

[Home](#) / [Archives](#) / Vol. 26 No. 1 (2022): KINERJA

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Articles

The Role of Competitiveness Mechanism Protection of Marketing Performance: Resource-Advantage Theory Perspective

Roymon Panjaitan

1-15

❏ KINERJA: VOL 26, NO 1, 2022 P 1-15

Motives Affecting Fashion Consumers Behavior Toward Online Shopping During Covid-19 Pandemic

Genoveva Genoveva, Hanif Rizky Dharmaatmaja

16-31

❏ KINERJA: VOL 26, NO 1, 2022 P 16-31

The Effect of Diversification: By Number of Subsidiaries and Type of Relatedness on Financial Performance with Board of Directors as Moderating Variable

(Case study: Manufacturing Companies Listed in Indonesia Stock Exchange for 2016-2018)

Marini Catrin Hutagaol, Christiana Fara Dharmastuti

32-46

❏ KINERJA: VOL 26, NO 1, 2022 P 32-46

Analysis of the Commercial Bank Performance in Indonesia and China

Wang Jin Meng, Gracia S Ugut

47-64

❏ KINERJA: VOL 26, NO 1, 2022 P 47-64

Consumer Satisfaction as a Mediation on Repurchasing Interest on Price, Promotion, and Quality of Service

Aldo Suwarno, Caecilia Wahyu Estining Rahayu, Januari Ayu Fridayani

65-81

□ KINERJA: VOL 26, NO 1, 2022 P 65-81

Effect of Consumer Perception on The Purchase Decision of Children's Football Clothing Products

(Case Study on Shopee at Yuro Sport Store)

Vivi Nalindah, Arianis Chan, Pratami Wulan Tresna, Cecep Safa'atul Barkah

82-97

□ KINERJA: VOL 26, NO 1, 2022 P 82-97

Assessment of The Role of Human Resources in The Mediation of Possible Divergences of Ideas Among Multigeneration (Baby Boomers, X, Y, and Z)

Adnan Iqbal, Felipe

98-124

□ KINERJA: VOL 26, NO 1, 2022 P 98-124

Factors Influencing Behavior to Reducing Household Food Waste in Indonesia

Simon Sia Niha; Maria Augustin Lopes Amaral, Rosadalima Tisu

125-136

□ KINERJA: VOL 26, NO 1, 2022 P 125-136

Mood Management as Mediator in Consumer Motivation and Impulsive Buying Relationship

Kirenius Conny Chapry Watang, Miswanto Miswanto

137-150

□ KINERJA: VOL 26, NO 1, 2022 P 137-150

Effect Mediation of Green Behaviors on Green Employee Involvement in Improving Job Satisfaction in Pusat Sistem Informasi dan Teknologi Keuangan (PUSINTEK)

Sylvia Diana Purba, Ritha Tikurura

151-166

□ KINERJA: VOL 26, NO 1, 2022 P 151-166

Information

[For Readers](#)

[For Authors](#)

[For Librarians](#)

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[View KINERJA Stats](#)

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Consumer Satisfaction as a Mediation on Repurchasing Interest on Price, Promotion, and Quality of Service

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Abstract

The purpose of this research is to determine the following: (1) the effect of price on repurchase interest as mediated by consumer satisfaction, (2) the effect of promotion on repurchase interest as mediated by consumer satisfaction, and (3) the effect of service quality on repurchase interest as mediated by consumer satisfaction. Purposive sampling was employed as a sample strategy. Data was collected by sending out online surveys to 100 people. Partial Least Squares and WarpPLS 6.0 are used in the data analysis technique. According to the findings of this study, (1) consumer satisfaction moderates the effect of price on consumer repurchase interest, (2) consumer satisfaction has little effect on consumer repurchase intention when it comes to promotions, (3) consumer satisfaction does not affect repurchase intention when it comes to service quality.

Keywords: price, promotion, quality of service, consumer satisfaction, repurchasing interest

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1. INTRODUCTION

The development of the current era of globalization has an impact on various aspects. The economic aspect can be seen and felt its impact, indicated by the rapid economic growth in Indonesia. One of the sectors experiencing economic growth is the retail sector. Based on AT Kearney's 2019 Global Retail Development

Index data, Indonesia rose three ranks to the top five among 200 developing countries that was launched in January 2020. This indicates that Indonesia's stability and readiness to face competition in emerging markets.

Seeing that the retail sector is a sector that has the potential for companies both domestic and foreign to gain profits, in the current era, many companies are competing to enter the retail sector, especially in Indonesia. These retail companies try to answer the problems that occur in the community, especially in the context of fulfilling the needs and desires of consumers by implementing various supporting strategies. Retail companies conduct market research and determine strategies to enter the market according to the capabilities and targets of the company. The strategy chosen by the company starts from pricing according to the products offered, attractive promotions, satisfying service quality and much more.

There are 2 types of retail sector, namely traditional retail and modern retail. In today's era, there is a change in the lifestyle in society, which was originally from the traditional, gradually shifted to the modern (Source: <https://prakarsaunggul.com>). One of the modern retailers is supermarkets or supermarkets which are easy to find in almost all regions in Indonesia, especially in big cities. A supermarket in one of the big cities in Indonesia, namely Manna Kampus (Mirota Kampus) in Yogyakarta. Manna Kampus (Mirota Kampus) has several differentiators and has its characteristics compared to similar companies so that Manna Kampus (Mirota Kampus) is very interesting for research. Manna Kampus (Mirota Kampus) is one of the retail companies engaged in trading daily necessities ranging from food, beverages, beauty and health, fashion, household goods, electronics and others. Manna Kampus (Mirota Kampus) has been around since 1985 and has several branches in Yogyakarta (Source: <http://www.mannakampus.com>). Manna Kampus (Mirota Kampus) is known for its cheap, safe, and friendly slogans so that consumers can remember and make repeat purchases in the future.

One of the strategies chosen by Manna Kampus (Mirota Kampus) to increase repurchase interest is price, because the price is considered to affect consumer satisfaction and will later affect consumer repurchase interest in a product. The company, of course, in setting prices has a goal, one of which is to increase or maintain market share, regardless of fluctuations in industry sales (Tjiptono 2019:294). In addition to the price, Manna Kampus (Mirota Kampus) is trying to increase repurchase interest through promotions. Promotion is one of the supports for companies to attract consumers to make purchases. According to Tjiptono (2008:219-220) promotion is a form of marketing communication. One of the main goals in marketing communications is to remind interest in making repeat purchases. Another strategy used by Manna Kampus (Mirota Kampus) is in terms

of the quality of services provided to consumers. According to Tjiptono (2011:162) service quality contributes significantly to the creation of differentiation, positioning, and competitive strategies for every marketing organization, both manufacturing companies and service providers.

According to Schnaars (in Tjiptono 2011: 298) the purpose of a business is to create satisfied customers. In general, according to Kotler and Keller (2016:153) satisfaction is a person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (results) to their expectations. If the performance does not match expectations, the customer will be dissatisfied, if the performance matches expectations, the customer will be satisfied and if the performance exceeds expectations, the customer will be very satisfied and happy. Companies that can pay attention to customer satisfaction are one of the goals that will certainly affect repurchase interest in the future. Consumer satisfaction can be an intermediary for price, promotion, and service quality to repurchase interest. Before consumers make repeat purchases, the assumption is that consumers must feel satisfied first to have the intention to make repeat purchases in the future. Consumer satisfaction is one of the main goals for companies in their efforts to attract repurchase interest from consumers.

Consumers who are satisfied with a product, service, or brand are more likely to continue to buy it and tell others about their pleasant experiences with the product, service, or brand (Peter and Oslon 2014: 184). Consumers who are satisfied with the product that has been used will make repeat purchases and can inform the experience of using the product to the people around them. According to Tjiptono (2019: 143) repurchase intention, namely satisfied customers tend to be interested in repurchasing the same product/service, shopping at the same place, and/or using the same service provider again in the future.

2. LITERATURE REVIEW

2.1. Marketing

According to the American Marketing Association (AMA) marketing is the activity, institution, and process of creating, communicating, delivering, and exchanging offerings that are appropriate for customers, clients, partners, and the general public (in Kotler and Keller 2016: 28). According to Kotler and Keller (2016: 28) marketing is recognizing and fulfilling human and social needs. Meanwhile, according to Tjiptono (2019: 29) the definition of marketing includes main themes such as competitiveness, problem solving, and understanding customer needs and desires.

According to Schiffman and Wisenblit (2015: 34) there are 4 elements in the marketing mix, namely: (1) Product or service: the features, design, branding, and packaging offered, along with post-purchase benefits such as warranties and policies; (2) Price : selling price, including discounts, allowances, and payment methods; (3) Place: distribution of products or services through shops and outlets; (4) Promotion: advertising, promotion, public, and sales efforts are designed to build awareness and sales demand for a product or service.

2.2. Price

According to Kotler and Keller (2016: 483) price is one element of the marketing mix that generates revenue, other elements generate costs. Prices take many forms and perform many functions as rent, tuition, fees, fees, interest, rates, storage fees, salaries and commissions are all prices that must be paid to obtain goods or services. According to Mothersbaugh et al. (2020:19) price is the amount of money one has to pay to get the right to use the product. Meanwhile, according to Kotler and Armstrong (2017:308) price is the amount of money charged for a product or service, or the sum of the value given by customers for the benefits of having or using the product or service.

There are several price indicators according to Stanton and Lembang (2010:24) in Ofela and Agustin (2016), namely: (1) Price affordability, The price set can be achieved by the market in accordance with the targets and targets that have been chosen. (2) Price match with product quality. Prices are set according to the quality of the products offered to consumers. (3) Price Competitiveness. The price set is a price that is lower or higher than the average competitor. (4) Price match with benefits. Prices are set according to the benefits that consumers can get from the products purchased.

2.3. Promotion

Promotions are carried out to convey information about products and consumers to want to discuss (Peter and Olson 2014:204). According to Tjiptono (2019: 385), it is an element of the marketing mix that focuses on promoting, persuading, and reminding consumers of the company's brands and products. According to Tjiptono (2008:219-220) promotion is a form of marketing communication. One of the main goals in marketing communications is to remind the public to make repeat purchases.

2.4. Service Quality

According to Kotler and Keller (2016: 422) services are all actions or performances that one party can offer to another that are intangible and do not result in any ownership. Services are activities, benefits, or satisfactions offered for sale (Tjiptono 2011:17). According to Tjiptono (2011:162) (quality of service)

contributes significantly to the creation of differentiation, positioning, and competitive strategy for each manufacturing and service company. According to Lovelock 2002:87 (in Utami, 2017:368) service quality is a consumer perspective in the long term and is a cognitive evaluation of service transfer.

2.5. Consumer Goals

In general, according to Kotler and Keller (2016: 153) satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of the product (results) to their expectations.

2.6. Interest in Repurchase

According to Tjiptono (2019:143) repurchase intention, namely satisfied customers tend to re-purchase the same product/service, shop at the same place, and/or use the same service provider again in the future.

3. METHODOLOGY

3.1. Research Methodologies

This study employs a quantitative research design with a survey method. According to Sugiyono (2019:16-17), quantitative research methods are defined as research methods based on the philosophy of positivism, used to examine specific populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the goal of testing hypotheses that have been established.

3.2. Analytical Unit

The subject in this study is the customer of Manna Kampus (Mirota Kampus) in the Special Region of Yogyakarta who has done shopping activities at least twice in the recent month.

3.3. Research Time and Location

The research was carried out from December 2020 to March 2021 in the Special Region of Yogyakarta.

3.4. Population and Sample

The population in this study were all consumers of Manna Kampus (Mirota Kampus) in the Special Region of Yogyakarta who had done shopping activities at least 2 times in the last 1 month. The sample in this study were some of the consumers of Manna Kampus (Mirota Kampus) in the Special Region of Yogyakarta who had done shopping activities at least 2 times in the last 1 month.

3.5. Sampling technique

The sampling technique in this study used non-probability sampling. According to Sugiyono (2019:131) nonprobability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as samples. The technique used in nonprobability sampling is purposive sampling. Purposive sampling is a sampling technique with certain considerations. This research makes certain considerations, namely consumers of Manna Kampus (Mirota Kampus) in the Special Region of Yogyakarta who have done shopping activities at least 2 times in the last 1 month.

3.6. Data source

Sources of data in this study using primary data. Primary data (primary data) refers to information collected by the research itself through instruments such as surveys, interviews, focus groups, or observations (Sekaran and Bougie 2017:41). The primary data in this study was obtained by giving questionnaires to consumers of Manna Kampus (Mirota Kampus) in the Special Region of Yogyakarta who have done shopping activities at least 2 times in the last 1 month.

3.7. Data collection technique

The data collection technique in this study was using a questionnaire (questionnaire). A questionnaire is a pre-defined list of written questions in which respondents will record their answers, usually in clearly defined alternatives. Questionnaires are an efficient data collection mechanism when the study is descriptive or explanatory. Questionnaires can be administered personally, sent to respondents, or distributed electronically (Sekaran and Bougie, 2017:170).

In this study, questionnaires will be distributed online to 100 respondents, namely consumers of Manna Kampus (Mirota Kampus) in the Special Region of Yogyakarta who have done shopping activities at least 2 times in the last 1 month.

3.8. Instrument Testing Techniques

The instrument testing technique in this study used validity and reliability tests using the PLS (Partial Least Square) measurement model.

3.9. Data analysis technique

This study uses multivariate statistical techniques with three independent variables one, the dependent variable and one mediating variable. The multivariate statistical technique is a large number of variables or indicators tested (Abdillah and Hartono 2015:88). PLS is a variant-based SEM statistical method designed to solve multiple regression when specific problems occur in the data, such as small

research sample sizes, missing data (missing values), and multicollinearity (Abdillah and Hartono 2015:161).

4. RESULT AND DISCUSSION

4.1. Convergent Validity Test

According to Sholihin and Ratmono (2013:16) the Rule of Thumb is convergent validity, namely the loading indicator is greater than 0.70. The results of the questionnaire were processed using WarpPLS 6.0 software which resulted in the following loading factor:

Table 1. Loading Factor Value Before Removal

No	Item Statement	Loading Factor Value	Status
1	X1A	0.776	Valid
2	X1B	0.798	Valid
3	X1C	0.762	Valid
4	X1D	0.795	Valid
5	X2A	0.817	Valid
6	X2C	0.765	Valid
7	X2E	0.784	Valid
8	X2F	0.767	Valid
9	X2G	0.774	Valid
10	X2H	0.671	Not Valid
11	X3A	0.822	Valid
12	X3B	0.826	Valid
13	X3C	0.870	Valid
14	X3D	0.768	Valid
15	X3E	0.711	Valid
16	M1A	0.821	Valid
17	M1B	0.854	Valid
18	M1C	0.776	Valid
19	M1D	0.821	Valid
20	Y1A	0.820	Valid
21	Y1B	0.887	Valid
22	Y1C	0.828	Valid

Source: Data processed with WarpPLS 6.0 (2021)

Based on table 1, there is 1 item of the invalid statement, namely X2H with a value of 0.671. The statement item is invalid because the value is not greater than 0.70, therefore it is necessary to delete the invalid statement item. The following is the loading factor value in the table after deletion:

Table 2. Loading Factor Value After Removal

No	Item Statement	Loading Factor Value	Status
1	X1A	0,776	Valid
2	X1B	0,798	Valid
3	X1C	0,762	Valid
4	X1D	0,795	Valid
5	X2A	0,849	Valid
6	X2C	0,780	Valid
7	X2E	0,830	Valid
8	X2F	0,776	Valid
9	X2G	0,722	Valid
10	X3A	0,822	Valid
11	X3B	0,826	Valid
12	X3C	0,870	Valid
13	X3D	0,768	Valid
14	X3E	0,711	Valid
15	M1A	0,821	Valid
16	M1B	0,854	Valid
17	M1C	0,776	Valid
18	M1D	0,821	Valid
19	Y1A	0,820	Valid
20	Y1B	0,887	Valid
21	Y1C	0,828	Valid

Source: Data processed with WarpPLS 6.0 (2021)

Based on table 2, the loading factor value after deletion means that all statement items are > 0.70 and are declared valid.

4.2. The Average Variance Extracted (AVE)

According to Forrel and Lacker, (1981) in Sholihin and Ratmono (2013:73) that Average variance extracted (AVE) is also used to evaluate convergent validity with the criteria must be above 0.50. The following is the AVE value in the table:

Table 3. AVE Value

No	Variabel	Nilai AVE	Status
1	Price	0,613	Valid
2	Promotion	0,628	Valid
3	Service Quality	0,642	Valid
4	Consumer Sarisfication	0,670	Valid
5	Repurchase Interest	0,716	Valid

Source: Data processed with WarpPLS 6.0 (2021)

Based on table 3 the value of Average Variance Extracted (AVE) all variables are declared valid because the AVE value is > 0.50.

4.3. Discrimination Validity Test

According to Sholihin and Ratmono (2013:16), there is a Rule of Thumb validity of discrimination, namely the square root of the Average Variance Extracted (AVE) is greater than the correlation between constructs. The following is the AVE root value and the correlation of latent variables in the table:

Table 4. Root Value (AVE) and Pre-Survey Latent Variable Correlation

	X1	X2	X3	M	Y
X1	(0,783)	0,351	0,471	0,735	0,588
X2	0,351	(0,793)	0,586	0,465	0,371
X3	0,471	0,586	(0,801)	0,600	0,425
M	0,735	0,465	0,600	(0,818)	0,744
Y	0,588	0,371	0,425	0,744	(0,846)

Source: Data processed with WarpPLS 6.0 (2021)

Based on table 4 the AVE root value and the correlation of the latent variables, all variables are declared valid because the AVE root value is > the correlation of the latent variables.

4.4. Reliability Test

Reliability shows the accuracy, consistency, and determination of a measuring instrument in making measurements (Hartono in Abdillah and Hartono 2015:196). The reliability test in PLS can use two methods, namely Cronbach's

alpha and Composite reliability. The rule of thumb of Cronbach's alpha and Composite reliability values must be greater than 0.7 although a value of 0.6 is still acceptable (Hair et al., in Abdillah and Hartono 2015:196). The following is the value of Cronbach's alpha and composite reliability in the table:

Table 5. Cronbach's alpha and Composite reliability Pre-Survey

No	Variabel	Cronbach's Alpha	Composite Realibility	Status
1	Price	0,790	0,864	Reliable
2	Promotion	0,851	0,894	Reliable
3	Service Quality	0,859	0,899	Reliable
4	Consumer Sarisfication	0,835	0,890	Reliable
5	Repurchase Interest	0,801	0,833	Reliable

Source: Data processed with WarpPLS 6.0 (2021)

Based on table 5 the value of Cronbach's alpha and composite reliability, all variables are declared reliable because the value of Cronbach's alpha and composite reliability is > 0.7 . In the value of Cronbach's alpha, the highest value is 0.859 on the service quality variable and the lowest value is 0.790 on the price variable. In the composite reliability value, the highest value is 0.899 for the service quality variable and the lowest value is 0.883 for the repurchase interest variable.

4.5. R-squared Test

Table 6. R-squared Value

No	Variable	R-suared
X1	Consumer Sarisfication	0,635
X2	Repurchase Interest	0,621

Source: Data processed with WarpPLS 6.0 (2021)

Based on table V.6 the value of R-squared on the consumer satisfaction variable is 0.635, which means that 63.5% of the consumer satisfaction variables can be explained by the price, promotion, and service quality variables, while the remaining 36.5% can be explained by other variables outside the research model. The R-squared value of the repurchase interest variable is 0.621, which means that 62.1% of the repurchase interest variable can be explained by price, promotion, and service quality variables, while the remaining 37.9% can be explained by other variables outside the research model.

4.6. Mediation Effect Test

According to Sholihin and Ratmono (2013: 56) testing the mediation effect is carried out in two steps, namely:

The first step is to estimate the direct effect. Direct effect estimation is carried out between the independent variable and the dependent variable. In this study, the direct effect was carried out to see the direct influence between price, promotion, and service quality variables on repurchase interest. The following is a description of the direct effect images and tables:

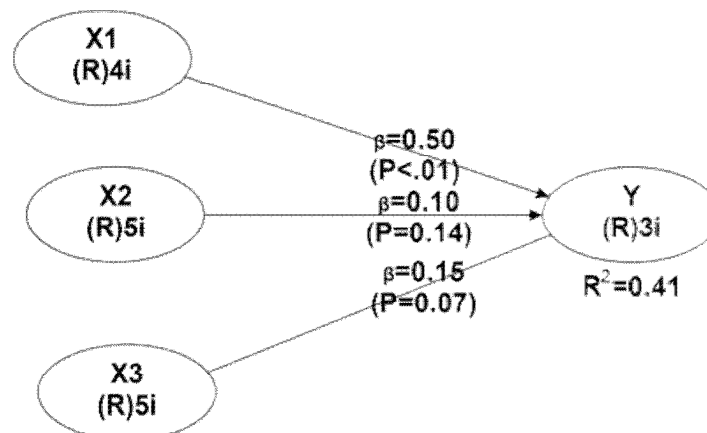


Figure 1. Testing the direct effects model with WarpPLS 6.0

Table 7. Direct Effect Estimation Value

No	Variabel	Path Coefficient	P Value	Status
1	X1→Y	0.504	<0.001	Significant
2	X2→Y	0.104	0.145	Not Significant
3	X3→Y	0.147	0.065	Not Significant

Source: Data processed with WarpPLS 6.0 (2021)

The second step is to estimate the indirect effect. Indirect effect estimation is done simultaneously by adding a mediating variable between the independent variable and the dependent variable. In this study, indirect effect estimation was carried out to determine consumer satisfaction variables in mediating the effect of price, promotion, and service quality on repurchase interest. The following is a description of the indirect effect in the form of charts and tables:

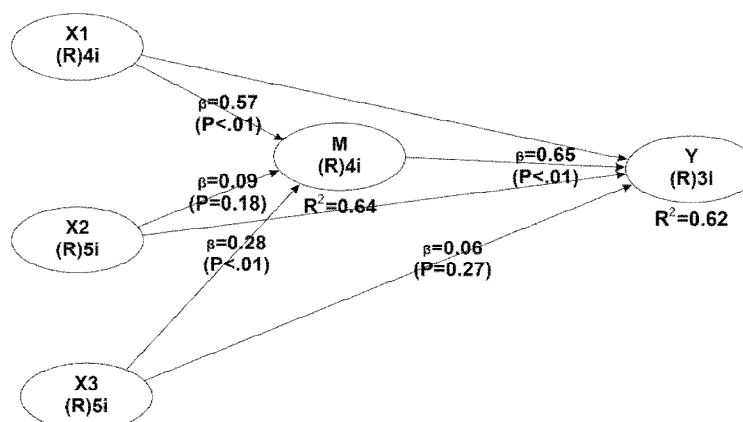


Figure 2. Testing the indirect effects model with WarpPLS 6.0

Table 8. Indirect Effect Estimation Value

No	Variabel	Path Coefficient	P Value	Status
1	X1→M	0.572	<0.001	Significant
2	X2→M	0.090	0.178	Not significant
3	X3→M	0.285	0.001	Significant
4	M→Y	0.647	<0.001	Significant
5	X1→Y	0.149	0.062	Not significant
6	X2→Y	0.059	0.274	Not significant
7	X3→Y	0.059	0.274	Not significant

Source: Data processed with WarpPLS 6.0 (2021)

4.7. Hypothesis Testing

The path coefficient is 0.504 with p-value < 0.001 (significant) down to 0.149 and p-value 0.062 (not significant). Then H_{01} is rejected and H_{A1} is accepted, that is, consumer satisfaction mediates the effect of price on consumer repurchase interest with full mediation. This means that the price offered by Manna Kampus (Mirota Kampus) is following what is perceived by consumers and has given a sense of satisfaction to consumers so that Manna Kampus (Mirota Kampus)

consumers are interested in making repeat purchases, and vice versa with a 95% confidence level (5% error).

The path coefficient is 0.104 with a p-value of 0.145 (not significant) down to 0.59 and a p-value of 0.274 (not significant). Then HO2 is accepted and HA2 is rejected, namely consumer satisfaction does not mediate the effect of promotion on consumer repurchase interest (no mediation). This means that the more attractive the promotion carried out by Manna Kampus (Mirota Kampus), the less satisfied consumers are, and the less interested consumers are in making repeat purchases with a 95% confidence level (error 5%).

The path coefficient is 0.147 with a p-value of 0.065 (not significant) down to 0.059 and a p-value of 0.274 (not significant). So HO3 is accepted and HA3 is rejected, namely consumer satisfaction does not mediate the effect of service quality on consumer repurchase interest (no mediation). This means that the better the quality of service provided by Manna Kampus (Mirota Kampus), the less satisfied consumers are, and the less interested consumers are in making repeat purchases with a 95% confidence level (5% error).

4.8. Discussion

The results showed that consumer satisfaction mediated the effect of price on consumer repurchase intention. These results indicate that the price offered by Manna Kampus (Mirota Kampus) is affordable, by the quality of the product, able to compete with other retailers and the price of the product offered is by the benefits obtained.

The results showed that consumer satisfaction did not mediate the effect of promotion on consumers repurchase intention. These results indicate that the promotions carried out by Manna Kampus (Mirota Kampus) are attractive, but consumers are not getting more satisfied, and consumers are not getting more interested in making repeat purchases.

The results showed that consumer satisfaction did not mediate the effect of service quality on consumer repurchase intention. These results indicate that the better the quality of service provided by Manna Kampus (Mirota Kampus) the less satisfied consumers are and the less interested consumers are in making repeat purchases.

5. CONCLUSION

The following results were obtained after processing the data with the measurement model (outer model), structural testing (inner model), evaluating the mediating effect, and testing the hypothesis using WarpPLS 6.0 software that the influence of price on consumer repurchase interest is moderated by consumer satisfaction, consumer pleasure does not operate as a buffer between the influence of promotion and consumer repurchase intention, and consumer satisfaction does not affect consumer repurchase interest when it comes to service quality.

Based on the discussion and conclusions that have been described in this study, the authors propose several suggestions that can be used as consideration for the future. There are some suggestions for companies based on the process and research results. First, the price variable is a variable that influences repurchase interest with consumer satisfaction as a mediating variable, the authors advise companies to continue to offer affordable prices and based on some input from research respondents that it is expected that Manna Kampus (Mirota Kampus) will provide special prices such as special students, or special purchases in large quantities get a different price with the purchase of units. This can be accomplished by offering discounted prices for students/students while purchasing stationery. Looking at the statistics of consumers who have made a big number of purchases on a product item can help you start thinking about special prices for large purchases. Second, with consumer satisfaction as a moderating variable, promotional variables, and service satisfaction have little effect on repurchase interest. However, based on his observations during his internship at Mirota Kampus, the author recommends that Manna Kampus (Mirota Kampus) continue to promote and provide interesting and unique promotions so that consumers will remember it and continue to make purchases in the future. Manna Kampus (Mirota Kampus) can provide promotions such as product bundling or can provide advice. Finally, with consumer pleasure as a moderating variable, the service satisfaction variable does not affect repurchase interest. We propose like the promotion variable that are the product of the observations in the field and feedback from the respondents. Manna Kampus (Mirota Kampus) shall continue to give good service to customers and should always carry out future development and evaluation to deal with customer complaints. This can be accomplished by first confirming personnel both internal and external to the organization who are still in contact with the company regarding the appropriate SOPs and remind each other in order to realize the company's goals even better.

For Further Research, price, promotion, and service quality variables produce an R-squared (R^2) of 0.635, which means 63.5% of the consumer satisfaction variable while the remaining 36.5% can be explained by other variables outside the

research model. Price, promotion, and service quality variables produce an R-squared (R^2) of 0.621, which means 62.1% of the repurchase interest variable while the remaining 37.9% can be explained by other variables outside the research model. Based on this, the authors suggest developing other variables outside this research model such as product, place, store atmosphere, impulsive buying, and others in order to get more varied research results on consumer repurchase interest.

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