

INVESTIGATING SATISFACTION AS MEDIATING VARIABLE ON THE EFFECT OF PRODUCT QUALITY AND PERCEIVED PRICE TO REPURCHASE INTENTION – THE CASE OF WARDAH COSMETICS IN INDONESIA

Eric Santosa

Research Scholar, Economics and Business Faculty, Stikubank University, Semarang, Central Java, Indonesia

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ABSTRACT

A lot of studies indicated that the effect of satisfaction to repurchase intention was still ambiguous. So the first aim of the study was to examine the effect of satisfaction to repurchase intention. The second purpose was to investigate the position of satisfaction whether it was a mediating variable. The study employs product quality and price perception to control satisfaction. Accordingly, the second purpose of the study was, first to investigate satisfaction on the relation of product quality-satisfaction-repurchase intention, and second, to investigate satisfaction on the relation of perceived price-satisfaction-repurchase intention. Data were collected from 113 respondents who buy and use Wardah Cosmetics, and distributed through google form. Amos 22.0 and SPSS 21.0 were operated to analyze the data. The results showed that satisfaction apparently had effect on repurchase intention and satisfaction positioned as mediating variable on the relation of perceived price-satisfaction-repurchase intention. Conversely, on the relation of product quality-satisfaction-repurchase intention, it did not.

KEYWORDS: *Product Quality, Price Perception, Satisfaction, Repurchase Intention*