THE EFFECT OF PRICE PERCEPTION AND PRODUCT QUALITY ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION ON ELZATTA HIJAB PRODUCTS IN BANDUNG CITY

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Abstract:
The purpose of this study is to examine the influence of price perception and product quality on repurchase intention mediated by customer satisfaction for Hijab Elzatta product in the City of Bandung. The instruments used in this research have been declared to have passed validity and reliability tests. These instruments were utilized as data collection tools from respondents who have previously used the Hijab Elzatta product, with a total of 30 respondents being the subjects of evaluation in this study. The data collection technique employed is a cross-sectional or a one-shot study. The data analysis technique used is multiple linear regression, utilizing SPSS version 26 and employing the Sobel test. Empirical data support seven proposed research hypotheses. The findings of this research indicate that customer satisfaction can mediate the influence of price perception and product quality on repurchase intention. Meanwhile, the utilization of other concepts to directly influence repurchase intention can be proposed by future researchers.
Keywords: Price Perception, Product Quality, Customer Satisfaction, Repurchase Intention.

INTRODUCTION

Modern society is now paying close attention to fashion. Muslim-inspired clothing styles are also becoming increasingly popular, as many women are transitioning to wearing the hijab (Arsj, 2022). According to the Central Statistics Agency (BPS), the growth of Muslim fashion, particularly in Indonesia, increased by 19.28 percent during the first quarter of 2024, compared to 18.57 percent in 2023. It is also supported by the fact that the majority of Indonesia's population is Muslim, at 87.08 percent (Indonesia.go.id). Hijab brands in Indonesia are now numerous. Elzatta has been a key player in the hijab fashion industry since 2012, with 250 stores across the country (Elcorps.com). However, according to data from the 2024 Top Brand Index in Indonesia, released by the Top Brand Award, Elzatta's index score declined (Top Brand Award, 2024).

Table 1. Top Brand Index (TBI) for Branded Hijab Category 2023-2024

BRAND	2023	2024	Increase / Decrease (2023 – 2024)
Rabbani	20.70%	25.00%	+ 4.03%
Zoya	19.30%	24.30%	+ 5.00%
Elzatta	29.00%	21.90%	- 7.10%

Source: topbrand-award.com

Based on Table 1 of the Top Brand Index for the branded headscarf category 2023-2024, Elzatta ranked third and experienced a decline of 7.1 percent. Rabbani ranked first with an index of 25.00 percent, second was Zoya with an index of 24.30 percent, and last was Elzatta with an index of 21.90

percent. In contrast, in 2023, according to the Top Brand Award, the hijab that ranked first was Elzatta with an index of 29.00 percent. The Top Brand Index is measured using three parameters: top of mind, last usage, and future intention. The Top Brand Index is awarded to brands that achieve the "TOP" predicate on three criteria: mind share, market share, and commitment share. The problem in this study includes future intention and commitment share. It indicates a decline in repurchase intention for Elzatta hijab products in 2024. As a brand already known to many Indonesians, Elzatta presents products with a distinct, classic, fashionable, and exclusive appearance.

Repurchase intention is a tendency to make repeat purchases, as well as receiving a positive response to past actions (Ramdhani & Widyasari, 2022). According to Kartika et al. (2023), repurchase intention is influenced by price perception. Price perception is a form of consumer assessment in interpreting the value or attributes of goods and services related to the benefits and use of a product or service (Riadi, 2023). Therefore, if price perception increases, repurchase intention also increases. However, according to Wicaksana et al. (2022), repurchase intention is not influenced by price perception. Furthermore, according to Widyastuti & Hidayat (2022), repurchase intention is positively influenced by product quality. Product quality is defined as the overall characteristics that refer to all features and capabilities of a product to meet customer expectations (Faradannisa & Supriyanto, 2022), so the higher the product quality, the higher the repurchase intention. However, according to Wicaksana et al. (2022), repurchase intention is not influenced by product quality. Furthermore, repurchase intention is also influenced by customer satisfaction (Agustina, 2023). Customer satisfaction is an assessment of the characteristics of a product or service that provides a level of consumer satisfaction related to meeting consumer needs (Girsang et al., 2020). Furthermore, customer satisfaction is influenced by product quality and price perception (Wicaksana et al., 2022). However, according to Maskur and Utomo (2020), price perception does not affect customer satisfaction. Furthermore, according to Febriana and Prabowo (2022), customer satisfaction is not influenced by product quality. According to Kartika et al. (2023), customer satisfaction mediates price perception on repurchase intention. Customer satisfaction mediates product quality on repurchase intention (Achmad and Denny, 2021). However, according to Santosa (2022), customer satisfaction does not mediate the effect of product quality on repurchase intention.

Price Perception. According to Kotler & Armstrong (2008), price perception is the value inherent in a price related to the benefits of owning or using a product or service. According to Zeithaml (1988), consumers view price not only as a nominal figure but also as an indicator of product quality and value. According to Tjiptono (2019), price perception is the process by which consumers interpret the expected value of a price or attribute of a product or service. Appropriate pricing can influence consumer repurchase decisions. According to Febryana and Aribowo (2024), there are three indicators of price perception: affordability, suitability to quality, and price competitiveness.

Product Quality. According to Ristanti and Iriani (2020), product quality is all the characteristics or traits a product possesses that can satisfy consumers by fulfilling their needs and desires. According to Anam et al. (2020), product quality is a distinctive characteristic of a product that contributes to its ability to meet specified demands. According to Ristanti & Iriani (2020), there are six indicators for measuring product quality: the product's primary function, product lifespan, or how long the product can be used, product characteristics that meet standards, additional features that can provide additional benefits to product performance, the likelihood of product failure or damage during operation, and the product's visual appeal.

Customer Satisfaction. Customer satisfaction is a measure of how well a product or service meets or exceeds customer expectations (Kotler and Armstrong, 2018). Consumers who are satisfied

with a product tend to repurchase it when the same need arises in the future (Indrasari, 2019). According to Girsang et al. (2020), customer satisfaction is an assessment of the characteristics of a product or service that provide a level of consumer pleasure related to meeting consumer needs. According to Sambo et al. (2022), customer satisfaction is a customer's feeling of pleasure or disappointment resulting from comparing customer expectations with expected product performance. There are three indicators to measure customer satisfaction: overall satisfaction with a particular experience using the product (overall satisfaction), no regrets about the decision to use the product (confirmation of expectations), and satisfaction with the results obtained (comparison to ideal) (Yunanto and Astini, 2020).

Repurchase Intention. According to Ananda & Jamiat (2021), repurchase intention is a customer's behavior that responds positively to something provided by a company and is interested in repurchasing the company's products. Repurchase intention is the tendency to make repeat purchases and receive a positive response from past actions (Ramdhani & Widyasari, 2022). According to Purnapardi & Indarwati (2022), indicators include always being the number one brand when purchasing, being willing to repurchase, and recommending it to others.

The Influence of Price Perception on Customer Satisfaction. According to Dewi and Nugraha (2020), price perception has a positive relationship with customer satisfaction. Research by Wicaksana et al. (2022) suggests that price perception has a positive effect on customer satisfaction. According to Sunandar et al. (2023), price perception has a positive relationship with customer satisfaction. Based on these statements, the following hypothesis can be formulated:
H1: Price Perception has a positive effect on customer satisfaction.

The Influence of Product Quality on Customer Satisfaction. Product quality has a positive and significant effect on customer satisfaction (Wicaksana et al., 2022). According to Ria (2022), product quality has a positive effect on customer satisfaction. This statement is also supported by research by Meftahudin and Trihudiyatmanto (2023), which found that product quality has a positive effect on customer satisfaction. Therefore, better product quality leads to higher customer satisfaction. This explanation underpins the following hypothesis:
H2: Product quality has a positive effect on customer satisfaction.

The Influence of Price Perception on Repurchase Intention. Research conducted by Kartika et al. (2023) states that price perception positively influences repurchase intention. Price perception positively influences repurchase intention (Wicaksana et al., 2022). It is also supported by research by Krisna et al. (2023), which states that repurchase intention is positively influenced by price perception. Based on these statements, the following hypothesis can be formulated:
H3: Price perception positively influences repurchase intention

The Influence of Product Quality on Repurchase Intention. Product quality has a positive effect on repurchase intention (Achmad and Denny, 2021). Furthermore, repurchase intention is positively influenced by product quality (Widyastuti & Hidayat, 2022). This finding is further supported by Atmajayanti et al. (2024), who stated that product quality positively influences repurchase intention. Based on these statements, the following hypothesis can be formulated:
H4: Product quality has a positive effect on repurchase intention

The Influence of Customer Satisfaction on Repurchase Intention. Agustina's (2023) research suggests that repurchase intention is positively influenced by customer satisfaction. This finding is also supported by Lestari et al. (2019), who stated that repurchase intention is positively influenced by customer satisfaction. Based on this statement, the following hypothesis can be formulated:
H5: Customer satisfaction has a positive effect on repurchase intention

Customer satisfaction mediates the effect of price perception on repurchase intention. In a study by Wicaksana et al. (2022), customer satisfaction mediated the effect of price perception on repurchase intention. Amalia & Nurtjahjadi (2024) stated that customer satisfaction plays a mediating role in the effect of price perception on repurchase intention. Based on this statement, the following hypothesis can be formulated:

H6: Customer satisfaction mediates the effect of price perception on repurchase intention.

Customer satisfaction mediates the effect of product quality on repurchase intention. Praja & Haryono (2022) stated that customer satisfaction mediates the effect of product quality on repurchase intention. This finding is further supported by Ramadhan and Adialita (2024), who stated that customer satisfaction mediates the effect of product quality on repurchase intention. Based on this statement, the following hypothesis can be formulated in this study:

H7: Customer satisfaction mediates the effect of product quality on repurchase intention.
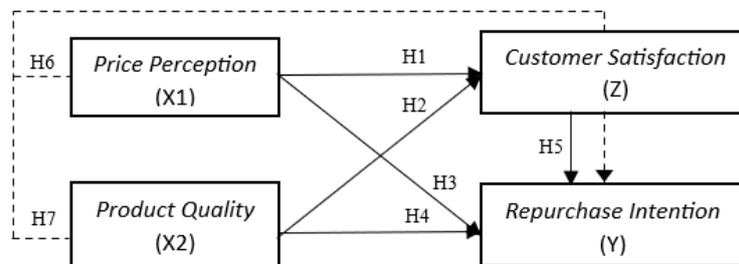
Figure 1. Conceptual Research Model

METHODS

This study uses a quantitative approach to analyze the influence of price perception and product quality on repurchase intention through customer satisfaction. The objects in this study are female consumers who have purchased and used the Elzatta brand hijab in Bandung City with a minimum age of 17 years. The sampling technique for this study is convenience sampling, and 120 respondents were obtained. This study has seven hypotheses, with hypotheses one to five using multiple regression tests, while hypotheses six and seven use the Sobel test based on the results of multiple regression tests. Then, to obtain the Best Linear Unbiased Estimator (BLUE) equation to prove a valid relationship by fulfilling the basic classical assumptions or called Ordinary Least Squares (OLS) in the multiple regression used, classical assumption testing is required, consisting of normality tests, multicollinearity tests, and heteroscedasticity tests (Ghozali, 2016).

RESULT AND DISCUSSION

Respondent Demographic Characteristics. The respondents in this study were those who had used Elzatta hijabs. This data was collected through a questionnaire. The data collected consisted of 120 female respondents, with the majority being between 22 and 26 years old (36) and residing in Bandung (100%), with the most common being students (42%), and 54.7% earning between Rp 1,500,000 and Rp 5,000,000. This explanation is important because it reflects the answers given by Elzatta hijab consumers to all questions in the questionnaire, which reflect their demographic, geographic, and behavioral characteristics.

Validity and Reliability Test.

Table 2. Validity and Reliability Test Results

Variable	Questionnaire Statement	Pearson Correlation	Cronbach's Alpha	r-table
Price Perception (X1)	Elzatta Hijab prices are affordable	0,885	0,876	0,3061
	The price of the Elzatta Hijab is according by the quality of the material	0,887		
	Elzatta Hijab prices can compete with similar product brands	0.920		
Product Quality (X2)	An Elzatta hijab is able to cover parts of the head, such as hair, ears, and neck.	0,913	0,936	0,3061
	Elzatta hijab is strong and not easily damaged	0,874		
	The color of the Elzatta Hijab is as shown in the catalog or promotional image.	0,833		
	Elzatta Hijab material provides comfort	0,887		
	Elzatta Hijab can be relied on for use in various activities	0,850		
	Elzatta hijab motifs give a stunning impression	0,864		
Customer satisfaction (Z)	I feel happy with the experience when using Hijab Elzatta	0,723	0,924	0,3061
	I do not regret my decision to wear a hijab from Elzatta.	0,758		
	I feel confident when wearing an Elzatta Hijab	0,744		
	I am happy with the quality of the Elzatta Hijab material	0,894		
Repurchase Intention (Y)	I will make Hijab Elzatta my first choice when buying hijab products.	0,879	0,893	0,3061
	I will repurchase the Elzatta Hijab in the future	0,934		

I would recommend Elzatta Hijab products to others	0,909	

Source: SPSS version 26

Based on the results of the validity test in Table 2, it states that each item or instrument used is valid, because the Pearson correlation value (r count) of each statement exceeds r table 0.3061, meaning that the instrument in this study can measure what should be measured. Furthermore, the results of the reliability test above indicate that the value of Cronbach's alpha is stated as reliable because the value is greater than 0.60, based on the idea put forward by Sekaran & Bougie (2017), so that it can guarantee consistent measurements if carried out across different times.

Classical Assumption Test. According to Ghozali (2018), explaining the relationship in the Best Linear Unbiased Estimator (BLUE) equation requires proof. A regression model is considered valid if it meets the classical basic assumptions, also known as ordinary least squares (OLS). Therefore, classical assumption tests are required, including normality, multicollinearity, and heteroscedasticity tests.

Table 3. Classical Assumption Test Results

No	Types of Classical Assumption Tests	Test Result Acceptance Criteria	Test Results	Interpretation
1.	**Normality Test (Kolmogorov – Smirnov)**			
	The influence of price perception and product quality on customer satisfaction	(Sig) > 0,05	(Sig) = 0,200	Normally distributed data
	The influence of price perception, product quality, and customer satisfaction on repurchase intention		(Sig) = 0,200	
2.	**Multicollinearity Test**			
	The influence of price perception and product quality on customer satisfaction	*Tolerance value* > 0,1 dan VIF < 10	*Tolerance value* PP = 0,410 VIF PP = 2,438 *Tolerance Value* PQ = 0,410 VIF PQ = 2,438	There is no correlation between independent variables
	The influence of price perception, product quality, and customer satisfaction on repurchase intention	*Tolerance value* > 0,1 dan VIF < 10	*Tolerance Value* PP = 0,299 VIF PP = 3,347 *Tolerance Value* PQ = 0,333 VIF PQ = 3,007 *Tolerance Value* CS = 0,279 VIF CS = 3,586	
3.	**Heteroscedasticity Test (Glesjer Test)**			
		(Sig) ≥ 0,05	(Sig) PP = 0,907	

The influence of price perception and product quality on customer satisfaction		(Sig) PQ = 0,886	There is a similarity in the variance of the residuals of the regression model, or there is no heteroscedasticity.
The influence of price perception, product quality, and customer satisfaction on repurchase intention	(Sig) ≥ 0,05	(Sig) PP = 0,488 (Sig) PQ = 0,396 (Sig) CS = 0,122	

Source: SPSS version 26

Table 4. Results of Multiple Regression of One Equation

	Model	Unstandadized Coefficients		Standardized Coefficients	T Value	Sig
		B	Std. Error	Beta		
1	Contant	0,997	0,909		1,097	0,275
	Price Perception	0,659	0,100	0,504	6,604	0,000
	Product Quality	0,299	0,057	0,399	5,226	0,000

Dependent Variable: Customer Satisfaction

Source: SPSS version 26

Based on the second multiple regression equation, the following is obtained:

$$Z = 0.997 + 0.659X1 + 0.299X2$$

In this equation, the constant value of 0.997 indicates that if all variables are zero, customer satisfaction will be 0.997 units. It is known that price perception and product quality have a positive and significant effect on customer satisfaction. The coefficient (b) for price perception is 0.659, with a calculated t-value of 6.604, which is greater than the t-table value of 1.657982, and a significance level of 0.000, which is less than 0.05. Furthermore, the coefficient (b) for product quality is 0.299, with a calculated t-value of 5.226, which is greater than the t-table value of 1.657982, and a significance level of 0.000, which is less than 0.05. Therefore, the management of PT. Together with Zatta Jaya (Elcrops), we can prioritize improving the quality of all indicators that shape price perception and product quality, as this is expected to have a positive impact on customer satisfaction. Each one-unit increase in price perception and product quality leads to an increase of (0.659) and (0.299) units in customer satisfaction, respectively.

Table 5. Results of the Double Regression of the Two-Equation

	Model	Unstandadized Coefficients		Standardized Coefficients	T Value	Sig
		B	Std. Error	BETA		
1	Contant	0,588	0,701		0,796	0,427
	Price Perception	0,281	0,90	0,269	3,129	0,002
	Product Quality	0,187	0,049	0,312	3,832	0,000
	Customer Satisfaction	0,278	0,071	0,349	3,917	0,000

Dependent Variable: Repurchase Intention
Source: SPSS version 26

Based on the second multiple regression equation, the following is obtained:

$$Y = 0.588 + 0.281X1 + 0.187X2 + 0.278Z$$

The second multiple regression shows that the constant value of 0.588 indicates that if all variables are zero, repurchase intention will be 0.588 units. Price perception, product quality, and customer satisfaction have a positive and significant effect on repurchase intention. Price perception can be seen from the coefficient (b) value of 0.281 with a calculated t value of 3.129, which is greater than the t table of 1.658096 and has a significance value <0.05, at 0.002. Furthermore, product quality has a coefficient (b) value of 0.187 with a calculated t value of 3.832, which is greater than the t table of 1.658096 and has a significance value <0.05, at 0.000. Furthermore, the coefficient (b) for customer satisfaction is 0.278, with a calculated t-value of 3.917, which is greater than the t-table value of 1.658096 and has a significance value of 0.000 (<0.05). Therefore, PT. Bersama Zatta Jaya (Elcrops) can prioritize improving the quality of all indicators that form price perception, product quality, and customer satisfaction, as this is expected to have a positive impact on repurchase intention. Each one-unit increase in price perception, product quality, and customer satisfaction can lead to increases of (0.281), (0.187), and (0.278) units in repurchase intention, respectively.

Table 6. Sobel Test Results

Relationship between variables	A	B	Sa	Sb	Sobel Test Results	Sobel Test Acceptance Criteria	Interpretation
Price Perception → Customer Satisfaction → Repurchase Intention	0,659	0,278	0,100	0,071	T count = 3,36615 P value = 0,00076	T count > T table = 1,980448 dan P value < 0,05	*Customer satisfaction mediates the influence of price perception on repurchase intention.*
Product Quality → Customer Satisfaction → Repurchase Intention	0,299	0,278	0,057	0,071	T count = 3,13776 P value = 0,00170	T count > T table = 1,980448 dan P value < 0,05	*Customer satisfaction mediates the influence of product quality on repurchase intention.*

Source: SPSS version 26

Table 6 displays the results of the test of customer satisfaction's role in mediating the influence of price perception and product quality on repurchase intention. The calculated t values (3.36615) and (3.13776) are greater than the t table (1.980448) and have p values <0.05, respectively, (0.00076) and (0.00170). Thus, customer satisfaction plays a mediating role in the influence of price perception and product quality on repurchase intention.

Table 7. Hypothesis Test Results

Hypothesis	Relationship between Variables	T count and Sig	Interpretation of Hypothesis Test Results	
H1	*Price Perception → Customer Satisfaction*	T count 6,604 and sig 0,000	H0 successfully rejected	Empirical data support the working hypothesis (HA).
H2	*Product Quality → Customer Satisfaction*	T count 5,226 and sig 0,000	H0 successfully rejected	Empirical data support the working hypothesis (HA).
H3	*Price Perception → Repurchase Intention*	T count 3,129 and sig 0,002	H0 successfully rejected	Empirical data support the working hypothesis (HA).
H4	*Product Quality → Repurchase Intention*	T count 3,832 and sig 0,000	H0 successfully rejected	Empirical data support the working hypothesis (HA).
H5	*Customer Satisfaction → Repurchase Intention*	T count 3,917 and sig 0,000	H0 successfully rejected	Empirical data support the working hypothesis (HA).
H6	*Price Perception → Customer Satisfaction → Repurchase Intention*	T count = 3,36615 and Sig = 0,00076	H0 successfully rejected	Empirical data support the working hypothesis (HA).
H7	*Product Quality → Customer Satisfaction → Repurchase Intention*	T count = 3,13776 and Sig = 0,00170	H0 successfully rejected	Empirical data support the working hypothesis (HA).

Source: SPSS version 26

Description:
1. The rejection criteria for H0 are if t count > t table and if the significance value is < 0.05.
2. The t-table (multiple regression 1) is 1.657982 for H1 and H2. For the t table (multiple regression 2) is 1.658096 for H3, H4, and H5. For the t table (Sobel test) is 1.980448 for H6 and H7.

CONCLUSION
The following are the conclusions from the hypothesis testing results in this study:
1. Price perception has a positive and significant effect on customer satisfaction at Elzatta Hijab in Bandung.
2. Product quality has a positive and significant effect on customer satisfaction at Elzatta Hijab in Bandung.
3. Price perception has a positive and significant effect on repurchase intention at Elzatta Hijab in Bandung.
4. Product quality has a positive and significant effect on repurchase intention at Elzatta Hijab in Bandung.
5. Customer satisfaction has a positive and significant effect on repurchase intention at Elzatta Hijab in Bandung.

6. Customer satisfaction mediates the effect of price perception on repurchase intention at Elzatta Hijab in Bandung.
7. Customer satisfaction mediates the effect of product quality on repurchase intention at Elzatta Hijab in Bandung.

Referring to the findings of this study, several suggestions are presented, including scientific and managerial implications. Scientific implications are aimed at future researchers, because this study only involved respondents in Bandung City, with a sample of 120 respondents. Thus, future researchers can expand the geographical scope not examined in this study with a larger sample size to present better research results. Another limitation is that the analysis technique used in this study only uses multiple regression tests, which can only describe the relationship between variables. Therefore, future researchers can use the Structural Equation Model (SEM) analysis method, where this method is an analysis to determine the relationship between the indicators that most influence the variables. Then, future researchers can add other variables such as brand experience and celebrity endorsers, in research presented by Amalia (2023); Soediono et al. (2020); Chairunnisa et al. (2022) showed that brand experience and celebrity endorsers influence repurchase intention.

Furthermore, managerial implications for the management of PT. Bersama Zatta Jaya Tbk and similar industries include strengthening pricing communication strategies through consumer education on value for money. Information on the superiority of materials, production processes, and long-term benefits of the purchased product can shape the perception that the price paid is indeed reasonable and commensurate. Creating seasonal promotions that are consistently implemented, such as discounts for loyal customers, cashback, or shopping vouchers. Furthermore, the company can include detailed information about materials, care, and durability on product labels or packaging. Furthermore, efforts can be made to increase feelings of pleasure with the experience of wearing Elzatta hijabs, namely the company creating brand experience activities such as holding hijab styling workshops and interactions through social media to create an emotional closeness between the brand and consumers.

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