

The Effect of Perceived Quality, Brand Loyalty, Price Fairness, Satisfaction Toward Repurchase Intention on Bakery SMEs in Central Java

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Abstract The purpose of this study was to determine the effect of Perceived Quality, Brand Loyalty, Price Fairness, Customer Satisfaction Toward Repurchase Intention on SMEs CV. Mitra Pangan in Central Java. The data analysis tool used is multiple regression with SPSS software. Data were collected using a questionnaire distributed to 200 consumers of Cocola sweet bread which is a product of CV. Mitra Pangan. The results showed that Perceived Quality, Brand Loyalty, Price Fairness, Customer Satisfaction had a positive effect on Repurchase Intention

Keywords Perceived Quality, Brand Loyalty, Price Fairness, Customer Satisfaction, Repurchase Intention

INTRODUCTION

The bakery industry is one industry that continues to grow because the level of bread consumption in Indonesia continues to rise every year (Ministry of Agriculture, 2020). Based on the Ministry of Agriculture (2020) it is known that the level of consumption of sweet bread in Indonesia is always higher than the consumption of white bread. One of the SME companies that produce bread in the Central Java area is CV. Mitra Pangan located in Kudus, Central Java. This company was founded in 2000 and sells its bread products to various regions in Indonesia, namely Kudus, Magelang, Salatiga, Tegal, Pekalongan, and various other cities in Central Java. The company has a production capacity of up to 50,000 packs of bread per day under the Cocola brand. CV Mitra Pangan sells bread at a very affordable price, which is only 1,000 IDR per pack.

The Covid-19 pandemic was the starting point for a significant decline in sales from the company. Figure 1 shows the annual sales of sweet bread produced by CV. Mitra Pangan where in 2015 sales of bread reached around 18 million packs per year, then increased to 19 million packs in 2016. In 2017 sales of sweet bread were relatively the same as in 2016 which was 19 million packs, then in 2018 there was a decline in sales of bread sweet to 17 million packs. The downward trend continued in 2019

where sales of sweet bread reached 15.5 million packs. The peak of the decline occurred in 2020 when the Covid-19 pandemic took place where the decline in sales was very significant to 8 million packs. In 2021, when Covid-19 was under control, it was not able to increase sales of sweet bread because it turned out that sales in 2021 were only 6.5 million packs. From the graph, it can be concluded that the sales trend of CV. Mitra Pangan actually started in 2018 and continues until the latest data is in 2021, so it is necessary to do research regarding the reasons consumers do not repurchase the Cocola brand bread produced by CV. Mitra Pangan because when consumers continue to make repeat purchases, the level of sales of Cocola brand sweet bread will grow again. Mitra Pangan actually started in 2018 and continues until the latest data is in 2021, so it is necessary to do research regarding the reasons consumers do not repurchase the Cocola brand bread produced by CV. Mitra Pangan because when consumers continue to make repeat purchases, the level of sales of Cocola brand sweet bread will grow again. Mitra Pangan actually started in 2018 and continues until the latest data is in 2021, so it is necessary to do research regarding the reasons consumers do not repurchase the Cocola brand bread produced by CV. Mitra Pangan because when consumers continue to make repeat purchases,

the level of sales of Cocola brand sweet bread will grow again.

CV. Mitra Pangan sells the bread it produces through a sales force who will then market the bread produced. There are many factors that influence product purchase intentions, including perceived quality (Ariffin et al, 2016), brand loyalty (Aquinia et al, 2020), price fairness (Antwi, 2021), and customer satisfaction (Suhaily and Soelasih, 2017). According to Shalehah (2019) perceived quality is emphasizing that perceived quality can be considered as an evaluation of the company's current performance from the consumer's point of view, and that such actions tend to positively influence their attitudes and behavioral intentions in relation to suppliers. Consumers who have purchased a product have experience with the product and they can judge the product in various aspects such as durability, reliability and functionality so that they will repurchase the same product if they judge that the quality of a product is good (Fileri and Lin, 2016). Repurchase Intention is the activity of consumers in buying back products and they have bought before (Suhaily and Soelasih, 2017)

Brand loyalty is what makes customers repeatedly buy one particular brand in a certain time (Aquinia et al, 2020). Brand loyalty certainly affects the repurchase intention of customers consistently with repeat, although there will be situational influences or efforts from marketing that can cause switching behavior. Pather, (2017) states that brand loyalty is the core value of a brand which can not only affect the customer's repurchase intention but can also inhibit the change of competitors' products and maintain customer loyalty which can affect the wealth of the business where it will be more cost-effective to sell. to loyal customers before having to influence new customers.

Consumers want a product that is sold at a fair price (Suhaily and Soelasih, 2017). A fair price does not mean expensive or cheap, but rather a price that consumers think is in accordance with what they get, in terms of bread products, of course consumers will determine the fair price by comparing the taste of the bread, the ingredients used or certain uniqueness (Song et al, 2020).

Customer satisfaction is a feeling of pleasure or disappointment from a customer after

comparing what is obtained with what is expected (Kotler and Keller, 2016). If someone gets what is more than what he expected, there will be a feeling of satisfaction, on the other hand when the reality is worse than what was expected, someone will feel disappointed and if the customer feels disappointed, there is a possibility that they will not repurchase the same product

Repurchase Intention

The repurchase intention is the possibility of using the service provider again in the future (Awi and Chaipoopirutana, 2017). Basrah and Samsul (2012) stated that there are several dimensions related to repurchase interest, including: Transactional interest, namely consumers who will always repurchase products that have been purchased before. Referential interest is the tendency of consumers to recommend products that have been previously purchased to others. Preferential interest is consumer behavior to tend to make products that have been previously consumed as the main product of choice. Explorative interest is the desire of a consumer to always seek information about the product they are interested

Perceived Quality

According to Zeithaml (1988) in Aquinia et al (2020), perceived quality is an assessment of the global superiority or superiority of a product or service. Perceived quality emphasizes that perceived quality can be considered as an evaluation of a company's current performance from a consumer's point of view, and that such actions tend to positively influence their attitudes and behavioral intentions in relation to suppliers. Aaker (1973) in Ariffin et al (2016) describes several dimensions of perceived quality related to the quality of a product, namely the performance of a product whether it runs according to its operational function, product characteristics, namely secondary elements of a product that differentiate it from other products, suitability with specifications in the sense that the products purchased by consumers are perfect or without defects, reliability related to product performance that runs well within a certain time, durability related to durability or a long expiration date, services related to the quality of services provided by the company. In the case experienced by CV. Mitra Pangan who sell bread to consumers through sales personnel, the perceived quality that can be measured includes

product characteristics related to taste, durability of bread and its variants, conformity with the contents of sweet bread with written flavor variants, and resilience related to the shelf life of bread. sweets produced.

Brand Loyalty

Brand loyalty is a behavioral response that is expressed over time by several decision-making units, with respect to one or more alternative brands from a set of brands, and is a psychological function of the process (Shin et al, 2019). Generally, strong and positive brand building leads to a preference for a particular brand among customers, which may lead to brand loyalty over time. Durianto et al. (2004) in Semuel and Putra (2018) explains that brand loyalty can be measured through Behavior measures, namely Brand Loyalty measurement which is carried out by taking into account actual purchasing patterns.

Price Fairness

Price fairness is the degree to which consumers perceive their payments as fair and just behavior (Song et al, 2020). In the case of a bakery, it sells low-involvement products and consumers are very sensitive to price variability, which anticipates the important accountability of price fairness for consumers' revisit intentions (Chung, 2017). The price of a product is a cost in the consumer's perspective so that consumers certainly want the optimal cost to get the best product, so producers must be careful in determining product prices so that consumers can feel that the product they get is worth the money they pay to get the product. Chung and Petrick (2016) propose two dimensions for price fairness, namely distributive price fairness representing price results. Meanwhile, procedural price fairness emphasizes the pricing process. This idea of justice comes from the theory of social justice. Procedural fairness is concerned with the process used to determine the distribution and allocation of results. Theoretically, the concept of distributive justice is rooted in the theory of justice and the concept of procedural justice is based on the theory of procedure by Thibaut and Walker (Lind & Tyler, 1988) in Chung and Petrick (2016). Distributive justice includes three principles, namely justice, equality and necessity. On the other hand, the need-based distributive rule proposes that

outcomes should be distributed based on what a person needs, Contrary to distributive justice.

Customer Satisfaction

Kotler and Armstrong (2017) define customer satisfaction as a feeling of pleasure experienced by customers when the actual results obtained exceed those expected, while customers will be disappointed if the results obtained are worse than expected by the customer. Customer satisfaction can be measured as an important price or value that influences and fosters satisfaction (Amin et al, 2013) thus the dimension of customer satisfaction in this study is satisfaction with price, where for middle and lower middle class consumers price is a sensitive matter, so they will tend to feel more satisfied when they can get products at low prices. In the upper middle class, the price is not too important. If consumers can get a price below what they imagine, there will be satisfaction because they feel they have benefited from buying the product. Satisfaction with product quality, namely if customers can get goods with good quality according to or more than what they expect then they will tend to be more satisfied, but if the quality of the product is poor, for example, it breaks quickly or is not durable, it will cause disappointment for the customer. Satisfaction with product variety is related to consumer preferences for sweet bread variants, for example in bread there are brown bread, strawberry bread, vanilla, and others so that when they can get the product they want, satisfaction will arise because their wishes can be fulfilled by the company.

Effect of Perceived Quality on Repurchase Intention

The overall quality of the product is matched with customer perceptions that can meet their expectations and if they have a good perception of a product, it will bring customers to keep coming back and loyally consuming the same product (Aquinia et al, 2020). Perceived quality reflects the characteristics of a product which in terms of sweet bread is related to the number of flavors and quality of bread, which means resistance is related to the shelf life of bread because if the bread expires too quickly, consumers will be more careful in buying the product if they have a good perception. of a product it will bring customers to keep coming back and loyal to consume the same product.

Filieri and Lin research (2016), research by Ariffin et al (2016),

H1: Perceived quality has a positive effect on repurchase intention

The Effect of Brand Loyalty on Repurchase Intention

Brand loyalty has been expressed as consumtableers' positive feelings about the same brand, consumers purchase the same brand more often than other brands and buy and use the same brand for a long time (Chinomona and Maziriri, 2017). Companies with loyal brand customers will get a lot of market advantages because they will tend to recommend the brand they consume and when prices rise they will still buy the product so they will make repeat purchases of the same product.

H2: Brand Loyalty has a positive effect on Repurchase Intention

Effect of Price Fairness on Repurchase Intention

If consumers feel that the money they spend to buy a product or service is equivalent, then there is a tendency for consumers to feel satisfied, consumers are actually willing to spend big money on the condition that the product or service they get is considered worthy of what they pay (Song et al, 2020). Consumers have the perception that when they buy a product or service at a high price, they will get a good quality product or service, on the contrary when the price of the product is cheap they will have the perception that the quality of the product is poor up to standard (Suhaily and Soelasih, 2017). If consumers have a perception that the product or service they buy has a fair or appropriate price, they are more likely to make repeat purchases in the future.

H3: Price Fairness has a positive effect on Repurchase Intention

The Influence of Customer Satisfaction on Repurchase Intention

Customer satisfaction is a very important factor in determining repurchase interest in a product, because if consumers are not satisfied with the product or service provided, there is a tendency for them to look for other products that they think are able to provide better satisfaction

(Antwi, 2021) so that they Those who are dissatisfied or disappointed with the product or service may not make repeat purchases. Conversely, when consumers get what they expect, there will be satisfaction that allows them to repurchase the product or service because it is able to provide what they expect. Several previous studies such as research by Awi and chaipopopirutana (2014),

H4: Customer Satisfaction has a positive effect on Repurchase Intention

METHODS

The population of this study were all sweet bread customers of CV. Mitra Pangan in Central Java. The total population in this study is not known for certain because the bread products sold are distributed to various regions in Central Java, both to traditional markets, grocery stores and so on so that the number of consumers is unknown. According to Hair et al (2014) that the sample size is at least ten times the number of indicators used. This study uses 20 indicators so that the number of samples needed is at least 200. Sampling is done by purposive sampling, the number of samples in this study is 200 respondents who have at least bought CV products once. Mitra Pangan is Cocola brand sweet bread.

In this study, data were obtained through electronic questionnaires given to research respondents with a google form link. Questionnaires will be distributed between April and May 2022. The measurement scale used is ordinal scale data with a Likert scale to find out respondents' answers. The Likert scale value used is five answers, ie a value of 1 is the answer strongly disagrees to a value of 5 is the answer strongly agrees. Multiple regression analysis was used to test the hypothesis, the validity test procedure was carried out by Pearson correlation and reliability was carried out by testing Cronbach's alpha. Classical assumption testing is done by testing normality, multicollinearity and heteroscedasticity.

RESULT AND DISCUSSION

Characteristics of Respondents

The characteristics of research respondents, has the majority of respondents are male as many as 109 people or 54.5% of respondents, this shows that most of the

consumers of Cocola bread that are sampled are male. The age of the majority of respondents is 41-50 years as many as 60 people or 30% of respondents, this shows that the majority of respondents are still in their productive age. The last education of the majority of respondents is SD as many as 64 people or 32% of respondents, this shows the majority of respondents have a low level of education. The majority of respondents' monthly income is in the range of less than 2 million rupiah per month as many as 86 people or 43% of respondents, this shows that the majority of respondents have incomes in the city minimum wage range in the Central Java area in 2022, which is between 1.8 million to 2, 3 million per month. The occupation of the majority of respondents is Labor as many as 46 people or 23% of respondents. The results of this respondent's characteristics are also quite in accordance with the consumer profile of Cocola brand sweet bread which has a low price of only Rp. 1000 per pack, Cocola sweet bread is bought by many lower class people such as laborers, farmers and artisans who are mostly male. Cocola brand sweet bread is sometimes also a snack in offices and factories that are sold in the canteen so that quite a lot of private employees also consume this sweet bread. When viewed from the education of the majority of respondents are elementary school, this is quite in accordance with the type of work of the respondent because the work of laborers, farmers and craftsmen does not require too high an education. The results of this respondent's characteristics are also quite in accordance with the consumer profile of Cocola brand sweet bread which has a low price of only Rp. 1000 per pack, Cocola sweet bread is bought by many lower class people such as laborers, farmers and artisans who are mostly male.

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Validity and Reliability Test

Table 1 presents the results of validity testing with Pearson's correlation, from the results of tests carried out all the questionnaire items totaling 20 items have met the valid criteria because they have an r -count $>$ r -table and have a significant value on the p -value. Table 2 presents the reliability testing of each construct used, the test results have also shown a reliable value because it has Cronbach's alpha $>$ 0.7.

Correlation Coefficient

Table 3 shows the value of the correlation coefficient of the regression results (Adjusted R²) of 0.493 or 49.3% of the independent variables Perceived Quality, Brand Loyalty, Price Fairness, and Customer Satisfaction were able to explain the variation in the value of the dependent variable repurchase intention of 49.3% while the rest were explained by other variables outside the research model.

Hypothesis Testing Results

Table 4 and figure 2 shows the results of the t-test which are the basis for accepting or rejecting the hypothesis. The regression coefficient value of Perceived Quality is 0.135 so Perceived Quality has a positive effect on Repurchase Intention, the p-value of 0.020 is less than alpha 5% ($\text{sig} < 0.05$) so it can be concluded that Perceived Quality has a significant positive effect on Repurchase Intention and H1 is acceptable.

Regression coefficient value of Brand Loyalty is 0.513 so that Perceived Quality has a positive effect on Repurchase Intention, the p-value of 0.000 is less than alpha 5% ($\text{sig} < 0.05$) so it can be concluded that Brand Loyalty has a significant positive effect on Repurchase Intention and H2 is acceptable.

Price Fairness regression coefficient value is 0.134 so that Price Fairness has a positive effect on repurchase intention, the p-value is 0.020 less than alpha 5% ($\text{sig} < 0.05$) so it can be concluded that Price Fairness has a significant positive effect on Repurchase Intention and H3 is acceptable.

The regression coefficient value of Customer Satisfaction is 0.161 so that Customer Satisfaction has a positive effect on Repurchase Intention, the p-value of 0.003 is less than alpha 5% ($\text{sig} < 0.05$) so that it can be concluded that Customer Satisfaction has a significant positive effect on Repurchase Intention and H4 are acceptable.

Discussion

From the results of the t-test, it is known that Perceived Quality has a significant positive effect on Repurchase Intention so that the greater the Perceived Quality, the greater the repurchase intention of consumers. This is because in food products such as quality bread is important because it will affect the health of consumers so that the quality of bread is one of the main concerns of consumers when buying bread (Song et al, 2020). The overall quality of the product which is related to taste, durability and cleanliness is matched with customer perceptions that can meet their expectations and if they have a good perception of a product it will bring customers to keep coming back and loyally consuming the same product (Aquinia et al, 2020). According to Filieri and Lin (2016)

perceived product quality also influences consumers' repurchase intentions because that consumers who have purchased, and subsequently experienced, their product brand can assess the level of quality in terms of durability, taste, reliability, and flavor variance. Based on previous usage experience. If Cocola sweet bread is considered high quality, then consumers buy back the sweet bread because of the pleasant experience when consuming Cocola sweet bread.

From the results of the t-test, it is known that Brand Loyalty has a significant positive effect on Repurchase Intention so that the greater the Brand Loyalty, the greater the Repurchase Intention from consumers. Companies with loyal brand customers will get a lot of market advantages because they will tend to recommend the brand they consume and when prices rise they will still buy the product so they will make repeat purchases of the same product. If CV. Mitra Pangan are able to increase brand loyalty to Cocola sweet bread, the company will be able to maintain its market share in the cheap bread segment because consumers will be reluctant to switch to other brands of cheap bread and will continue to repurchase Cocola brand sweet bread. Brand loyalty is the attachment that a customer has to a brand, and in response to a positively biased motive, evaluative, and/or behavioral tendency toward a branded alternative or choice, labeled or judged by an individual in his capacity as a user, choice maker, and/or agent. purchase. (Chinomona and Maziriri, 2017). If a product succeeds in creating brand loyalty, then the product will have the potential to be repurchased by its consumers because consumers have become loyal to the product, so even though there are other similar products, consumers will still choose the initial product they trust.

From the results of the t-test, it is known that Price Fairness has a significant positive effect on Repurchase Intention so that the better the customer's perception of Price Fairness, the greater the repurchase intention of consumers. Consumers tend to build positive attitudes and exhibit positive behavior at reasonable prices for products and services. If consumers have a perception that the product or service they buy has a fair or appropriate price, they are more likely to make repeat purchases in the future (Antwi, 2021). According to De Toni et al (2017) when customers pay a fair price for the product

benefits received, the perceived value of a food tends to increase. As a result, The perceived fairness of the price of the food or sweetbread with respect to monetary sacrifice and the perception of healthy and quality consumption directly affect the perceived value of this product. Consumers who feel the benefits and value when consuming Cocola bread will repurchase the same product because they feel pleasure and satisfaction when enjoying Cocola sweet bread.

From the results of the t-test, it is known that Customer Satisfaction has a significant positive effect on Repurchase Intention so that the greater the Customer Satisfaction, the greater the repurchase intention from consumers. Customer satisfaction is a very important factor in determining repurchase interest in a product because if consumers are not satisfied with the product or service provided, there is a tendency for them to look for other products that they think are able to provide better satisfaction so that those who are dissatisfied or disappointed with the product are satisfied. products or services may not make repeat purchases (Antwi, 2021). Conversely, when consumers get what they expect, there will be satisfaction that allows them to repurchase the product or service because it is able to provide what they expect.

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CONCLUSION

Based on the results of hypothesis testing, it is known that all independent variables (Perceived Quality, Brand Loyalty, Price Fairness, and Customer Satisfaction) have a positive effect on Repurchase Intention. The company has a competitive advantage in terms of low product prices so that it is very affordable for the Indonesian people. CV. Mitra Pangan needs to continue to improve the quality of its bread as a whole, for example by using quality ingredients, packaging according to product safety standards and being able to ensure that product quality does not decline to the hands of consumers. expired, it is better if the bread is not sold to consumers so that consumers always get a quality product.

The limitation of this study is the use of online questionnaires where respondents may not fully understand the sentences used due to various educational and occupational backgrounds. This study combines respondents in various cities in Central Java, while the decline in sales of sweet bread is not known in detail in which city, so different results can be obtained when respondents are divided by groups in certain cities for later comparison. Future research may be able to use CV. Mitra Pangan as the object of research and can differentiate research samples based on cities in Central Java so that it can be seen in which city sales of Cocola bread have decreased and the causes can also be identified.

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List of Tables

Table 1. Validity Test

Variable	Indikator	Validity		
		Pearson Correlation	Sig (2-tailed)	Conclusion
Percived Quality (X1)	PQ1	0.698	0.000	Valid
	PQ2	0.757	0.000	Valid
	PQ3	0.760	0.000	Valid
	PQ4	0.751	0.000	Valid
Brand Loyalty (X2)	BL1	0.851	0.000	Valid
	BL2	0.812	0.000	Valid
	BL3	0.819	0.000	Valid
	BL4	0.773	0.000	Valid
Price Fairness (X3)	PF1	0.799	0.000	Valid

	PF2	0.799	0.000	Valid
	PF3	0.818	0.000	Valid
	PF4	0.524	0.000	Valid
Customer Satisfaction (X4)	CS1	0.874	0.000	Valid
	CS2	0.826	0.000	Valid
	CS3	0.870	0.000	Valid
	CS4	0.883	0.000	Valid
Repurchase Intention (Y)	RPI1	0.845	0.000	Valid
	RPI2	0.827	0.000	Valid
	RPI3	0.820	0.000	Valid
	RPI4	0.814	0.000	Valid

Table 2. Reliability Test

Variable	Cronbach Alpha (> 0.7)	Conclusion
Perceived Quality (X1)	0.726	Reliable
Brand Loyalty (X2)	0.851	Reliable
Price Fairness (X3)	0.711	Reliable
Customer Satisfaction (X4)	0.888	Reliable
Repurchase Intention (Y)	0.847	Reliable

Table 3. Coefficient Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.493	.50087

a. Predictors: (Constant), CS, PQ, BL, PF

Table 4. t-test

Coefficients^a

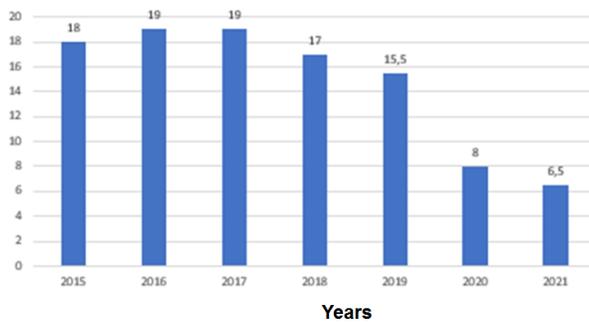
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.204	.274		.747	.456
	Perceived Quality (PQ)	.135	.057	.134	2.351	.020
	Brand Loyalty (BL)	.513	.066	.476	7.729	.000
	Price Fairness (PF)	.134	.061	.143	2.178	.031
	Customer Satisfaction (CS)	.160	.054	.187	2.962	.003

a. Dependent Variable: Repurchase Intention (RPI)

List of Figure

Figure 1. CV.Mitra Pangan Sales Volume

Sales Volume (in million packs)



Source: Internal Data from CV.Mitra Pangan

Figure 2. Result of testing

