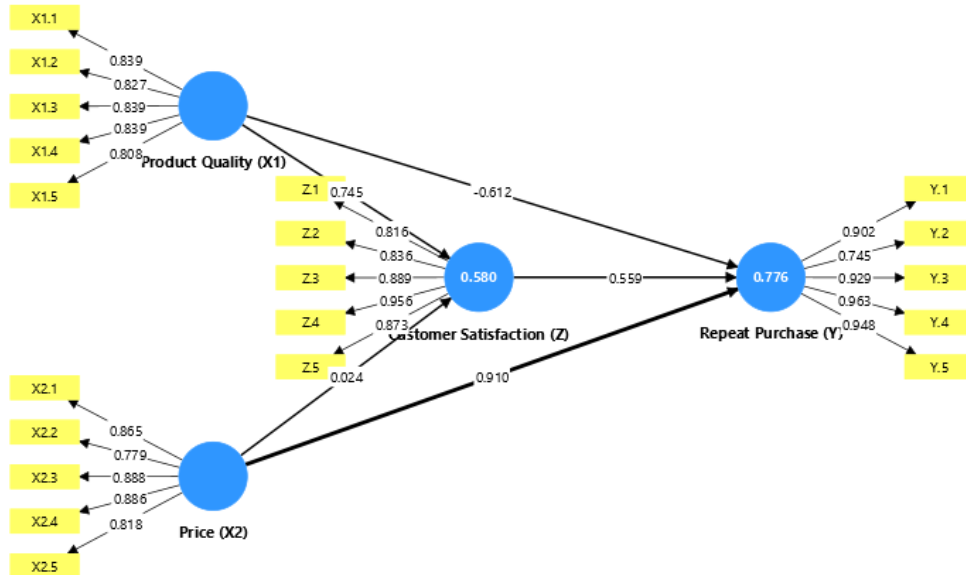
	<b>Z.1</b>	<b>Z.2</b>	<b>Z.3</b>	<b>Z.4</b>	<b>Z.5</b>	<b>TOTAL</b>
A01	5	5	5	5	5	25
A02	4	4	4	4	4	20
A03	4	3	2	4	4	17
A04	4	5	5	5	5	24
A05	4	4	4	4	4	20
A06	5	5	5	5	5	25
A07	4	5	5	4	4	22
A08	3	5	5	5	5	23
A09	4	5	4	5	4	22
A10	5	5	5	5	5	25
A11	5	4	4	5	5	23
A12	4	3	3	3	2	15
A13	5	5	5	5	5	25
A14	5	5	5	5	5	25
A15	2	5	5	5	5	22
A16	3	4	4	4	3	18
A17	4	2	2	3	5	16
A18	4	5	5	5	5	24
A19	2	3	3	4	5	17
A20	5	5	5	5	5	25
A21	5	5	5	5	5	25
A22	5	5	5	5	5	25
A23	5	5	5	5	5	25
A24	4	4	3	4	3	18
A25	4	5	4	5	4	22
A26	3	4	4	3	3	17
A27	3	2	3	3	4	15
A28	4	3	3	3	3	16
A29	1	3	2	2	2	10
A30	5	5	5	5	5	25
A31	3	2	3	3	4	15
A32	4	3	3	3	3	16
A33	1	3	2	2	2	10
A34	5	5	5	5	5	25
A35	3	2	3	3	4	15
A36	4	3	3	3	3	16
A37	4	4	3	4	3	18
A38	4	5	4	5	4	22
A39	3	4	4	3	3	17
A40	3	2	3	3	4	15
A41	4	3	3	3	3	16

A42	1	3	2	2	2	10
A43	5	5	5	5	5	25
A44	4	4	4	4	4	20
A45	4	3	2	4	4	17
A46	4	5	5	5	5	24
A47	4	4	4	4	4	20
A48	5	5	5	5	5	25
A49	4	5	5	4	4	22
A50	3	5	5	5	5	23
A51	4	5	4	5	4	22
A52	5	5	5	5	5	25
A53	5	4	4	5	5	23
A54	4	3	3	3	2	15
A55	5	5	5	5	5	25
A56	5	5	5	5	5	25
A57	2	5	5	5	5	22
A58	3	4	4	4	3	18
A59	4	2	2	3	5	16
A60	1	3	2	2	2	10
A61	5	5	5	5	5	25
A62	4	4	4	4	4	20
A63	4	3	2	4	4	17
A64	4	5	5	5	5	24
A65	4	4	4	4	4	20
A66	5	5	5	5	5	25
A67	4	5	5	4	4	22
A68	3	5	5	5	5	23
A69	4	5	4	5	4	22
A70	5	5	5	5	5	25
A71	5	4	4	5	5	23
A72	1	3	2	2	2	10
A73	5	5	5	5	5	25
A74	4	4	4	4	4	20
A75	4	3	2	4	4	17
A76	4	5	5	5	5	24
A77	4	4	4	4	4	20
A78	5	5	5	5	5	25
A79	4	5	5	4	4	22
A80	3	5	5	5	5	23
A81	4	5	4	5	4	22
A82	5	5	5	5	5	25
A83	5	4	4	5	5	23
A84	3	2	3	3	4	15
A85	4	3	3	3	3	16
A86	1	3	2	2	2	10
A87	5	5	5	5	5	25

A88	1	3	2	2	2	10
A89	5	5	5	5	5	25
A90	4	4	4	4	4	20
A91	4	3	2	4	4	17
A92	4	5	5	5	5	24
A93	4	4	4	4	4	20
A94	5	5	5	5	5	25
A95	4	5	5	4	4	22
A96	3	5	5	5	5	23
A97	4	5	4	5	4	22
A98	5	5	5	5	5	25

## OUTER MODEL

### Outer Loadings Figure



### Outer Loadings Table

	Product Quality (X1)	Price (X2)	Repeat Purchase (Y)	Customer Satisfaction (Z)
X1.1	0.839			
X1.2	0.827			
X1.3	0.839			
X1.4	0.839			
X1.5	0.808			
X2.1		0.865		
X2.2		0.779		
X2.3		0.888		
X2.4		0.886		
X2.5		0.818		
Y.1			0.902	
Y.2			0.745	
Y.3			0.929	
Y.4			0.963	
Y.5			0.948	
Z.1				0.816
Z.2				0.836
Z.3				0.889
Z.4				0.956
Z.5				0.873

### Discriminant Validity

	Customer Satisfaction (Z)	Price (X2)	Product Quality (X1)	Repeat Purchase (Y)
Customer Satisfaction (Z)				
Price (X2)	0.502			
Product Quality (X1)	0.815	0.770		
Repeat Purchase (Y)	0.595	0.782	0.472	

### Composite Reliability

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction (Z)	0.924	0.943	0.942	0.766
Price (X2)	0.907	0.934	0.928	0.720
Product Quality (X1)	0.888	0.893	0.917	0.689
Repeat Purchase (Y)	0.940	0.955	0.955	0.812

### INNER MODEL

#### R – Square

	R-Square	R-Square Adjusted
Customer Satisfaction (Z)	0.580	0.571
Repeat Purchases (Y)	0.776	0.769

#### F – Square

	Repeat Purchase (Y)	Customer Satisfaction (Z)	Price (X2)	Product Quality (X1)
Repeat Purchase (Y)				
Customer Satisfaction (Z)	0.586			
Price (X2)	1.974	0.001		
Product Quality (X1)	0.524	0.705		

### Upsilon ( $\nu$ ) Statistics

No	Effect	Upsilon ( $\nu$ ) Statistics	
		Complete	Note
1.	Product Quality → Customer Satisfaction → Repeat Purchase	$(0,745)^2 \times (0,559)^2$ = 0,173	Moderate
2.	Price → Customer Satisfaction → Repeat Purchase	$(0,024)^2 \times (0,559)^2$ = 0,00018	Very Low

### HYPOTHESIS TESTING

#### Direct Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Satisfaction (Z) → Repeat Purchase (Y)	0.559	0.548	0.070	8.000	0.000
Price (X2) → Customer Satisfaction (Z)	0.024	0.035	0.087	0.279	0.780
Price (X2) → Repeat Purchase (Y)	0.924	0.925	0.048	19.356	0.000
Product Quality (X2) → Customer Satisfaction (Z)	0.745	0.738	0.094	7.943	0.000
Product Quality (X1) → Repeat Purchase (Y)	-0.196	-0.186	0.071	2.763	0.006

#### Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Satisfaction (Z) → Repeat Purchase (Y)	0.014	0.018	0.045	0.299	0.765
Price (X2) → Customer Satisfaction (Z)	0.416	0.408	0.087	4.781	0.000

**PERMOHONAN JUDUL PENELITIAN**

No. Agenda: 5361/JDL/SKR/MAN/FEB/UMSU/1/7/2025

Kepada Yth.  
**Ketua Program Studi Manajemen**  
Fakultas Ekonomi dan Bisnis  
Universitas Muhammadiyah Sumatera Utara  
di Medan

Medan, 1/7/2025

Dengan hormat,  
Saya yang bertanda tangan di bawah ini,

Nama : Fara Aulia Syifa Azzahra  
NPM : 2205160054  
Program Studi : Manajemen  
Konsentrasi : Marketing

Dalam rangka proses penyusunan skripsi, saya bermohon untuk mengajukan judul penelitian berikut ini:

Identifikasi Masalah : 1. Although Nike shoes have a strong brand image, consumer purchasing decisions still vary due to individual perceptions of the brand, differing assessments of product quality, and the relatively high price, particularly among middle to lower-income segments. These three factors contribute differently to purchase decisions, but the extent of their simultaneous influence remains unclear. Therefore, empirical understanding is needed to determine which variable has the most dominant impact on consumers' decisions to purchase Nike shoes.

2. The low value of service quality directly affects customer satisfaction, which is also low, as seen from the company's failure to meet its target number of passengers. In addition, ineffective promotions have failed to encourage customers to use the company's services, contributing further to the decline in customer satisfaction, this is also reflected in the passenger targets not aligning with company expectations. There remains a significant gap between customers' expected and actual perceptions, leading to a lack of satisfaction among customers.

3. The issues with Gojek services among UMSU students include dissatisfaction with service quality, such as punctuality, driver friendliness, and travel safety. Additionally, customer loyalty remains unstable, with a tendency to switch to other services that offer better quality or more attractive promotions. Gojek's inconsistent promotional efforts have also been ineffective in building customer loyalty. The influence of service quality and promotions on customer loyalty is not yet fully clear whether they directly enhance loyalty or do so through customer satisfaction first.

Rencana Judul : 1. The Influence Of Brand Image, Product Quality, And Price On Purchase Decisions Of Nike Products  
2. The Influence Of Service Quality And Promotion On Customer Satisfaction In Gojek Online Transportation Services  
3. The Influence Of Service Quality And Promotion On Customer Loyalty Mediated By Customer Satisfaction Among Gojek Transportation Users

Objek/Lokasi Penelitian : Universitas Muhammadiyah Sumatera Utara

Demikianlah permohonan ini saya sampaikan. Atas perhatiannya saya ucapkan terimakasih.

Hormat Saya  
Pemohon

(Fara Aulia Syifa Azzahra)



MAJELIS PENDIDIKAN TINGGI MUHAMMADIYAH  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
**FAKULTAS EKONOMI DAN BISNIS**

Jl. Kapten Mukhtar Basri No. 3. Medan, Telp. 061-6624567, Kode Pos 20238

**PERSETUJUAN JUDUL PENELITIAN**

Nomor Agenda: 5361/JDL/SKR/MAN/FEB/UMSU/1/7/2025

Nama Mahasiswa : Fara Aulia Syifa Azzahra

NPM : 2205160054

Program Studi : Manajemen

Konsentrasi : Marketing

Tanggal Pengajuan Judul : 1/7/2025

Nama Dosen Pembimbing\*) :

.....  
Hazmanan Khair, SE, MBA, Ph.D

Judul Disetujui\*\*)

.....  
Pengaruh product Quality dan price terhadap Repeat purchase dengan Customer Satisfaction Sebagai Variabel Intervening pada product Sepatu NIKE. (Studi Kasus pada Mahasiswa UMSU).

Disahkan oleh:  
Ketua Program Studi Manajemen

(Jasman Sarifuddin Hasibuan, SE., M.Si.)

Medan, ..... NOVEMBER 2025 .

Dosen Pembimbing

.....  
Hazmanan Khair, SE, MBA, Ph.D

Keterangan:

\*) Diisi oleh Pimpinan Program Studi

\*\*\*) Diisi oleh Dosen Pembimbing

Setelah disahkan oleh Prodi dan Dosen pembimbing, scan/foto dan uploadlah lembaran ke-2 ini pada form online "Upload Pengesahan Judul Skripsi"



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MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH

**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**

**FAKULTAS EKONOMI DAN BISNIS**

UMSU Terakreditasi Unggul Berdasarkan Keputusan Badan Akreditasi Nasional Perguruan Tinggi No. 174/SK/BAN-PT/Ak.Ppj/PT/III/2024

Pusat Administrasi: Jalan Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 - 66224567 Fax. (061) 6625474 - 6631003

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**PENETAPAN DOSEN PEMBIMBING  
PROPOSAL / SKRIPSI MAHASISWA**

**NOMOR : 258/TGS/IL3.AU/UMSU-05/F/2026**

*Assalamu'alaikum Warahmatullahi Wabarakatuh*

Dekan Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Sumatera Utara, berdasarkan Persetujuan permohonan judul penelitian Proposal / Tugas Akhir / Jurnal / dari Ketua / Sekretaris :

**Program Studi : Manajemen**

**Pada Tanggal :**

Dengan ini menetapkan Dosen Pembimbing Proposal / Tugas Akhir / Jurnal Mahasiswa :

**Nama : Fara Aulia Syifa Azzahra**

**N P M : 2205160054**

**Semester : VII (Tujuh)**

**Program Studi : Manajemen**

**Judul Proposal / Skripsi : Pengaruh Product Quality dan Price Terhadap Repeat Purchase Dengan Customer Satisfaction Sebagai Variabel Intervening Pada Produk Sepatu Nike (Studi Kasus Pada Mahasiswa UMSU)**

**Dosen Pembimbing : Hazmanan Khair, S.E., MBA., Ph.D**

Dengan demikian di izinkan menulis Proposal / Tugas Akhir / Jurnal dengan ketentuan :

1. Penulisan berpedoman pada buku panduan penulisan Proposal/ Tugas Akhir / Jurnal / Fakultas Ekonomi dan Bisnis UMSU.
2. Pelaksanaan Sidang Tugas Akhir harus berjarak 3 bulan setelah dikeluarkannya Surat Penetapan Dosen Pembimbing Tugas Akhir
3. **Proyek Proposal / Tugas Akhir / Jurnal dinyatakan " BATAL " bila tidak selesai sebelum Masa Daluarsa tanggal : 26 Januari 2027**
4. Revisi Judul.....

*Wassalamu'alaikum Warahmatullahi Wabarakatuh.*



Ditetapkan di : Medan  
Pada Tanggal : 07 Sya'ban 1447 H  
26 Januari 2026 M



Dekan

**Dr. Radiman, S.E., M.Si**

**N I D N : 0107087801**

**Tembusan :**

1. Pentinggal.







**MAJELIS PENDIDIKAN TINGGI MUHAMMADIYAH  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS EKONOMI DAN BISNIS  
Jl. Kapten Mukhtar Basri No. 3. Medan, Telp. 061-6624567, Kode Pos 20238**

**BERITA ACARA PEMBIMBINGAN PROPOSAL**

Nama Mahasiswa : Fara Aulia Syifa Azzahra  
 NPM : 2205160054  
 Dosen Pembimbing : Dr. Hazmanan Khair, S.E., MBA., Ph.D  
 Program Studi : Manajemen  
 Konsentrasi : Manajemen Pemasaran  
 Judul Penelitian : Pengaruh *Product Quality* Dan *Price* Terhadap *Repeat Purchase* Dengan *Customer Satisfaction* Sebagai Variabel Intervening Pada Produk Sepatu Nike (Studi Kasus Pada Mahasiswa UMSU)

Item	Hasil Evaluasi	Tanggal	Paraf Dosen
Bab 1	Variabel $\gamma$ (repeat purchase) dengan customer satisfaction Tambahkan trend pembelian Nike (naik-turun) kata-kata tambahkan "siBuga" Atur penjelasan customer satisfaction harus diperjelas lagi	12/01/26	manul
Bab 2	Referensi : minimal 2 referensi per subbab Indikator harus ada penjualan, jangan cuma poin	12/01/26	manul
Bab 3	Teknik pengumpulan data : kuesioner (angket), wawancara, studi dokumentasi populasi yang dijelaskan : mahasiswa apa, fakultas apa, dan pendekatannya : <sup>asosiatif</sup> asosiatif apa	12/01/26	manul
Daftar Pustaka	masukkan literasi Dosen FEB. UMSU	12/01/26	manul
Instrumen Pengumpulan Data Penelitian	Desing Questionare skala supra	12/01/26	manul
Persetujuan Seminar Proposal	Acc Seminar Proposal	24/01/26	manul

Diketahui oleh:  
 Ketua Program Studi  
  
 Agus Sani, S.E., M.Sc

Medan, Januari 2026  
 Disetujui oleh:  
 Dosen Pembimbing  
  
 Dr. Hazmanan Khair, S.E., MBA., Ph.D

**BERITA ACARA SEMINAR PROPOSAL PROGRAM STUDI MANAJEMEN**

Pada hari ini Selasa 03 Februari 2026 telah diselenggarakan seminar Proposal Program Studi Manajemen menerangkan bahwa :

Nama : Fara Aulia Syifa Azzahra  
 Konsentrasi : Man. Pemasaran  
 N.P.M. : 2205160054  
 Tempat / Tgl. Lahir : Medan, 29 Desember 2004  
 Alamat Rumah : Sumbawa I nO.124 Marelan Indah 13  
 Judul Proposal : The Influence of Product Quality and Price on Repeat Purchase with Customer Satisfaction as an Intervening Variable in Nike Shoe Products (A Case Study of UMSU Students)

(Disetujui / tidak disetujui \*)

Item	Komentar
Judul	ok
Bab I	Hz Nike apakah byke yg pakai mhs UMSU
Bab II	
Bab III	mendelely style in Bibliography, apakah mendipster 180m
Lainnya	Ini yg Repeat untuk produk Nike, it's true. Sample
Kesimpulan	<input checked="" type="checkbox"/> Lulus <input type="checkbox"/> Tidak Lulus

Medan, Selasa 03 Februari 2026

**TIM SEMINAR**

Ketua

Agus Sani, S.E., M.Sc.

Pembimbing

Hazmanan Khair, S.E., M.B.A., Ph.D

Sekretaris

Arif Pratama Marpaung, S.E., M.M.

Pemanding

Dr. Mutia Arda, S.E., M.Si.



**PENGESAHAN PROPOSAL**

Berdasarkan hasil seminar Proposal Program Studi Manajemen yang diselenggarakan pada hari *Selasa 03 Februari 2026* menerangkan bahwa:

Nama : Fara Aulia Syifa Azzahra  
Konsentrasi : Man. Pemasaran  
N .P.M. : 2205160054  
Tempat / Tgl.Lahir : Medan, 29 Desember 2004  
Alamat Rumah : Sumbawa I nO.124 Marelan Indah 13  
JudulProposal : The Influence of Product Quality and Price on Repeat Purchase with Customer Satisfaction as an Intervening Variable in Nike Shoe Products (A Case Study of UMSU Students).

Proposal dinyatakan syah dan memenuhi Syarat untuk menulis Tugas Akhir dengan pembimbing:  
*Hazmanan Khair, S.E., M.B.A., Ph.D*

Medan, Selasa 03 Februari 2026

TIM SEMINAR

Ketua

Agus Sani, S.E., M.Sc.

Pembimbing

Hazmanan Khair, S.E., M.B.A., Ph.D

Sekretaris

Arif Pratama Marpaung, S.E., M.M.

Pemanding

Dr. Mutia Arda, S.E., M.Si.

Diketahui / Disetujui  
a.n. Dekan  
Wakil Dekan - I

*Dr. 06/2026*  
*104*  
Assoc.Prof. Dr. Hasrudy Tanjung, S.E., M.Si.  
NIDN. 0118127401

## RESEARCH STATEMENT LETTER/FINAL ASSIGNMENT

I, the undersigned below:

Name : Fara Aulia Syifa Azzahra  
NPM : 2205160054  
Concentration : Management Marketing  
Faculty : Economics and Business  
Title : The Influence of Product Quality and Price on Repeat Purchase with Customer Satisfaction as An Intervening Variable in Nike Shoe Products (A Case Study of Umsu Students)  
College : Universitas Muhammadiyah Sumatera Utara (UMSU)

State that:

1. I am willing to conduct research for the preparation of the FINAL ASSIGNMENT on my own, both in terms of preparing the research proposal, collecting research data, and preparing the final research report/ Final Assignment.
2. I am willing to be subject to sanctions to conduct re-research if it is proven that my research contains the following:
  - Plagiarizing/ copying other people's research work.
  - Engineer the questionnaire, interview, observation, or documentation.
3. I am willing to be sued in court if I am proven to have falsified stamps, letterheads, or other company identities.
4. I am willing to attend a green table hearing as soon as possible 3 months after the date of issuance of the letter "determination of the proposal project/ paper/ final project and appointment of the Supervisor" from the Faculty of Economics and Business, UMSU.

Thus, I make this statement of my own free will.

Medan, 25 January 2026

Statement Maker



Fara Aulia Syifa Azzahra

Note:

- The original statement letter is submitted to the Study Program at the time of title submission.
- A photocopy of the statement letter is attached to the proposal and FINAL ASSIGNMENT

## DAFTAR RIWAYAT HIDUP

### 1. DATA PRIBADI

Nama : Fara Aulia Syifa Azzahra  
NPM : 2205160054  
Tempat dan Tanggal Lahir : Medan, 29 Desember 2004  
Jenis Kelamin : Perempuan  
Agama : Islam  
Kewarganegaraan : Indonesia  
Anak Ke : Satu (1) dari dua (2) bersaudara  
Alamat : Jl. Sumbawa I No. 124 Komplek Marelan Indah  
No. Telephone : 0859-4518-3619  
Email : farauliasyifaazzahra98221@gmail.com

### 2. DATA ORANG TUA

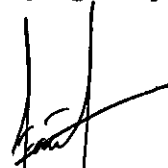
Nama Ayah : Achmad Zabidi  
Pekerjaan : TNI - AL  
Nama Ibu : Susilawati  
Pekerjaan : Pegawai Negeri Sipil  
Alamat : Jl. Sumbawa I No. 124 Komplek Marelan Indah  
No. Telephone : -  
Email : -

### 3. DATA PENDIDIKAN FORMAL

Sekolah Dasar : SD Swasta Melati Medan  
Sekolah Menengah Tingkat Pertama : SMP Negeri 20 Medan  
Sekolah Menengah Tingkat Atas : SMA Negeri 16 Medan  
Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara

Medan, 04 April 2026

Saya yang Menyatakan



Fara Aulia Syifa Azzahra