

## THE EFFECT OF PRODUCT QUALITY AND PRICE ON CUSTOMER REPURCHASE INTEREST OF SAMSUNG SMARTPHONE WITH SATISFACTION AS MEDIATION VARIABLE

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### Abstract

*This study aims to 1) describe the variables of product quality, price, repurchase intention and customer satisfaction of Samsung Smartphones 2) analyze the effect of product quality and price on customer satisfaction of Samsung Smartphones, 3) analyze the effect of product quality and price on customer repurchase intention of Samsung Smartphones, 4) analyzing customer satisfaction on repurchasing interest of Samsung Smartphone customers, 5) analyzing product quality and price on customer repurchasing interest through Samsung smartphone customer satisfaction. This research was conducted at Plaza Pondok Gede, Bekasi City using the glue show method with a sample of 100 respondents consisting of Samsung Experience Store customers. Methods of data analysis using descriptive quantitative method with path analysis. The results of this study indicate that: 1) the variables of product quality, price, customer satisfaction have contributed directly or indirectly to the increasing repurchase interest of Samsung Smartphone customers 2) there is a positive influence of product quality and price on customer satisfaction of Samsung Smartphones, 3) there is a positive influence of product quality and price on repurchase intention of Samsung Smartphone customers, 4) there is a positive effect of customer satisfaction on repurchasing intention of Samsung Smartphone customers, 5) there is a positive effect of product quality and price on repurchase intention through Samsung Smartphone customer satisfaction.*

**Keywords:** *product quality, proce, customer satisfaction, repurchase interest.s*

### 1. PENDAHULUAN

Smartphone Products at Pt. Samsung Electronics Indonesia in the digital 4.0 era must maintain competitiveness in order to be able to compete by taking into account the various advantages that can be maintained for its products in gaining repurchase interest from Samsung customers, including by looking at the influence of the smartphone market segment in Indonesia, including trends and a review of disruption effects in the smartphone market in the industry 4.0 era, which occurred among other things, namely by taking into account the influence of product quality and the expected price of Pt's smartphone products. Samsung Electronics Indonesia can shape consumer satisfaction which can create good repurchase interest in this disruptive era in the smartphone market.

The information facility from Gadgetin which describes the development of the smartphone brand market includes information regarding quality and price each year.

Table 1. Review of the Lack of Quality of Samsung Smartphones with Competitors

|            | 2019            | 2020                          | 2021                             | 2022                             |
|------------|-----------------|-------------------------------|----------------------------------|----------------------------------|
| camera     | Samsung         | Packaging quality is simpler  | Design                           | No Lots change in middle series. |
| For series | own storage     | effective cheap.              | Medium and ram smaller           | tend to be than its competitors. |
| Medium     | and ram smaller | just compared its competitors | tend to be than its competitors. | just compared its competitors    |

| 2019                               | 2020  | 2021   | 2022  |
|------------------------------------|---|--|---|
| already have ois technology .      | Intermedia Charging te series   | Charging more power  | Decline   |
| its layers made of plastic glossy. | more power long time compared to competitor brands.                         | long time compared to getting further left behind from competing brands. | Performan ce chipsets For series medium.  |
| Fingerprin ts finger.              | For the middle and lower series, they don't have NFC sensors and not 5G yet | The update is slow series  | Punch hole design Already become imitation part big brands with design more small on screen |

PT. Samsung Indonesia Smartphones must be able to pay attention to the constraints felt by customers by providing the strength of the quality of their iconic products. Seeing in the current era of development, the alignment of designs and offering technological features that are increasingly disruptive makes smartphone market competition increasingly fierce so as to generate selective customer interest. Samsung must keep abreast of the latest technological developments in order to maintain consumer buying interest, if it does not respond to these developments it can have fatal consequences for the progress of Samsung manufacturers as felt by smartphone companies Nokia and Blackberry which were

known to be currently falling, as for market development data. shares as follows,

Table 2. Smartphone Market Share Review Nokia

| No. | Year | Nokia 4th Quarter Sales |
|-----|------|-------------------------|
| 1.  | 2007 | 48.7%                   |
| 2.  | 2008 | 41.3%                   |
| 3.  | 2009 | 38%                     |
| 4.  | 2010 | 28.8%                   |
| 5.  | 2011 | 23.5                    |
| 6.  | 2012 | 3.5%                    |
| 7.  | 2013 | 3%                      |
| 8.  | 2014 | 2%                      |

Source: Jagat Review

Table 3. Review Market Share Smartphone Blackberry

| No. | Year | Blackberry sales |
|-----|------|------------------|
| 1.  | 2009 | 20.7%            |
| 2.  | 2010 | 15.4%            |
| 3.  | 2011 | 11.7%            |
| 4.  | 2012 | 4.5%             |
| 5.  | 2013 | 3%               |
| 6.  | 2014 | 1%               |
| 7.  | 2015 | 0.7%             |
| 8.  | 2016 | 0.1%             |

Source: Knowyourmobile.com

From the table above it can be seen that there has been a decline in sales on Nokia and Blackberry smartphones. From the sales conditions above, it is necessary to understand that it is important to maintain the quality of goods and prices for a product in accordance with developing market conditions in order to increase customer satisfaction so as to maintain customer buying interest to make purchases again.

Table 4. Review of the Samsung Smartphone Price Range

| No. | Information Series | Samsung Price Realization | Price Realization of Other Brands |
|-----|--------------------|---------------------------|-----------------------------------|
| 1.  | Low Series         | 2 million - 2.3 million   | 1.8 million - 2.2 million         |

2. Middle Series 2.8 million - 2.3 million -  
6.9 million 5.6 million
3. Series Up 9.5 million - 7.5 million -  
20 million 16 million

Source: Data Management Pricebook.id

From the level of the price range for smartphones offered by Pt.Samsung Electronic Indonesia, it looks quite high compared to the prices offered by other brands. This can encourage customers to expand their options to competing brands that have cheaper prices and provide something more. To handle this, the Samsung brand must do approach to target consumers to obtain satisfaction with Samsung smartphone Indonesia products, thus the influence on consumer buying interest can also be increased.

The development of Samsung Smartphones can be seen in the behavior of consumer buying interest as seen in market share sales in the Android smartphone sector in Indonesia. This can be illustrated based on the Tekno Kompas Q2 2019-Q2 2022 report in the figure below, showing that the development of smartphone users in Indonesia continues to experience a significant increase varies on the following brands:

Table 5. Android Smartphone Market Share

| No | Indonesia Smartphone Sales Market Shares | 2nd              | 2nd              | 2nd              | 2nd              |
|----|--|------------------|------------------|------------------|------------------|
|    |  | quarter 2019 (%) | quarter 2020 (%) | quarter 2021 (%) | quarter 2022 (%) |
| 1  | Vivo                                     | 7.8%             | 21.2 %           | 12%              | 16.2%            |
| 2  | Oppo                                     | 17.5%            | 20.6 %           | 20%              | 17.6%            |
| 3  | Samsung                                  | 27%              | 19.6 %           | 18%              | 19.5%            |
| 4  | Xiaomi                                   | 21,9             | 17,9 %           | 28%              | 21.3%            |
| 5  | Realm                                    | 7.6%             | 13,6 %           | 12%              | 13.4%            |
| 6  | Other Brands                             | 18.3%            | 7.1 %            | 10%              | 12%              |
|    | <b>Total</b>                             | <b>100%</b>      | <b>100 %</b>     | <b>100%</b>      | <b>100%</b>      |

Source: Calculations data management by Tekno Kompas 2nd quarter of 2022

From table 5. above shows that market share Samsung from 2019 to 2022 has experienced a decline. From these results it can

be concluded that sales of Samsung products have decreased in terms of interest in repurchasing Samsung products due to the impression that consumers are switching to brandsothers, such as the realme brand that just arrived in the 2nd quarter of 2019, which is now enlivening the smartphone market competition in Indonesia.

Based on smartphone sales, Samsung Indonesia is expected to be a reference for warning against Pt. Samsung Indonesia to encourage sales of the Samsung Plaza Pondok Gede Smartphone in Bekasi City to be able to support the level of product quality with price perceptions for each Samsung store in order to achieve consumer satisfaction so as to increase buying interest which reachessales market sharefor the better.

#### A. Problem Identification

Based on the description of the background that has been described above, the authors identify the relevant problems as follows:

1. Samsung still has to improve product quality by assuming quality changes from competitors that can attract consumer buying interest.
2. Not optimal in pricing to attract buying interest from competing market brands.
3. The high price of Samsung products realized in the smartphone market.
4. In terms of quality, competing brands provide new innovations and even imitate Samsung's advantages which can attract markets globally.
5. Competitor brands such as xiaomi, oppo, vivo, realme provide lower prices than Samsung to attract consumer buying interest.

#### B. Novelty of Research

During the researcher's search, there was no thesis work with the title "the effect of product quality and price on the repurchase intention of Samsung Smartphone customers with satisfaction as a mediating variable". This study uses product quality by looking at innovative aspects and price as the independent variables and repurchase intention as the dependent variable with

satisfaction as the mediating variable. In this study using repurchase intention as the dependent variable which is a variable that has not been researched yet.

### **Repurchase Intention**

Expressed an interest in buying (repurchase intention) Repeat is the desire and action of consumers to repurchase a product, because of the satisfaction received as desired from a product [1]. Repurchase intention is a purchase activity that is carried out more than once or several times. Satisfaction obtained by a customer can encourage someone to repurchase, become loyal to the product or loyal to the store where he bought the item so that consumers can tell good things to others [2][3], [4].

### **Customer Satisfaction**

Customer satisfaction is a person's feeling of satisfaction or disappointment resulting from a comparison of product performance or results with expectations [1]. If the performance is less than expectations, the consumer will be disappointed and if it is in accordance with expectations, the customer will feel satisfied, interpreted as an effort to fulfill something or make something adequate. Customer satisfaction, from the previous understanding, is defined as the company's effort to create something good enough to make consumers feel happy and impressed with the products offered by the company so that interest in repurchasing a product can be formed [5][6].

### **Product quality**

Product quality as the totality of features and characteristics of a product and service that depend on its ability to satisfy stated or implied needs [7]. Product quality is a product or service that depends on its ability to meet real or implied customer needs [8]. Companies need to continuously improve the quality of their products or services because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make repeat purchases.

### **Price**

rice is defined as the amount of money billed for a product or service, or it can be broadly defined as price as the amount of value exchanged by consumers for the benefits of owning and using products or services that allow companies to earn reasonable profits by the way it is paid for the customer value it creates[8].) Price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of having or using the product or service [1].

## **2. METODE PENELITIAN**

### **Documentary Data**

The documentary data used in this research is in the form of marketing management books, research journals related to the variables studied, and publications, namely the brief history of the development and business fields of PT. Samsung Experience Store.

### **Subject Data**

The subject data used is in the form of opinions, attitudes and experiences of Samsung smartphone customers at the Samsung Experience Store Plaza Pondok Gede Bekasi City.

### **Data source**

Primary data collection in this study was by distributing questionnaires to customers of the Samsung Experience Store Plaza Pondok Gede, Bekasi City. In this study, the measurement scale used is the Likert scale. The secondary data used in this research is in the form of marketing management books, research journals related to the variables studied, and publications regarding the brief history of the development and business fields of the Samsung Experience Store.

### **Population and sample**

The population that will be studied in this study is Samsung Smartphone customers at the Samsung Experience Store Plaza Pondok Gede Bekasi City with engineering non-random sampling namely technique purposive,

In determining the sample size, the authors use the Lemeshow formula. The Lemeshow formula is used because the population size is unknown, the results of the

population using Lemeshow are 96.04 rounded up to 100 respondents to the Samsung Plaza smartphone at the Samsung Experience Store in Bekasi City which can be used as a sample.

**Data analysis method**

The instrument test used in this study used a questionnaire distributed to respondents as a scale for measuring research variables. One of the criteria for good research is to fulfill validity and reliability, test basic assumptions and classic assumptions.

Path analysis model (path analysis) is a tool used to analyze patterns of relationships between variables with the aim of knowing the direct and indirect effects of a set of independent

(exogenous) variables on the dependent (endogenous) variable.

**3. HASIL DAN PEMBAHASAN**

**Descriptive Test Results**

1) Product Quality (X1)

Product Quality Variable (X1) consists of 8 questions which include 4 focus indicators namely: design, material, packaging and reliability. From the form of a product quality questionnaire that is composed then it will be submitted to a total of 100 respondents. From the responds acquired the following results,

Table 6: Quality Product Variabel Descriptive Test Results

| Indicator                   | No. | Statements   | 5  |    | 4  |    | 3  |    | 2 |   | 1 |             | Ave.        |
|-----------------------------|-----|--|----|----|----|----|----|----|---|---|---|-------------|-------------|
|                             |     |  | R  | %  | R  | %  | R  | %  | R | % | R | %           |             |
| <b>Design</b>               | 1.  | Samsung Smartphone have competitive enough shapes                      | 41 | 41 | 50 | 50 | 8  | 8  | 1 | 1 | 0 | 0           | <b>4.28</b> |
|                             | 2.  | Samsung Smartphone are quite comfortable to be hold                    | 40 | 40 | 44 | 44 | 16 | 16 | 0 | 0 | 0 | 0           | <b>4.31</b> |
| <b>Material</b>             | 3.  | Samsung Smartphone use quite sturdy material                           | 34 | 34 | 53 | 53 | 13 | 13 | 0 | 0 | 0 | 0           | 4.23        |
|                             | 4.  | Samsung Smartphone have screen whose qualities are competitive         | 42 | 42 | 42 | 42 | 15 | 15 | 1 | 1 | 0 | 0           | 4.21        |
| <b>Packaging</b>            | 5.  | Samsung Smartphone have attractive packaging qualities                 | 31 | 31 | 50 | 50 | 19 | 19 | 0 | 0 | 0 | 0           | 4.25        |
|                             | 6.  | Samsung Smartphone have packaging qualities that is eco friendly       | 29 | 29 | 55 | 55 | 16 | 16 | 0 | 0 | 0 | 0           | 4.13        |
| <b>Reliability</b>          | 7.  | Samsung Smartphone have software reliability with a strong performance | 30 | 30 | 54 | 54 | 16 | 16 | 0 | 0 | 0 | 0           | 4.17        |
|                             | 8.  | Samsung Smartphone have great camera realibility                       | 34 | 34 | 52 | 52 | 13 | 13 | 1 | 1 | 0 | 0           | 4.14        |
| <b>Product quality (X1)</b> |     |  |    |    |    |    |    |    |   |   |   | <b>4.20</b> |             |

**Source: Processed primary data**

According table 6 above shown that “design” indicator of product quality variabel has acquired highest average score 4.28 with the

highest statement Samsung Smartphone have competitive enough shapes. From the statement shown huge amount of respondents agrees that

Samsung smartphone provide produk quality greatly for customer.

2) Price (X2)

The Price Variable (X2) consists of 8 questions which cover 4 focus indicators, namely: price affordability, price competitiveness, prices according to production

benefits and prices in accomodance to customer means. From the form of a price questionnaire that was arranged, it would then be submitted to a total of 100 respondents. From the responds acquired the following results,

Table 7: Price Variable Validity Test Results

| Indicator                                      | No. | Statements  | 5                 |    | 4  |    | 3  |    | 2 |   | 1 |      | Ave.        |
|--|-----|---|-------------------|----|----|----|----|----|---|---|---|------|-------------|
|  |     |   | R                 | %  | R  | %  | R  | %  | R | % | R | %    |             |
| <b>Price affordability</b>                     |     |   |                   |    |    |    |    |    |   |   |   | 4.12 |             |
|  | 1.  | Samsung Smartphones provide price discount                                      | 38                | 38 | 41 | 41 | 17 | 17 | 4 | 4 | 0 | 0    | 4.13        |
|  | 2.  | Samsung Smartphone have quite affordable variety                                | 29                | 29 | 54 | 54 | 16 | 16 | 1 | 1 | 0 | 0    | 4.11        |
| <b>Price competitiveness</b>                   |     |   |                   |    |    |    |    |    |   |   |   | 4.05 |             |
|  | 3.  | Samsung Smartphone have produk price whose quite competitive                    | 29                | 29 | 48 | 48 | 21 | 21 | 2 | 2 | 0 | 0    | 4.04        |
|  | 4.  | Samsung Smartphone provide competitive discount price to other Smartphone brand | 31                | 31 | 48 | 48 | 16 | 16 | 5 | 5 | 0 | 0    | 4.05        |
| <b>Price accoroding to benefits</b>            |     |   |                   |    |    |    |    |    |   |   |   | 4.17 |             |
|  | 5.  | Samsung Smartphone provide price in accordance to product benefit               | 37                | 37 | 45 | 45 | 17 | 17 | 1 | 1 | 0 | 0    | 4.18        |
|  | 6.  | Samsung Smartphone provide prime specification with worth it price              | 31                | 31 | 54 | 54 | 14 | 14 | 1 | 1 | 0 | 0    | 4.15        |
| <b>Prices in accomodance to customer means</b> |     |   |                   |    |    |    |    |    |   |   |   | 4.08 |             |
|  | 7.  | Samsung Smartphone provide price option in accordance to customer means         | 32                | 32 | 51 | 51 | 16 | 16 | 1 | 1 | 0 | 0    | 4.14        |
|  | 8.  | Samsung Smartphone provide price promotion which supports customer              | 30                | 30 | 48 | 48 | 17 | 17 | 4 | 4 | 1 | 1    | 4.02        |
|  |     |   | <b>Price (X2)</b> |    |    |    |    |    |   |   |   |      | <b>4.11</b> |

Source: Processed primary data

According table 7 above shown that “price according to benefits” indicator of price variable has acquired highest average score 4.17 with the highest statement Samsung Smartphone provide price in accordance to product benefit. From the statement shown huge amount of respondents

agrees that Samsung smartphone provide price with great produk benefit.

3) Satisfaction (X3)

Satisfaction variable (X3) consists of 8 questions which include 2 indicators focus namely: perceived value and customer expectations. From the form of a satisfaction questionnaire that is arranged then it will be submitted to a total of 100

respondents. From the responds acquired the following results,

Tabel 8: Customer Satisfaction Variable Descriptive Test Results

| Indicator                         | No. | Statements  | 5  |    | 4  |    | 3  |    | 2 |   | 1 |   | Ave.        |
|-----------------------------------|-----|---|----|----|----|----|----|----|---|---|---|---|-------------|
|                                   |     |   | R  | %  | R  | %  | R  | %  | R | % | R | % |             |
| <b>Perceived value</b>            |     |   |    |    |    |    |    |    |   |   |   |   | <b>4.16</b> |
|                                   | 1.  | Samsung store provide Samsung Smartphone user convenience     | 34 | 34 | 52 | 52 | 13 | 13 | 1 | 1 | 0 | 0 | 4.19        |
|                                   | 2.  | Samsung provides great customer services                      | 33 | 33 | 54 | 54 | 13 | 13 | 0 | 0 | 0 | 0 | <b>4.20</b> |
|                                   | 3.  | Samsung store helps customer well                             | 31 | 31 | 49 | 49 | 19 | 19 | 1 | 1 | 0 | 0 | 4.10        |
| <b>Customer expectation</b>       |     |   |    |    |    |    |    |    |   |   |   |   | 4.14        |
|                                   | 4.  | Samsung store provides adequate smartphone warranty           | 26 | 26 | 56 | 56 | 18 | 18 | 0 | 0 | 0 | 0 | 4.08        |
|                                   | 5.  | Samsung experience store provide good information to consumer | 34 | 34 | 51 | 51 | 12 | 12 | 3 | 3 | 0 | 0 | 4.16        |
|                                   | 6.  | Samsung experience store provide cozy facility to customer    | 37 | 37 | 44 | 44 | 19 | 19 | 0 | 0 | 0 | 0 | 4.18        |
|                                   | 7.  | Samsung store helps service with care                         | 29 | 29 | 56 | 56 | 15 | 15 | 0 | 0 | 0 | 0 | 4.14        |
|                                   | 8.  | Samsung store quick to handle customer complaints             | 30 | 30 | 53 | 53 | 17 | 17 | 0 | 0 | 0 | 0 | 4.13        |
| <b>Customer satisfactioa (X3)</b> |     |   |    |    |    |    |    |    |   |   |   |   | <b>4.15</b> |

**Source: Processed primary data**

According table 8 above shown that “perceived value” indicator of customer satisfaction variable has acquired highest average score 4.16 with the highest statement Samsung provides great customer services. From the statement shown huge amount of respondents agrees that Samsung provide great customer satisfaction.

Repurchase intention variable (Y) consists of 8 questions which include 3 indicators focus namely: preference interest, transactional interest and reference interest. From the form of a product quality questionnaire that is composed then it will be submitted to a total of 100 respondents. From the responds acquired the following results,

4) Repurchase Interest (Y)

Tabel 9: Hasil Uji Validitas Variabel Minat Beli Ulang

| Indicator                  | No. | Statements  | 5  |    | 4  |    | 3  |    | 2 |   | 1 |   | Ave.        |
|----------------------------|-----|---|----|----|----|----|----|----|---|---|---|---|-------------|
|                            |     |   | R  | %  | R  | %  | R  | %  | R | % | R | % |             |
| <b>Preference interest</b> |     |   |    |    |    |    |    |    |   |   |   |   | <b>4.19</b> |
|                            | 1.  | Interest in buying Samsung Smartphone produk because of the quality | 37 | 37 | 45 | 45 | 18 | 18 | 0 | 0 | 0 | 0 | 4.19        |
|                            | 2.  | Interest in buying Samsung Smartphone because produk varies         | 31 | 31 | 56 | 56 | 12 | 12 | 1 | 1 | 0 | 0 | 4.17        |

| Indicator                       | No. | Statements  | 5  |    | 4  |    | 3  |    | 2 |   | 1 |             | Ave.        |
|---------------------------------|-----|---|----|----|----|----|----|----|---|---|---|-------------|-------------|
|                                 |     |   | R  | %  | R  | %  | R  | %  | R | % | R | %           |             |
| <b>Preference interest</b>      |     |   |    |    |    |    |    |    |   |   |   |             | <b>4.19</b> |
|                                 | 3.  | Interest in buying Samsung Smartphone produk because comfortable in the user experience Samsung | 37 | 37 | 48 | 48 | 14 | 14 | 1 | 1 | 0 | 0           | <b>4.21</b> |
| <b>Transactional interest</b>   |     |   |    |    |    |    |    |    |   |   |   |             | 4.09        |
|                                 | 4.  | Interest in buying Samsung Smartphone produk because Samsung services quite good                | 28 | 28 | 47 | 47 | 25 | 25 | 0 | 0 | 0 | 0           | 4.03        |
|                                 | 5.  | Interest in buying Samsung Smartphone produk because of the convenience service centre          | 28 | 28 | 59 | 59 | 12 | 12 | 1 | 1 | 0 | 0           | 4.14        |
|                                 | 6.  | Interest in buying Samsung Smartphone produk because taste in design of Samsung                 | 25 | 25 | 61 | 61 | 13 | 13 | 1 | 1 | 0 | 0           | 4.10        |
| <b>Reference interest</b>       |     |   |    |    |    |    |    |    |   |   |   |             | 4.12        |
|                                 | 7.  | Interest in buying Samsung Smartphone produk because of the attractive product offer            | 36 | 36 | 44 | 44 | 18 | 18 | 1 | 1 | 1 | 1           | 4.13        |
|                                 | 8.  | Interest in repurchase Samsung Smartphone produk because of new feature offered by Samsung Ads  | 30 | 30 | 52 | 52 | 17 | 17 | 1 | 1 | 0 | 0           | 4.11        |
| <b>Repurchased interest (Y)</b> |     |   |    |    |    |    |    |    |   |   |   | <b>4.13</b> |             |

**Source : Processed primary data**

According to table 9 above shown that “preference interest” indicator of repurchased interest variable has acquired highest average score 4.19 with the highest statement Interest in buying Samsung Smartphone produk because comfortable in the user experience Samsung. From the statement shown huge amount of

respondents agrees that Samsung produk have attractive feature and offer therefore it has worth to gain repurchased interest.

**Hypothesis Test Results (Path analysis)**

Table 10: Hypothesis Test Results

| No. | Hyp. | Variable        |                       |                       | Coefficient Regretion |          |       | Sig.  |
|-----|------|-----------------|-----------------------|-----------------------|-----------------------|----------|-------|-------|
|     |      | Exogenous       | Mediation             | Endogeneous           | Direct                | Indirect | Total |       |
| 1   | H1   | Product Quality | Customer Satisfaction | -                     | 0.357                 | 0.357 x  |       | 0.000 |
|     | H2   | Product Quality | -                     | Repurchased Intention | 0.169                 | 0.477 =  | 0.170 | 0.037 |

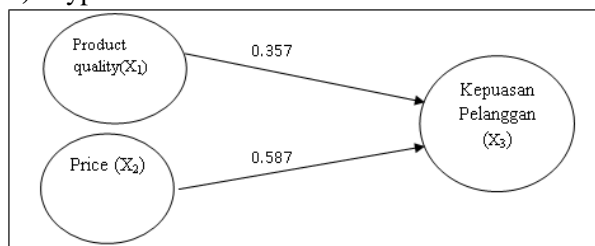


|    |                 |                       |                       |       |                             |       |
|----|-----------------|-----------------------|-----------------------|-------|-----------------------------|-------|
|    |                 |                       |                       |       |                             | 0.000 |
| H3 | -               | Customer Satisfaction | Repurchased Intention | 0.477 |                             |       |
| H4 | Product Quality | Customer Satisfaction | Repurchased Intention |       | 0.169 +<br>0.170 =<br>0.339 | -     |
| H1 | Price           | Customer Satisfaction | -                     | 0.587 |                             | 0.000 |
| H2 |                 |                       |                       |       | 0.587 x<br>0.477 =          | 0.007 |
| 2  | Price           |                       | Repurchased Intention | 0.260 | 0.280                       |       |
| H3 | -               | Customer Satisfaction | Repurchased Intention | 0.477 |                             | 0.000 |
| H4 | Price           | Customer Satisfaction | Repurchased Intention |       | 0.260+0.280<br>= 0.540      | -     |

**Source : Primary data processed**

The structural equation model used as a whole consists of two exogenous variables, one mediating variable and one endogenous variable. The picture above shows that the variables are affected by the estimation of the direct effect, indirect effect, and total effect. The results showed that the estimated value and direct, indirect and total effects had a significant positive value. The estimated coefficient of total product quality standards on repurchase intention through customer satisfaction is 0.339, which is 0.339 smaller than the estimated total coefficient of price standards on repurchase intention through customer satisfaction, which is 0.540. Based on the estimated total standard price on repurchase intention through customer satisfaction, 0.540 is greater than the direct effect of price, which is 0.260, while the estimation results for the indirect effect of price on repurchase intention through satisfaction are greater than the direct effect of price on repurchase intention.

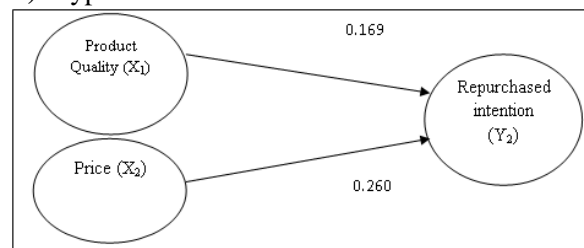
**a) Hypothesis 1**



**Picture 2: Hypothesis 1 Test**

Hypotesis 1 shows that product quality and price variables have a positive and significant effect on customer satisfaction. With a coefficient value of product quality (0.357) and price (0.587) with a significance level (sig. < 0.05).

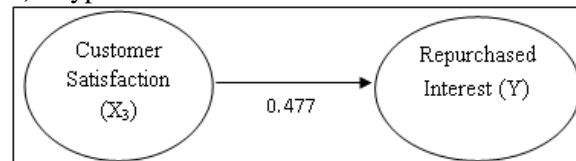
**b) Hypothesis 2**



**Picture 3: Hypothesis 2 Test**

Hypothesis 2 shows that product quality and price variables have a positive and significant effect on repurchased intention. With a coefficient value of product quality (0.169) and price (0.260) with a significance level (sig. < 0.05).

**c) Hypothesis 3**

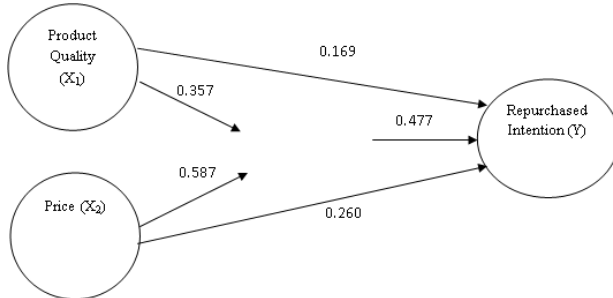


**Picture 4: Hypothesis 3 Test**

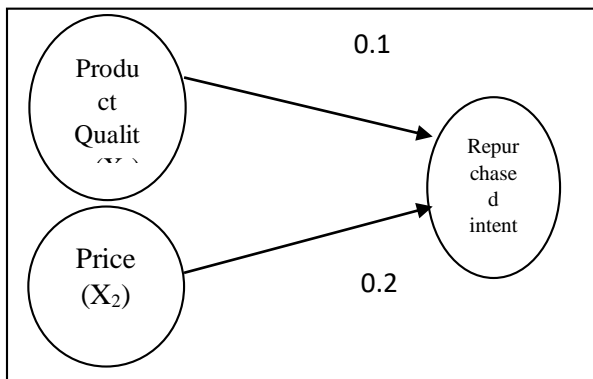
Hypothesis 3 shows that satisfaction has a positive and significant effect on repurchase intention. The value of the customer satisfaction

coefficient (0.477) with a significance level (sig.value <0.05).

**d) Hypothesis 4**



**Picture 5: Hypothesis 4 Test**



Hypothesis 4 shows a positive and significant influence between exogenous variables, mediating with endogenous results obtained,

1. Product quality has a positive effect on customer satisfaction of 0.357 as a direct effect with a significance of 0.000 <0.050.
2. Price has a positive effect on customer satisfaction of 0.587 as a direct influence with a significance of 0.037 <0.050.
3. Product quality has a positive effect on repurchase intention of 0.169 as a direct effect with a significance of 0.000 <0.050.
4. Price has a positive effect on repurchase intention of 0.260 as a direct effect with a significance of 0.000 <0.007.
5. Customer satisfaction has a positive effect on repurchase intention of 0.477 as a direct effect with a significance of 0.000 <0.050.

6. Product quality has an indirect effect of 0.170 from a direct effect of 0.169, as a result customer satisfaction can make a good contribution to repurchase intention.

7. Price indirectly has an effect of 0.280 from a direct effect of 0.260, as a result of customer satisfaction can make a good contribution to repurchase intention.

**Conclusion**

Based on the results of research on the effect of product quality and price on repurchase intention with customer satisfaction as a mediating variable, the following conclusions can be drawn:

A. Based on the results of the descriptive analysis, it is found that:

1. Product quality variable. Design, material, packaging and reliability indicators contribute to product quality variables. The indicator that gives the highest contribution to product quality is design, where the highest point is in the statement item Samsung smartphones have a fairly competitive form.
2. Price variable. The indicators of price affordability, price competitiveness, price according to production benefits and price according to consumer purchasing power contribute to the price variable. The indicator that gives the highest contribution to the price variable is price according to product benefits, where the highest point is in the Samsung Smartphone statement giving price according to product benefits.
3. Customer satisfaction variable. Perceived value indicators and customer expectations contribute to the satisfaction variable. The indicator that gives the highest contribution to the perceived value is where the highest point is in the statement item Samsung provides good customer service.
4. Repurchase intention variable. Transactional interest, preference interest and reference interest indicators contribute to the repurchase interest variable. The indicator that gives the highest contribution is preference interest, where the highest point is in the

statement item of interest in buying Samsung products because it is comfortable with the experience of using a Samsung Smartphone.

B. Based on the results of path analysis, it is found that:

a. Product quality and price have a positive effect on Samsung Smartphone customer satisfaction. Based on the results of path analysis, quality improvement and price improvement can drive customer satisfaction well.

b. Product quality and price have a positive effect on the repurchase intention of Samsung Smartphone customers. Based on the results of path analysis, quality improvement and price improvement can encourage customer repurchase interest well.

c. Customer satisfaction has a positive effect on the repurchase intention of Samsung Smartphone customers. Based on the results of path analysis, increasing customer satisfaction can encourage customer repurchase interest well.

d. Product quality and price have a positive effect on customer repurchase intention through Samsung Smartphone customer satisfaction. Based on the results of path analysis, quality improvement and price improvement can encourage customer repurchase interest through increasing customer satisfaction, which indirectly can make a good contribution.

#### 4. CONCLUSION

Based on the results of research on the effect of product quality and price on repurchase intention with customer satisfaction as a mediating variable, the following conclusions can be drawn:

A. Based on the results of the descriptive analysis, it is found that:

1. Product quality variable. Design, material, packaging and reliability indicators contribute to product quality variables. The indicator that gives the highest contribution to product quality is design, where the highest point is in the statement item Samsung smartphones have a fairly competitive form.

2. Price variable. The indicators of price affordability, price competitiveness, price according to production benefits and price according to consumer purchasing power contribute to the price variable. The indicator that gives the highest contribution to the price variable is price according to product benefits, where the highest point is in the Samsung Smartphone statement giving price according to product benefits.

3. Customer satisfaction variable. Perceived value indicators and customer expectations contribute to the satisfaction variable. The indicator that gives the highest contribution to the perceived value is where the highest point is in the statement item Samsung provides good customer service.

4. Repurchase intention variable. Transactional interest, preference interest and reference interest indicators contribute to the repurchase interest variable. The indicator that gives the highest contribution is preference interest, where the highest point is in the statement item of interest in buying Samsung products because it is comfortable with the experience of using a Samsung Smartphone.

B. Based on the results of path analysis, it is found that:

a. Product quality and price have a positive effect on Samsung Smartphone customer satisfaction. Based on the results of path analysis, quality improvement and price improvement can drive customer satisfaction well.

b. Product quality and price have a positive effect on the repurchase intention of Samsung Smartphone customers. Based on the results of path analysis, quality improvement and price improvement can encourage customer repurchase interest well.

c. Customer satisfaction has a positive effect on the repurchase intention of Samsung Smartphone customers. Based on the results of path analysis, increasing customer satisfaction can encourage customer repurchase interest well.

d. Product quality and price have a positive effect on customer repurchase intention through

Samsung Smartphone customer satisfaction. Based on the results of path analysis, quality improvement and price improvement can encourage customer repurchase interest through increasing customer satisfaction, which indirectly can make a good contribution.

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