THE IMPACT OF PRICE PERCEPTION AND BRAND IMAGE ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION

N. Paramananda ✉

Post Graduate Program of Udayana University, Bali, Indonesia

agungmahendrakusuma@gmail.com

I Putu Gde Sukaatmadja

Post Graduate Program of Udayana University, Bali, Indonesia

Abstract

Repurchase intentions relate to feelings and emotions, when a person is happy and satisfied in buying goods or services then it will reinforce the intention of repurchase. This can be an input for marketers to develop appropriate marketing strategies in order to increase the customer's intention to repurchase on the products offered so that ultimately will increase profitability for the sustainability of the company. Some important things that impact the repurchase intention by consumers are price perceptions, brand image, and customer satisfaction. This study aims to explain the impact of price perceptions and brand image on customer satisfaction and repurchase intention. The sample used is 80 visitors of Jimmy Bucther Urban Store who had previously made a purchase within the last six months and domiciled in the city of Denpasar, Indonesia. The result of the research found that price perception and brand image have positive and significant impact to customer satisfaction. Furthermore, price perception and brand image have positive and significant impact to repurchase intention, and customer satisfaction has positive and significant impact on repurchase intention.

Keywords: Price perception, brand image, customer satisfaction, repurchase intention, consumer behavior

INTRODUCTION

Repurchase intention is an interesting issue to investigate. Repeat purchase intent is the cause of the behavior so that it can make input for the owner or marketer to develop the right marketing strategy in order to increase the customer's intention to repurchase the offered product so that in the end will improve profitability and sustainability of the company.

Establishing consumer perceptions to improve repurchase intentions should be done well so that customers are interested in repurchase. According to Swastha and Irawan (2001: 27) buying intentions are related to feelings and emotions, when a person feels happy and satisfied in buying goods or services then it reinforces the intention of buying, and dissatisfaction usually removes the intention. A consumer is willing to repurchase the same brand or product because he or she has a good experience or a level of expectation that met. Based on the good experience, the consumer satisfaction appears. Fang et al. (2011) states that consumer satisfaction is critical to the success of a company especially in a highly competitive business environment. Pappas et al. (2014) argues that previous purchasing experiences that proved to satisfy consumers play an important role in shaping future buying behavior.

Price perception aims to build consumers regarded as a topic of marketing communications and brand management (Erdil, 2015). In research Suhaily and Soelasih (2017) states that the price has an impact on the intention to repurchase, and consumer satisfaction has a positive impact on consumer buying intention. The positioning of a price mix, brand, and store attribute aims to form a message and commitment for consumers in order to build a targeted perception in their mind. Price becomes very important for customers because it will be a guide to measure the suitability between the benefits of products received with sacrifices that have been given either in the form of money or certain sacrifices. Customers will price as one of the perceived standards of satisfaction. Price is one of the most important attributes evaluated by consumers (Merinda and Budhi, 2016). Consumers who are aware of the price of the product will know the quality of the goods they receive according to the amount of money that is sacrificed, not infrequently the consumer demanded a cheaper price alternative with the condition of the same product. Hulton in Malik et al. (2012) who claim that now many consumers are trying to maximize value for money spent, demanding better quality at lower prices.

Customer satisfaction is the core of marketing in the process of exchange because it contributes to the company's success (Darian et al., 2001). The more consumers get what they expect at the time of purchase or service users, the higher the likelihood consumers will repurchase in the same level, so the greater the level of customer satisfaction, the greater the loyalty to a good or service (Wong and Sohal, 2003). According to Fandy (2002) in Barmawi

(2012: 3) the creation of customer satisfaction can provide several benefits of relationships between the company and the customer into a harmonious provide a good basis for repeat purchase and the creation of customer satisfaction and form a recommendation by word of mouth profitable for service providers.

Satisfied customers will continue to make purchases on the business entity. Vice versa if without satisfaction, can lead to customers moving on other products. The results of Cho et al. (2002) states that after making a purchase, the consumer will evaluate the post-purchase evaluation in which factors affecting the post-purchase evaluation affect the interest of repeat purchase of the consumer.

Along with the development era in this era of globalization, tight economic competition. The development of globalization and modernization in Bali greatly impacts the development of technology, entertainment information, and style of dress. The fashion industry's products are very fast with existing developments and are related to prevailing trends, creativity and lifestyle. Different youth tastes and want to look different from others or commonly called distros. The existence of a very developed distro in the city of Denpasar. Distributors in the City of Denpasar provide the needs of unique products for the community, can not even be obtained in stores, shopping centers or department stores. Distro shops must be able to innovate and work as hard as possible in order to be able to meet the demands of consumers. The number of distro shops that appear on the island of Bali, especially in Denpasar, certainly a lot of things into consideration for each consumer to make a purchase at one of these stores.

This unstable sales are triggered by a growing number of emerging competitors that give customers another choice in shopping. The number of fashion stores in Bali is growing rapidly due to the high demand of young people in fulfilling their lifestyles, so many emerging fashion retail stores are becoming competitors of Jimmy Butcher's distro Urban Store. The price competition among distributions is getting tighter to attract the hearts of customers, some distro ventured to give lower prices, this resulted in not all customers are the majority of young people assume that the brand Jimmy Butcher has the most affordable price due to competitors who dare to give more price low with the same clothing model.

LITERATURE REVIEW

Price Perception

According to Kotler and Keller (2012: 67), price is one element of marketing mix that generates revenue, other elements generate costs. Price is the easiest element in a customized marketing program, product features, channels, and even communication takes a lot of time.Campbell on Cockril and Goode (2010: 368) states that price perception is a psychological factor of many

aspects that have an important impact in consumer reactions to prices. That's why price perception becomes the reason why someone makes a decision to buy.Xia et al. on Lee and Lawson-Body (2011: 532) suggests that price perceptions are consumer ratings and associated emotional forms of whether the price offered by the seller and the price compared to others is logical, acceptable or justifiable.

Brand Image

Supranto and Limakrisna (2011) stated that brand image is what consumers think and feel when they hear or see a brand and what consumers learn about brands. So it can be concluded that the brand image is a collection of brand associations that consumers can feel and think that created and maintained by marketers to form in the minds of consumers. According to Utami (2010) brand image is a series of associations that are usually organized around some meaningful themes.Roslina (2009) defines that the brand image is a clue that will be used by consumers to evaluate the product when the consumer does not have sufficient knowledge about a product. There is a tendency that consumers will choose well-known products through experience using products or based on information obtained through various sources.

Customer Satisfaction

According to Lovelock and Wirtz (2011: 74), satisfaction is an attitude that is decided based on experience gained. Satisfaction is an assessment of the characteristics or features of the product or service, or the product itself, which provides the level of consumer pleasure associated with the fulfillment of consumer consumption needs. According Daryanto and Setyobudi (2014), customer satisfaction is an emotional assessment of consumers after consumers use a product, where the expectations and needs of consumers who use them are met. Consumer satisfaction is impacted by the quality of products or goods given to customers in the process of service delivery, service quality, price perception, and situational and personal factors. Kapoor and Solomon (2011), said that customer satisfaction is a feeling of the whole consumer about products or services that have been purchased by consumers.

Repurchase Intention

The consumer's desire to repurchase a product is based on the trust and value associated with buying or using the product (Kusdyah, 2012). The interest of repeat purchase is the confusion and action of the consumer to repurchase a product, because of the satisfaction received as desired from a product (Nurhayati and Murti, 2012). A brand that is already in the customer's heart will cause the customer to continue purchasing or repurchase. Marketers generally want

customers who are created forever. Given the changes that occur at any time, both changes in customers such as tastes and psychological, social, and cultural aspects of customers that impact on the process of repurchase (Nurhayati and Murti, 2012).

HYPOTHESES

Price perception to customer satisfaction

Huang et al. (2011) states that prices have a positive and significant impact on customer satisfaction. The higher the value of money and the price compatibility of customer value, the higher the customer satisfaction. Setyowati and Wiyadi (2016) stated that the perception of the price has a positive and significant impact on customer satisfaction. Fata (2015) states that price variables simultaneously have a significant impact on customer satisfaction. Suwarni and Mayasari (2011) emphasized also that in his research the price has a significant and positive impact on customer satisfaction. But contrary to the results of research Suhaily and Soelasih (2017) stating that the price does not have a significant impact on customer satisfaction.

H1: Price perceptions have positive and significant impact on customer satisfaction

Price Perception to Repurchase Intention

Appropriate price perceptions significantly positively affect perceived value and repurchase interest, and significantly negatively affect perceived risk. Positive consumer price perceptions of a product can be realized when the results of price comparison evaluation with other products or similar products with different price offerings have been in accordance with the wishes and capabilities of consumers. An increase in the perception of a positive price the consumer has for a product will increase consumption or interest in repurchase (Liu and Tingko, 2016). In line with the research of Resti and Soesanto (2016) and Aufa and Kamal's research (2015) which states that price perception has a positive impact on buying interest. Suhaily and Soelasih (2017) stated that there is a significant impact of price perception variables on repurchase intention. This is in accordance with Aufa and Kamal (2015) and Huang et al. which states that price perceptions have a positive and significant impact on repurchase intentions.

H2: Price perceptions have a positive and significant impact on repurchase intentions.

Brand image to customer satisfaction

Brand image plays an important role in distinguishing between brands of similar products. The concept and practice of brand image focuses not only on objective factors such as product or service quality and price, but also on subjective benefits such as enabling psychological utilities, signifying social status and customer differentiation from others and maintaining affective and

mental perceptions of brands (Erdil and Uzun, 2010: 90). Setyowati and Wiyadi (2016) stated that the brand image has a positive and significant impact on customer satisfaction. Neupane (2015) study also showed a positive impact of brand image with consumer satisfaction. Researched by Lutfiana et al. (2013) obtained the result that brand image variable has a significant and positive impact on customer satisfaction.

H3: Brand image has a positive and significant impact on customer satisfaction.

Brand image to Repurchase intention

Successful brands will increase the trust of products and services to consumers. Building a strong brand image can be achieved with a strong marketing program for the product in question, as well as having the uniqueness that can be distinguished from other products. A good combination of supporting factors will be able to produce a brand image. Brand image is a strong sub-variable within the company and is very important in purchasing decisions for consumers (Nigam et al., 2011).Chen and Hsieh (2011) stated that the higher the brand image perceived by the consumer, the higher the consumer's interest to make the repurchase. Tsuo et al. (2011) stated that positive consumer perceptions of brand image have a significant positive impact on brand loyalty, brand loyalty here closely with repurchase. Ain and Ratnasari (2015) stated the results of his research that brand image has a significant impact on repurchase intention. This is in accordance with Huang et al. which states that brand image has significant impact on repurchase intention.

H4: Brand image has a positive and significant impact on repurchase intention.

Customer satisfaction to Repurchase Intention

Pappas et al. (2014) states that previous purchasing experience with satisfaction plays an important role as it helps to shape future customer buying behavior especially in cases where strategy efforts are minimized. Some previous studies suggest that consumers who have high satisfaction will repeatedly return to the same vendor for optimal results (Kuo et al., 2013). Prior research conducted by Ellya and Dian (2008) and research conducted by Changsu (2012) states that there is a significant impact between customer satisfaction on repurchase interest. Suhaily and Soelasih (2017) stated that customer satisfaction has a positive and significant repurchase intention. This is in accordance with Huang et al. (2011) which states that customer satisfaction (satisfaction) has a positive and significant impact on repurchase intention (repurchase intention). The higher the level of satisfaction perceived by the consumer, the higher the intention of repurchase by the consumer. It is also in accordance with Kim et al.

(2012) which states that satisfaction has a positive and significant impact on repurchase intentions.

H5: Customer satisfaction has a positive and significant impact on repurchase intentions.

RESEARCH METHOD

Procedure

The research data is collected directly to the research location. This research uses explanatory survey conducted in large and small population, but the data studied is the data taken from the sample of the population, so that the description and the relationships between variables are found. Kerlinger (1973) in Sugiyono (2011: 7) suggests that survey research is a study conducted on large and small populations, but the data studied is data from samples taken from the population, so that relative events, distribution, and relationships -relationship between sociological and psychological variables. This type of research was chosen because the objectives to be achieved include efforts to explain the relationship and impact that occurred between the variables studied conducted by collecting data through a survey of potential customers Jimmy Butcher and data collection tool used is a questionnaire. The location was chosen because Jimmy Butcher is located in the middle of Denpasar city and is an area with a number of retail clothing stores that quite a lot of its competitors. This study used purposive sampling technique and collected data using questionnaire from 80 visitors of Jimmy Bucther Urban Store who had previously made a purchase within the last six months and domiciled in the city of Denpasar.

ANALYSIS AND RESULTS

The questionnaire was distributed directly to 80 visitors who had made purchases at Jimmy Butcher Urban Store for at least the last 6 months. Analysis of respondent characteristics is described by presenting its characteristics based on demographic variables i.e. gender, age, last education, and occupation.

Characteristics of respondents indicate that as many as 46.3 potential customers Jimmy Butcher Urban Store the average age of 18-25 years, most of them are students or students. Students and students are one of the target markets of Jimmy Butcher Urban Store. As many as 33.8 jobs from prospective customers Jimmy Butcher Urban Store are mostly students, they see Jimmy Butcher Urban Store has a model of clothing that is very suitable for young people and the price is still affordable. The percentage of potential customers as much as 70.0 is dominated by male visitors. A total of 48.8 prospective consumers with the highest education at high school level.

The structural model is evaluated by using R-square for the dependent construct and t test as well as the significance of the structural path parameter coefficients.

Table 1. R-Square

Construct	R-square
Customer Satisfaction (Y_1)	0,520
Repurchase Intention (Y_2)	0,805

Based on Table 1 above, the impact model of price perception and brand image on customer satisfaction gives a R-value of 0.520 that can be interpreted that the variability of consumer satisfaction constructs can be explained by the variability of the constructs of price perception and brand image of 52, while 48 is explained by other constructs outside researched. Furthermore, the impact model of price perception, brand image and customer satisfaction on repurchase intention gives R-square value of 0.805 which can be interpreted that variability of construct of repurchase intention can be explained by variability of price perception construct, brand image and consumer satisfaction and repurchase intention of 80, 5, whereas 19.5 is explained by other constructs outside the studied.

In addition to using R-square, the goodness of fit model is also measured by using Q-square predictive relevance to measure how well the observation value is generated by the model and also the parameter estimation, it is necessary to calculate Q-square with the following formula:

$$
\begin{aligned}
Q^2 \quad &= \quad 1-(1 - R_1^2)\,(1 - R_2^2) \\
&= \quad 1-(1 - 0{,}520)\,(1 - 0{,}805) \\
&= \quad 1-(0{,}270)\,(0{,}648) \\
&= \quad 1-0{,}174 \\
&= \quad 0{,}826
\end{aligned}
$$

The value of Q^2 = 0.826> 0, which means the research model has a predictive value of relevance, which is closer to 1 then the model the better.

The significance of distorted parameters provides useful information on the relationship between research variables. Hypothesis testing is done by using t-statistic. If the value of t-statistics ≥ t-table value (1,96), then H0 rejected and research hypothesis accepted. The basis used in testing the hypothesis is the value found in the output path coefficients presented in Table 2.

Table 2. Path Coefficients

Construct	Coefficient Correlation	T Statistics	Description
Price Perception (X_1) →Cust. Satisfaction (Y_1)	0,454	3,462	Significant
Price Perception (X_1) →Repurchse Intention (Y_2)	0,398	3,154	Significant
Brand Image (X_2) →Cust. Satisfaction (Y_1)	0,337	2,899	Significant
Brand Image (X_2) →Repurchse Intention (Y_2)	0,242	2,442	Significant
Cust. Satisfaction (Y_1) →Repurchase Intention (Y_2)	0,378	3,154	Significant

Testing the relationship of price perception with customer satisfaction is described in Table 2 which shows that price perception has positive and significant relation with consumer satisfaction. This is shown from the value of the path coefficient of the perception of the price to the consumer satisfaction of 0.454 and the value of t-statistics of 3.462. The value of t-statistic 3,462 is greater than 1,96 (t-table), hence hypothesis that price perception have positive and significant impact with acceptable satisfaction. This means, the better the perception of prices owned by consumers the better the level of customer satisfaction.

Testing the relation of price perceptions to repurchase intentions described in Table 2 which shows that price perceptions have a positive and significant impact with repurchase intention. This is shown from the value of the path coefficient of the price perception to the intention of repurchase of 0.398 and the value of t-statistics of 3.154. The value of t-statistic 3,154 is greater than 1,96 (t-table), hence hypothesis that there is positive and significant impact between price perception to repurchase intention. This means that the better the perception of the price then the increased intention of repurchase from consumers.

Testing the impact of brand image on customer satisfaction is described in Table 2 which shows that brand image has a positive and significant impact with customer satisfaction. This is indicated from the value of path coefficient of the brand image to the consumer satisfaction of 0.337 and the t-statistic value of 2.899. The value of t-statistics 2,899 greater than 1.96 (t-table), H3 hypothesis that the image brand has a positive and significant impact on consumer satisfaction is acceptable. This means, the better the brand image that is owned by Jimmy Butcher Urban Store then the consumer satisfaction also increases.

The test of the impact of the brand image on repurchase intentions is described in Table 2 which indicates that the brand image has a positive and significant impact on repurchase intentions. This is indicated from the path coefficient of the brand image to the intention of repeat purchase of 0.242 and the t-statistics of 2.442. The t-statistics 2,442 greater than 1,96 (t-tables) hence the hypothesis H4 which states that the brand image has a positive and

significant impact on the repurchase intention is acceptable. This means the better the brand image that is owned by Jimmy Butcher Urban Store hence also increasing the intention of repurchase from consumers.

Testing the impact of customer satisfaction on repurchase intention in Table 2 shows that consumer satisfaction has a positive and significant impact with the intention of repurchase. This is shown from the coefficient value of the path (path) of customer satisfaction to the intention of repurchase of 0.378 and t-statistics of 3.154. The value of t-statistic 3,154 is greater than 1,96 (t-table), hence hypothesis that stated that consumer satisfaction have positive and significant impact to repurchase intention acceptable. This means that the more satisfied consumers, the higher the level of repurchase intention of consumers.

DISCUSSION AND CONCLUSION

Based on the results of the research that has been done, it can be concluded that Price perceptions have a positive and significant impact on customer satisfaction, meaning the better the perception of the price that the customer has for the Jimmy Butcher Urban Store product, the higher the level of customer satisfaction. Price perceptions have a positive and significant effect on repurchase intention, customer's price perception toward Jimmy Butcher Urban Store product, hence the higher the customer's intention to repurchase. Brand image has a positive and significant impact on customer satisfaction, meaning the better the brand image, the higher the customer satisfaction. Brand image has a positive and significant impact on the intention of repurchase, meaning the better the brand image, the higher the customer's intention to repurchase. Customer satisfaction has a positive and significant effect on repurchase intention, meaning that the higher the level of satisfaction, the higher the customer's intention to make repeat purchase.

RESEARCH IMPLICATIONS

The results of this study certainly had some practical implications. Firstly, the results of statistical data analysis shown that price perception becomes an important factor in increasing customer satisfaction Jimmy Butcher Urban Store. The product price indicator of Jimmy Butcher Urban Store is reasonably an important factor of the price perception variable in increasing consumer satisfaction. Consumers who have the perception that the price of products offered Jimmy Butcher Urban Store is reasonable, would certainly have a high level of satisfaction in which consumers judge that overall Jimmy Butcher Urban Store better than another store.

Secondly, the results of data analysis statistically shown the perception of the price becomes an important factor in shaping the intention of repurchase by consumer Jimmy Butcher

Urban Store. The product price indicator of Jimmy Butcher Urban Store is reasonably an important factor of the price perception variable in shaping the intention of repurchase. In consumers who have a perception that the price of products offered by Jimmy Butcher Urban Store is reasonable, it will certainly form a repurchase intention in which consumers will plan to buy more similar products or other products from Jimmy Butcher Urban Store.

Thirdly, the results of data analysis statistically shown the brand image becomes an important factor in increasing customer satisfaction Jimmy Butcher Urban Store. Indicators Jimmy Butcher Urban Store has a good reputation in the eyes of consumers becomes an important factor of the brand image variable in improving consumer satisfaction. Consumers who judge that Jimmy Butcher Urban Store has a good reputation, would certainly have a high level of satisfaction in which consumers judge that overall Jimmy Butcher Urban Store better than other distro (store).

Fourth, the results of data analysis statistically show the brand image becomes an important factor in shaping the intention of repurchase by consumer Jimmy Butcher Urban Store. Indicator Jimmy Butcher Urban Store has a good reputation in the eyes of consumers becomes an important factor of brand image variables in shaping the intention of repurchase by consumer Jimmy Butcher Urban Store. In consumers who think that Jimmy Butcher Urban Store has a good reputation, it will certainly form a repurchase intention in which consumers will plan to buy more similar products or other products from Jimmy Butcher Urban Store.

Fifth, the results of statistical data analysis show that customer satisfaction becomes an important factor in shaping the intention of repurchase by consumer Jimmy Butcher Urban Store. The overall indicator of Jimmy Butcher Urban Store better than any other distro (store) becomes an important factor of consumer satisfaction variables in shaping the intention of repurchase by Jimmy Butcher Urban Store customers. In consumers with a high level of satisfaction which has an overall assumption that Jimmy Butcher Urban Store is better than any other distro (store), it will certainly form a repurchase intention in which the consumer will plan to buy more similar products or products other than Jimmy Butcher Urban Store.

LIMITATIONS AND FUTURE RESEARCH

The process in writing this research has several limitations that need to be underlined again, especially in subsequent research. Some of these limitations are among others. The scope of research is limited only in Jimmy Butcher Urban Store, so that the results of research can also have differences related perceptions or interpretations on each respondent elsewhere. This research is only limited to review the variables of price perception, brand image, customer satisfaction, and repurchase intention, so can not examine more deeply factors outside of these

variables..This study used cross-sectional design or time point, but on the other hand the study observed the dynamics of the condition that each period changed, because this research is important to be researched in the future.

Future research is expected to be conducted within the broader scope of the population, different types of business industries, and different areas, so that the findings are likely to be different as well.

REFERENCES

Ain, Nurul dan Ratnasari. 2015. Pengaruhcitramerekmelaluisikapkonsumenterhadapniatbeliulang pada produkbusanamuslimzoya di Surabaya. JurnalEkonomi Syariah Teori dan Terapan, Vol. 2, No.7.

Aufa, Z.D dan Kamal, M. 2015. Analisispengaruhragam menu, persepsiharga, lokasi dan kualitaslayananterhadapminatbeliulang pada sotosedeepbanyumanikcabangambarawa. Diponegoro Journal of Management, Vol. 4, No. 4, pp. 1-10.

BasuSwastha dan Irawan. 2001. ManajemenPemasaran Modern. Yogyakarta: Liberty.

Chen, Han-Shen, and Hsieh, Tsuifang. 2011. A Study of Antecedents of Customer Repurchase Behaviors in Chain Store Supermarkets. The Journal of International ManagementStudies, Vol. 6, No. 3.

Cho Y, Im L, Hiltz R, dan Fjermestad J. 2002. The effects of post purchase evaluation factors on online vs offline customer complaining behavior implications for customer loyalty. Advances in Consumer Research, 2, pp. 318-325.

Cockrill, A., dan Goode, M.M.H. 2010. Perceived Price And Price Decay In The DVD Market. Journal of Product & Brand Management. Vol. 19, No. 5, pp. 367–374.

Darian, J.C, Tucci, L.A. and Wiman, A.R 2001. Perceived sales person service attributes and retail patronage intentions. International jurnal of retail and distribution management, Vol. 29, No. 4, pp. 205-213.

EllyaNikenPrastiwi dan Dian Ayubi. 2008. HubunganKepuasanPasien Bayar dengan MinatKunjunganUlang di Puskesmas Wisma Jaya Kota Bekasi. Jurnal Kesehatan Masyarakat, Vol. 12, No. 1.

Erdil, T. Sabri. 2015. Effects of customer brand perceptions on store image and purchase intention: An application in apparel clothing. Procedia - Social and Behavioral Sciences , 207, pp.196 – 205.

Erdil, T. S., Uzun, Y., 2010. MarkaOlmak. 2nd ed. Istanbul: Beta Publishing.

Fata, Khairul. 2015. Pengaruhharga, citramerek, dan fiturterhadapkepuasanpelanggansertadampaknya pada loyalitasmerek. Jurnal Kebangsaan, Vol.4, No. 7.

Hermann, A., Xia, L., Monroe, K. B., and Huber, F. 2007. The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. Journal of Product and Brand Management, pp. 49-58.

Huang, Y., Lee, K., dan Chan, W. 2011. An Empirical Study of Consumer's Repurchase Intention of Tablet PC. International Conference on Computer Science & Education. Vol. 1, No. 1, pp. 166-171.

Kapoor, C., dan Solomon, N. 2011. Understanding and managing generational differences in the workplace. Worldwide Hospitality and Tourism Themes. Vol. 3, No. 4, pp. 308-318.

Kotler, P., dan Armstrong, G. 2012. Prinsip-prinsipPemsaran. Edisi 13. Jakarta :Erlangga.

Kuo, Y.F., Hu, T.L., Yang, S.C. 2013. Effects of inertia and satisfaction in female online shoppers on repeat-purchase intention: The moderating roles of word-of-mouth and alternative attraction. Managing Service Quality: An International Journal, Vo. 23, No.3, pp. 168-187.

Kusdyah, Ike. 2012. PersepsiHarga, PersepsiMerek, Persepsi Nilai, Dan KeinginanPembelianUlangJasaKlinikKesehatan. JurnalManajemenPemasaran, Vol. 7, No. 1.

Lee, S., dan Lawson-Body, A. 2011. Perceived Price of Dynamic Pricing. Journal of Indutrial Management & Data Systems. Vol. 111, No. 4.

Leonnard, Daryanto, H. K.S., Sukandar, D., Yusuf, E. Z. 2014. The Loyalty Model of Private University Student. International Research Journal of Business Studies. Vol. 7, No. 1, pp. 55-68.

Liu, Chih-Hsing Sam, Tingko Lee. 2016. Service quality and price perception of service: Influence on word-of-mouth and revisit intention. Journal of Transport Management, No. 52, pp.42-54.

Lovelock, Chirstoper dan Jochen Wirtz. 2011. Service Marketing. New Jersey USA : Pearson

Lutfiana, A. A., S. Saryadi, A. Wijayanto. 2013. Pengaruh Citra Merek dan KualitasProdukDenganKepuasanKonsumenSebagaiVariabel Antara TerhadapLoyalitasKonsumen Air MinumMerek Aqua. JurnalIlmuAdministrasiBisnis, Vol. 2, No.1, pp. 1-12.

Malik, F., Yaqoob S., A. S. Aslam. 2012. The Impact Of Price perception , Service Quality, and Brand Image on Cutomer Loyalty (Study of Hospitally Industry In Pakistan). Interdisciplinary Journal of contemporary research in business, Vol 4, No. pp. 487–505.

Merinda Tomida dan BudhiSatrio. 2016. Pengaruhharga dan citramerekterhadaployalitaspelangganproduk footwear YongkiKomaladi. JurnalIlmu dan RisetManajemen, Vol V, No.7.

Nurhayati dan Murti, Wahyu Wijaya. 2012. AnalisisFaktor-Faktor yang MempengaruhiMinatBeliUlang Masyarakat terhadapProduk Handphone. Semarang. JurnalFakultasEkonomiUniversitas Muhammadiyah Semarang. Vol. 8, No. 2.

Neupane, R. 2015. The Effects Of Brand Image On Customer Satisfaction And Loyalty Intention In Retail Super Market Chain Uk. Int. J. Soc. Sci. Manage. Vol.2, No.1, pp. 9-26.

Nigam, A., and Kaushik, R. 2011. Impact of Brand Equity on Customer Purchase" Decisions: an Empirical Investigation with Special Reference to Hatchback Car Owners in Central Haryana. IJCEM International Journal of Computational Engineering & management, vol. 12, pp.121-128.

Pappas, I.O., Pateli A.G., Giannakos, M.N., Chrissikopoulos, V. 2014. Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. International Journal of Retail and Distribution Management, Vol. 42, No. 3, pp. 187-204.

Resti, D.danSoesanto, H. 2016. Pengaruhpersepsiharga, kualitaspelayananmelaluikepuasanpelangganterhadapminatbeliulang pada rumahkecantikansifra di pati. Diponegoro Journal Of Management, Vol. 5, N0.1.

Roslina. 2009. Pengaruhpengetahuanproduk dan citramerekterhadappembelianproduk. JurnalBisnis dan Manajemen, Vol.1, No. 1, pp. 200-215.

Setyowati, E. dan Wiyadi. 2016. Pengaruhkualitaspelayanan, harga, dan citramerekterhadaployalitaspelanggandengankepuasanpelanggansebagaivariabelpemediasi. JurnalEkonomiManajemenSumberDaya, Vol. 18, No. 2.

Suhaily, L., dan Soelasih, Y. 2017. What Effects Repurchase Intention of Online Shopping. International Business Research. Vol. 10, No. 12, pp. 113-122.

Supranto dan Limakrisna, N. 2011. PerilakuKonsumen dan StrategiPemasaran. Jakarta: Mitra Wacana Media.

Suwarni dan SeptinaDwiMayasari. 2011. PengaruhKualitasProduk dan Harga terhadapLoyalitasmelaluiKepuasanpelanggan. JurnalEkonomi dan Bisnis, Vol. 16, No. 1, pp. 76-84.

Tsuo, Huang., Kuo-Wei, Lee and Wen-Yuan, Chan. 2011. An Empirical Study of Consumer's Repurchase Intention of Tablet PC. The 6th International Conference on Computer Science & Education.

Utami, C. W. 2010. ManajemenRitel. edisi 2. SalembaEmpat: Jakarta.

Wang, Ya-Hui and Li-Yan Chen. 2016. An Empirical Study of The Effect of Perceived Price on Purchase Intention Evidence from Low-Cost Carriers. International Journal of Business and Social Science, Vol.7, No.4.

Wong, A. dan Sohal, A. 2003, Service quality and customer loyalty perspectives on two levels of retail relationships. Journal of Service Marketing, Vol. 17, No.5, pp. 495-513.