



# THE EFFECT OF SERVICE QUALITY, PRICE AND PLACE ON REPURCHASE INTEREST THROUGH CONSUMER SATISFACTION AT CV LINA FAKHIRAH

Saadatul Husna<sup>1</sup>, Pardiman<sup>2</sup>, Nur Hidayati<sup>3</sup>  
<sup>1,2,3</sup>Universitas Islam Malang, Malang, Indonesia

## Article Info

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## ABSTRACT

This study analyzes the influence of service quality, price, and location on repurchase intention through customer satisfaction at CV Lina Fakhirah, a retail business in Tebing Tinggi. Using a quantitative approach with data from 100 respondents and analysis via Partial Least Square-Structural Equation Modeling (PLS-SEM), the results show that price and location significantly affect customer satisfaction, while service quality does not. Directly, only location significantly influences repurchase intention. Customer satisfaction also has a significant effect on repurchase intention and mediates the relationship between price and location with repurchase interest. However, the indirect effect of service quality through satisfaction is not significant. The model demonstrates strong predictive power with an  $R^2$  of 90.4% for repurchase intention and 77.7% for customer satisfaction, and a  $Q^2$  value of 0.979. These findings highlight that competitive pricing and strategic location play a dominant role in building customer loyalty, while service quality requires improvement to effectively contribute to satisfaction and repeat purchase behavior. In practice, retail businesses should prioritize price and location strategies while enhancing the shopping experience to increase customer loyalty.

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## Corresponding Author:

Name: Saadatul Husna  
 Department: Magister Management  
 University: Universitas Islam Malang  
 Email: [saadatulhusna778@gmail.com](mailto:saadatulhusna778@gmail.com)

## 1. INTRODUCTION

Sector retail in Indonesia shows rapid growth in a number of years lastly, along with increasing need society and change style life. Competition business retail now No only happening in cities large, but also reaches sub-district and rural areas. Consumers own high freedom in choose place shopping, so that loyalty customer become challenge main for the perpetrators business. In condition this, maintain consumer become more complex compared to just interesting buyer new.

Subdistrict Tebing Tinggi as one center growth economy area participate experience development business sufficient retail significant. One of the perpetrator business retails in the area This is Lina Fakhirah's CV. Based on income data company from 2022 to 2024, occurred marked fluctuations. In 2023, revenue increase by 7.69%, however return decrease by 2.14% in 2024. The decline This estimated happen consequence increasing competition between perpetrator business as well as change behavior increasingly consumers critical and selective in determine place shopping. Consumers now more notice aspect price, quality services, as well as comfort location shop.

In context business retail, interest buy repeat become indicator important from loyalty customers. Interest buy repeat describe trend consumer for return buy product or service based on experience they previously. One of the factors the key that forms interest buy repeat is satisfaction consumers, namely evaluation to whether hope customer has fulfilled or even exceeded. Satisfied consumers tend do purchase repeat as well as recommend product or service to others.

Three variables main suspect influential to interest buy repeat is quality service, price, and location business (place). Quality service concerning speed, friendliness, and clarity information provided by the party shop. Prices become element important Because related direct with perception consumer to values and sacrifices financial. Business location also plays a role crucial, because easy shop accessible, strategic, and comfortable have a chance bigger interesting customer.

According to (Kotler & Armstrong, 2018) in (Hakam & Hidayati, 2022), the three variables the is element from mix marketing mix which greatly influences satisfaction as well as loyalty consumers. Some study previously has proved connection between each variable the with satisfaction and loyalty customers. However so, not yet Lots studies that are comprehensive study influence all three in a way simultaneous to interest buy repeat, especially in scale business retail local such as CV Lina Fakhirah. In fact, understanding to connection is very much needed for formulate the right business strategy use increase Power competition in the middle tightness market competition.

In face dynamics competition and change behavior consumers, actors' business retail must capably adjust strategies that don't only price - focused or product only, but also pay attention to quality service and location shop. Customer moment This No only look for price cheap, but also experience shopping that is fun, fast, and efficient. Therefore that 's important for CV Lina Fakhirah For know to what extent the factors the influential to interest buy repeat consumer through satisfaction as variables mediation.

Based on background behind said, then formulation problem in study This is: How influence quality service, price, and place to interest buy repeat through satisfaction consumers at CV Lina Fakhirah?

## 2. RESEARCH METHODS

Method study This use study quantitative. The data used in study This is the primary data obtained through distribution questionnaire via Google Forms, with scale Likert 1 to 5. Respondent's study This is consumer Lina Fakhirah's CV.

Use Due to the number population in study No known, then the technique of taking specified sample based on criteria certain (Sugiyono, 2022) Criteria election sample in study This is as following :

1. Minimum age 20 years
2. Once do purchase more from 1x

Because population member No known in a way Certain the amount, sample size is calculated using the Cochran formula (Sugiyono, 2019:136):

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(10)^2} = 96,04$$

Therefore, a minimum sample of 97 respondents was taken. To anticipate inappropriate questionnaires, a sample of 100 people was taken.

## 3. RESULT AND ANALYSIS

### Designing Structural Model (Outer Model)

#### Validity Test

**Table 1.** Results of Convergent Validity Test

Variables	Indicator Items	Loading Factor	AVE
Quality Service	X1.1.1	0.864	0.737
	X1.1.2	0.854	
	X1.2.1	0.885	
	X1.3.2	0.881	
	X1.4.2	0.807	
	X1.5.1	0.861	
Price	X1.5.2	0.856	0.773
	X2.1.1	0.856	

	X2.1.2	0.864	
	X2.2.1	0.907	
	X2.2.2	0.911	
	X2.3.2	0.907	
	X2.4.1	0.865	
	X2.4.2	0.842	
	X3.1.1	0.819	
	X3.1.2	0.851	
	X3.2.1	0.873	
Place	X3.2.2	0.881	0.752
	X3.3.1	0.899	
	X3.3.2	0.898	
	X3.4.1	0.878	
	X3.4.2	0.834	
Interest	Y.1.1	0.881	
	Y.1.2	0.868	
Buy	Y.2.2	0.779	0.732
Repeat	Y.3.1	0.867	
	Y.4.2	0.878	
Satisfaction Customer	Z.1.1	0.885	
	Z.1.2	0.886	
	Z.2.1	0.907	
	Z.2.2	0.810	0.744
	Z.3.1	0.859	
	Z.3.2	0.859	
Z.4.2	0.829		

The results of the convergent validity analysis in Table 1 show that all variables service quality, price, location, repeat purchase intention, and customer satisfaction meets the validity criteria. All indicators have a loading factor >0.70 and an AVE >0.50, so the measurement instrument is declared valid.

#### Reliability test

**Tabel 2.** Reliability test

Variables	Cronbach's alpha	Composite reliability
Quality of Service	0.940	0.940
Price	0.951	0.952
Place	0.953	0.954
Repurchase Interest	0.908	0.913
Customer satisfaction	0.942	0.944

Based on the reliability test in Table 2, the four variables in study This show Cronbach's Alpha and Composite Reliability values are above 0.70. Therefore that, it is concluded that all over construct in study This nature reliable.

#### Structural Model (Inner Model)

##### R Square Test (R<sup>2</sup>)

**Tabel 3.** R-square value

Variables	R-Square
Interest Buy Repeat	0.904
Satisfaction Customer	0.777

Based on Table 3, the R-square value for repurchase intention is 0.904, meaning 90.4% of this variable can be explained by the model and is categorized as strong. The R-square value for customer satisfaction is 0.777, indicating 77.7% of the variation is explained by the independent variables, also categorized as strong. These results indicate the model has good predictive ability.

##### Predictive Relevance Test (Q<sup>2</sup>)

Predictive Relevance Test (Q<sup>2</sup>) is carried out using the following formula:

$$Q^2 = 1 - \{(1 - R12) \times (1 - R22)\}$$

$$= 1 - \{(1 - 0.904) \times (1 - 0.777)\}$$

$$\begin{aligned}
 &= 1 - (0.096 \times 0.223) \\
 &= 1 - 0.021 \\
 &= 0.979
 \end{aligned}$$

Based on the calculation results, the  $Q^2$  value of 0.979 indicates that 97.9% of the data variation can be explained by the model, while 2.1% is influenced by variables outside the model. This indicates the model has strong and significant predictive power.

#### Hypothesis testing

**Tabel 4.** Direct Effect

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t statistic ( O/STDEV )	P values
Quality Service -> Satisfaction Customer	0.059	0.052	0.137	0.430	0.668
Price -> Satisfaction Customer	0.327	0.335	0.118	2,766	0.007
Place -> Satisfaction Customer	0.525	0.522	0.140	3,759	0.000
Quality Service -> Interest Buy Repeat	0.038	0.059	0.117	0.329	0.743
Price -> Interest Buy Repeat	0.221	0.202	0.121	1,827	0.071
Place -> Interest Buy Repeat	0.378	0.376	0.087	4,360	0.000
Satisfaction Customer -> Interest Buy Repeat	0.360	0.360	0.072	5,025	0.000

Before testing hypothesis, it is known t- table value at the level significance of 5% is 1.96. The test results between latent variables based on Table 4 is as following:

- Quality Service (X1) → Satisfaction Customer (Z)  
Original sample value: 0.059; t-statistic: 0.430; P-Value: 0.668 Since  $t < 1.96$  and  $P > 0.05$ , then no significant. Quality service No influential direct significant to satisfaction customer.
- Price (X2) → Satisfaction Customer (Z)  
Original sample: 0.327; t-statistic: 2.766; P-Value: 0.007 Because  $t > 1.96$  and  $P < 0.05$ , then significant. Price has an effect significant to satisfaction customer.
- Place (X3) → Satisfaction Customer (Z)  
Original sample: 0.525; t-statistic: 3.759; P-Value: 0.000 Because  $t > 1.96$  and  $P < 0.05$ , then significant. Place influential significant to satisfaction customer.
- Quality Service (X1) → Interest Buy Repeat (Y)  
Original sample: 0.038; t-statistic: 0.329; P-Value: 0.743 Because  $t < 1.96$  and  $P > 0.05$ , then no significant. Quality service No influential direct significant to interest buy repeat.
- Price (X2) → Interest Buy Repeat (Y)  
Original sample: 0.221; t-statistic: 1.827; P-Value: 0.071 Because  $t < 1.96$  and  $P > 0.05$ , then no significant. Prices do not influential direct significant to interest buy repeat.
- Place (X3) → Interest Buy Repeat (Y)  
Original sample: 0.378; t-statistic: 4.360; P-Value: 0.000 Because  $t > 1.96$  and  $P < 0.05$ , then significant. Place influential significant to interest buy repeat.
- Satisfaction Customer (Z) → Interest Buy Repeat (Y)  
Original sample: 0.360; t-statistic: 5.025; P-Value: 0.000 Because  $t > 1.96$  and  $P < 0.05$ , then significant. Satisfaction customer influential significant to interest buy repeat

#### Indirect Effect

**Table 5.** Testing Hypothesis Mediation

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t statistic ( O/STDEV )	P values
Quality Service -> Satisfaction Customer -> Interest Buy Repeat	0.021	0.018	0.048	0.438	0.662

Price	->	Satisfaction					
Customer	->	Interest Buy Repeat	0.118	0.121	0.050	2,341	0.021
Place	->	Satisfaction					
Customer	->	Interest Buy Repeat	0.189	0.190	0.067	2,832	0.006

Testing Hypothesis Mediation (Table 1.5):

1. Quality Service (X1) → Interest Buy Repeat (Y) through Satisfaction Customers (Z)  
Original sample: 0.021; t-statistic: 0.438; P-Value: 0.662 Because  $t < 1.96$  and  $P > 0.05$ , then no significant. This means that the quality service No influential significant to interest buy repeat through satisfaction customer.
2. Price (X2) → Interest Buy Repeat (Y) through Satisfaction Customer (Z)  
Original sample: 0.118; t-statistic: 2.341; P-Value: 0.021 Because  $t > 1.96$  and  $P < 0.05$ , then significant. This means that the price influential significant to interest buy repeat through satisfaction customer.
3. Place (X3) → Interest Buy Repeat (Y) through Satisfaction Customers (Z)  
Original sample: 0.189; t-statistic: 2.832; P-Value: 0.006 Because  $t > 1.96$  and  $P < 0.05$ , then significant. This means that the place influential significant to interest buy repeat through satisfaction customer.

## Discussion

### Influence Quality service to satisfaction consumer

Based on the analysis results, service quality does not significantly influence customer satisfaction, with an original sample value of 0.059, a t-statistic of 0.430, and a P-value of 0.668. Because the t-statistic is  $< 1.96$  and the P-value is  $> 0.05$ , this relationship is not statistically significant. This means that the service provided has not been able to significantly increase customer satisfaction, (Pranata & Wibowo, 2023) possibly because consumers consider other factors such as price, access, and speed of service more. This finding aligns with research, which states that consumers focus more on price and efficiency. (Susanto et al., 2021) also stated that good service doesn't necessarily increase satisfaction if it's not accompanied by comfort and trust. Tjiptono (2015) in (Nugroho, 2019) and the SERVQUAL theory by Parasuraman et al. emphasize that service only has an impact if it meets or exceeds expectations.

### The influence of price on consumer satisfaction

The price variable significantly influences customer satisfaction, with an original sample value of 0.327, a t-statistic of 2.766, and a p-value of 0.007. Since  $t > 1.96$  and  $p < 0.05$ , this relationship is considered significant. This means that reasonable, competitive prices commensurate with quality can increase customer satisfaction. This finding aligns with research by (Zeithaml et al., 2018) and Yulianti (2019), which states that pricing appropriate to product value increases satisfaction. Kotler and Armstrong (2016) also emphasized that price is a crucial element in influencing consumer perception and satisfaction. Therefore, an appropriate pricing strategy is crucial for creating customer satisfaction.

### Influence place to satisfaction consumer

Variables place influential significant to satisfaction customer with the original sample value is 0.525, the t-statistic is 3.759, and the P-Value is 0.000. Since  $t > 1.96$  and  $P < 0.05$ , then place stated influential significant. This means that the location is strategic, comfortable, and easy to reach. reachable can increase satisfaction customer Because make it easier access to product or service. Findings This strengthened by research by Lestari and Nugraha (2020) and (Siregar et al., 2024), which shows that location strategic and good shop layout contribute to satisfaction customers. Kotler and Keller (2016) also mentioned that place is element important in decisive marketing convenience distribution product to consumers.

### Influence quality service to interest sell buy repeat

The service quality variable does not have a significant direct effect on repurchase intention, with an original sample value of 0.038, a t-statistic of 0.329, and a P-Value of 0.743. Since  $t < 1.96$  and  $P > 0.05$ , this relationship is not statistically significant. This means that improving service quality does not necessarily encourage customers to repurchase without intermediary factors such as customer satisfaction. This finding is in line with research by Hapsari, Clemes, and Dean (2017) which states that the effect of service quality on loyalty is indirect and mediated by satisfaction. Similarly, Parasuraman et al. (1988) emphasized that although service quality is important, repurchase intention is more influenced by customer experience and perceived value. Therefore, improving service needs to be accompanied by creating satisfaction to have an impact on repurchase.

### Influence price to interest sell buy repeat

The price variable does not have a significant direct effect on repurchase intention, with an original sample value of 0.221, a t-statistic of 1.827, and a P-value of 0.071. Since  $t < 1.96$  and  $P > 0.05$ , this relationship is declared insignificant. This means that, although price is considered, in this context it is not the primary factor driving

repurchase. This finding is supported by Kotler and Keller (2016), who stated that consumers consider not only price but also quality and overall value. Monroe (2003) also emphasized that the influence of price on loyalty is often mediated by satisfaction. Therefore, pricing strategies need to be combined with quality and positive experiences to encourage repeat purchase intention.

#### **Influence place to interest sell buy repeat**

The location variable significantly influences repurchase intention, with an original sample value of 0.378, a t-statistic of 4.360, and a P-value of 0.000. Since  $t > 1.96$  and  $P < 0.05$ , this relationship is considered significant. This means that a strategic, accessible, and convenient location plays a significant role in encouraging repurchase. This finding is supported by Berman and Evans (2013), who stated that store location influences consumer behavior, and Utami (2006), who showed that a good location improves efficiency and the shopping experience. Therefore, choosing the right business location is a key factor in increasing customer loyalty and repeat purchase intention.

#### **Influence satisfaction customer to interest sell buy repeat**

Customer satisfaction significantly influences repurchase intention, with an original sample value of 0.360, a t-statistic of 5.025, and a P-value of 0.000. Since  $t > 1.96$  and  $P < 0.05$ , this relationship is considered significant. This means that the higher the customer satisfaction, the greater their tendency to repurchase. These findings align with Oliver (1997), who stated that satisfaction is a key factor in driving repurchase intentions, and Kotler and Keller (2016), who stated that satisfied customers are more likely to be loyal and recommend a product. These results underscore the importance of creating positive experiences to build customer loyalty.

#### **Influence of quality service for resale interest through satisfaction customer**

Based on the results, service quality does not significantly influence repurchase intention through customer satisfaction, with an original sample value of 0.021, a t-statistic of 0.438, and a P-value of 0.662. Since  $t < 1.96$  and  $P > 0.05$ , this relationship is declared insignificant. This means that customer satisfaction does not significantly mediate the relationship between service quality and repurchase intention. This finding aligns with Caruana (2002) and Zeithaml et al. (1996), who stated that service quality only impacts loyalty if it substantially increases satisfaction. In this case, other factors such as price, location, or product uniqueness may be more influential on loyalty, so service quality does not provide a significant mediating contribution. Businesses need to consider aspects other than service to build customer loyalty.

#### **Influence price on resale interest through satisfaction customer**

Based on the results Price significantly influences repurchase intention through customer satisfaction, with an original sample value of 0.118, a t-statistic of 2.341, and a P-value of 0.021. Since  $t > 1.96$  and  $P < 0.05$ , this relationship is statistically significant. This means that reasonable and competitive prices can increase satisfaction, which in turn encourages repurchase intention. This finding is supported by Monroe (2003), who stated that the perception of fair prices increases satisfaction and loyalty. Kotler and Keller (2016) also emphasize that price plays a significant role in shaping satisfaction if the perceived benefits outweigh the costs. Therefore, an appropriate pricing strategy can encourage satisfaction and repeat purchases.

#### **Influence place on resale interest through satisfaction customer**

Based on the results The location variable significantly influences repurchase intention through customer satisfaction, with an original sample value of 0.189, a t-statistic of 2.832, and a P-value of 0.006. Since  $t > 1.96$  and  $P < 0.05$ , this relationship is significant. This means that a strategic, accessible, and convenient location can increase satisfaction, which encourages repurchase intention. This finding is supported by Levy and Weitz (2012), who stated that ease of location access influences customer satisfaction and loyalty. Utami (2006) also emphasized that strategic locations create positive shopping experiences, which strengthen repeat purchase intentions.

## **4. CONCLUSION**

This study aims to analyze the influence of service quality, price, and location on repurchase intention through customer satisfaction at CV Lina Fakhirah, a retail business in Tebing Tinggi District. Based on the results of the structural model testing, several important findings were obtained.

**First**, service quality does not have a significant direct effect on customer satisfaction or repurchase intention, and it does not show an indirect effect through customer satisfaction. This indicates that although service is a crucial element in the retail business, in the context of this study, consumers consider other aspects more when determining satisfaction and repurchase intention.

**Second**, price significantly influences customer satisfaction, but does not directly influence repurchase intention. However, price has a significant indirect effect on repurchase intention through customer satisfaction as a mediating variable. This means that consumers' perceptions of fair and appropriate prices can increase satisfaction, which in turn increases customer loyalty.

**Third**, location has been shown to significantly influence customer satisfaction and repurchase intention, both directly and indirectly. A strategic, accessible, and convenient business location are key factors in shaping a positive shopping experience and encouraging repeat purchases.

**Fourth**, customer satisfaction has a significant direct influence on repurchase intention. The higher a customer's satisfaction with their shopping experience, the higher their likelihood of making a repeat purchase.

Overall, the model in this study has very strong predictive power with an  $R^2$  value of 90.4% for repurchase intention and 77.7% for customer satisfaction, and a predictive relevance ( $Q^2$ ) of 0.979. This indicates that the variables in the model are able to significantly explain variations in consumer behavior at CV Lina Fakhriah.

Thus, it can be concluded that price and location are the most influential factors on consumer satisfaction and repurchase intention, while service quality has not shown a significant influence in this context. The practical implication of this finding is the importance for retail businesses to review their pricing and store location strategies, and continuously improve the customer experience to encourage loyalty and business sustainability.

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