


Analysis of the Influence of Product Quality and Price on Consumer Repurchase Decisions for Pemuda Brand Bread in Ambon City Mediated by Consumer Satisfaction

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Article Info	ABSTRACT
Keywords: Product quality Price Consumer satisfaction Repeat purchase Decisions	This study aims to analyze the influence of product quality and price on repurchase decisions with consumer satisfaction as a mediating variable. Using a quantitative explanatory approach, data were collected through questionnaires from 200 active consumers of Pemuda brand bread, and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results show that product quality does not directly influence repurchase decisions, but has a significant effect on consumer satisfaction. Conversely, price has a direct and significant effect on repurchase decisions, although it does not influence consumer satisfaction. Consumer satisfaction proved to be a strong mediator, where price influences repurchase decisions indirectly through consumer satisfaction, while the indirect effect of product quality through satisfaction was not significant. The research model showed a Goodness of Fit (GoF) of 0.689, which is categorized as a large effect. These findings reveal the unique dynamics of consumers in Ambon city where they are more responsive to perceived value and price fairness than technical attributes of quality alone. Theoretically, this study extends the validity of Expectation Confirmation Theory to the context of food MSMEs in Maluku and practically, the results provide strategic guidance for local business actors to strengthen loyalty through quality consistency, proportional pricing strategies, and holistic consumer experience management.
This is an open access article under the CC BY-NC license 	Corresponding Author: Silfiena Siahainenia, Management Study Program, Faculty of Economics and Business, Pattimura University Jl. Ir. M. Putuhena, Poka, Ambon District, Ambon City, Maluku shelly28shelly@gmail.com

INTRODUCTION

Amidst increasingly fierce business competition, businesses are required to be more responsive in understanding and maximally fulfilling consumer needs and preferences. One crucial aspect in attracting and retaining customers is product quality. Consumers tend to

repurchase products that provide a pleasant consumption experience that meets or even exceeds their expectations. Conversely, poor quality risks triggering a negative brand image and significantly reducing repurchase intention. In addition to product quality, price is also a crucial factor that shapes consumer behavior. More than just a medium of exchange, price acts as a value signal, indicating to consumers the extent of the benefits they can obtain from a product. In the decision-making process, consumers constantly assess the balance between the price paid and the perceived benefits. The influence of product quality and price on repurchase decisions is not always immediate. Consumers typically evaluate the product after using it, comparing their actual experience with their pre-existing expectations. During this evaluation stage, consumer satisfaction acts as a key mediating variable linking perceptions of quality and price with repurchase intentions. Thus, satisfaction serves as a psychological bridge that determines whether consumers will maintain brand loyalty or choose to switch to another product.

The food and beverage industry is also experiencing rapid growth, driven by shifts in lifestyles and the increasing demand for convenient foods (Malekpour et al., 2024). In the context of Roti Pemuda (Youth Bread) in Ambon City, this issue is highly relevant. As a long-established local brand and a fixture in the daily lives of Ambon residents, Roti Pemuda (Youth Bread) has significant potential to build loyalty through consistent quality and competitive pricing strategies. However, very little academic research has specifically examined the interplay between quality, price, satisfaction, and repeat purchases within the context of local food products in Ambon City. This is especially true given the unique characteristics of the Ambonese community, such as distinctive taste preferences, close social ties, and the dynamics of the island market, which contribute to the unique nuances of local bread consumption patterns.

The characteristics of the people in the city of Ambon who like to eat bread for breakfast and drink tea or coffee in the afternoon means there are opportunities that are exploited by several bread entrepreneurs including Galala, Aliyah, Sarinda, Mutiara, Amboina, Mardika, Cinderella bread and several breads imported from outside Ambon such as Sari Roti. All of these bread brands have different tastes and of course it is a challenge for the Pemuda brand of bread to maintain the existing market. Theoretically, this study is expected to enrich the literature on consumer behavior, especially in the context of food MSMEs in eastern Indonesia which still has minimal exploration and practically the research results can be a guide for the management of Pemuda brand bread in designing quality improvement strategies, proportional pricing and holistic consumer experience management to encourage long-term loyalty, thus this background not only strengthens the urgency of studying the relationship between product attributes and consumer behavior, but also

emphasizes the central role of satisfaction as a psychological mechanism in the repeat purchase process.

This study aims to empirically analyze how product quality and price influence repeat purchase decisions of Pemuda brand bread in Ambon City, with consumer satisfaction as a mediating variable. Theoretically, this study is expected to enrich the literature on consumer behavior, particularly in the context of food MSMEs in eastern Indonesia, which is still underexplored. Practically, the results of the study can serve as a guide for Pemuda brand bread management in designing strategies for improving quality, setting proportional prices, and managing the consumer experience holistically to encourage long-term loyalty. Thus, this background not only strengthens the urgency of studying the relationship between product attributes and consumer behavior, but also emphasizes the central role of satisfaction as a psychological mechanism in the repeat purchase process. This research aligns with the needs of local businesses to strengthen competitiveness amidst dynamic market changes, while also opening opportunities for the development of empirically evidence-based business strategies for sustainable growth.

Problem Formulation

Based on the background, phenomena, and theoretical gaps, the formulation of the research problem can be formulated as follows:

1. How does product quality influence the decision to repurchase Pemuda brand bread in Ambon City?
2. How does price influence the decision to repurchase Pemuda brand bread in Ambon City?
3. How does product quality affect consumer satisfaction of Pemuda brand bread in Ambon City?
4. How does price affect consumer satisfaction of Pemuda brand bread in Ambon City?
5. How does price influence consumer satisfaction towards the decision to repurchase Pemuda brand bread in Ambon City?
6. How does product quality influence the decision to repurchase Pemuda brand bread in Ambon City through consumer satisfaction.
7. How does price influence the decision to repurchase Pemuda brand bread in Ambon City through consumer satisfaction.

Research Objectives

This research aims to:

1. Analyzing the influence of product quality on repeat purchase decisions of Pemuda brand bread in Ambon city.

2. Analyzing the influence of price on repeat purchase decisions of Pemuda brand bread in Ambon City.
3. Analyzing the influence of product quality on consumer satisfaction of Pemuda brand bread in Ambon City.
4. Analyzing the influence of price on consumer satisfaction of Pemuda brand bread in Ambon City
5. Analyzing the influence of price on consumer satisfaction with the decision to repurchase Pemuda brand bread in Ambon City.
6. Analyzing the influence of product quality on repeat purchase decisions of Pemuda brand bread in Ambon City through consumer satisfaction.
7. Analyzing the influence of price on repeat purchase decisions of Pemuda brand bread in Ambon City through consumer satisfaction.

METHODS

Types and Approaches of Research

This study uses a quantitative approach with an explanatory research type. This approach was chosen because it aims to explain and test the causal relationship between the independent variables (product quality and price), the mediating variable (consumer satisfaction), and the dependent variable (repurchase decisions).

Research Location

The research location is in Ambon City, Maluku Province.

3.3 Population and Sample

The population in this study were all consumers of Pemuda Brand Bread in Ambon City who had purchased at least twice in the last 6 months. The sample used was 200 respondents. The sample size was determined based on the rules of Hair et al. (2019) in Structural Equation Modeling (SEM), which is at least 10 times the number of the largest indicators. Considering that this study has approximately 15–18 questionnaire items, the minimum sample size is 150–180 respondents. For caution, this study used 200 respondents.

Sampling Techniques

The sampling technique uses purposive sampling (non-probability sampling) with the following criteria:

- Have you purchased Pemuda brand bread at least 2 times in the last 6 months?
- Willing to fill out the questionnaire.
- Minimum age 17 years.

Data Collection Techniques

Primary data: collected through a closed questionnaire with a Likert scale of 1–5 (1 = Strongly Disagree, 5 = Strongly Agree).

Operational Definitions and Variable Indicators

Variables	Operational Definition	Indicator
Product Quality	Consumer perception of bread's conformity to expectations in terms of taste, texture, freshness, packaging, and safety.	1. Taste good, 2. Soft texture, 3. Fresh when consumed, attractive packaging, 4. Free from hazardous materials
Price	Consumer perception of the fairness and justice of bread prices compared to the benefits received.	1. Price 2. According to quality 3. Affordable 4. Competitive, 5. Fair
Customer satisfaction	The level of consumer feelings of pleasure or disappointment after comparing the performance of the bread with their expectations.	1. Feeling satisfied 2. As expected 3. Intend to give 4. Not disappointed
Repurchase decision	Consumers' real intentions and actions to repurchase Youth Brand Bread in the future	1. Intend to buy again, 2. Still choose the same brand 3. Not interested in changing brands

4. Results and Discussion

Respondent Characteristics Based on Age

In this study, information regarding age is crucial. This is because differences in age among consumers, or specifically among respondents, will influence their knowledge and attitudes in making repeat purchase decisions. A description of respondents who purchased Pemuda brand bread based on age, as obtained from completing the questionnaire, can be seen in Table 4.1 below:

Table 1. Respondent Characteristics Based on Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25 - 35 years old	57	28.0	28.0	28.0
36 - 46 years old	67	35.0	35.0	35.0
47 - 57 years old	44	21.0	21.0	21.0
58 - 65 years old	32	16.0	16.0	100.0
Total	200	100.0	100.0	

Source: Data processing results, 2025

Results of Measurement Model Evaluation (Outer Model)

Table 2. Convergent Validity

	Product Quality (X1)	Price (X2)	Customer Satisfaction (Z)	Buying decision Repeat (Y)	Note
X1.1	0.757				Valid
X1.2	0.751				Valid
X1.3	0.849				Valid
X1.4	0.836				Valid
X1.5	0.899				Valid
X2.1		0.821			Valid
X2.2		0.922			Valid
X2.3		0.851			Valid
X2.4		0.932			Valid
Z.1			0.881		Valid
Z.2			0.910		Valid
Z.3			0.864		Valid
Y.1				0.913	Valid
Y.2				0.820	Valid
Y.3				0.955	Valid
Y.4				0.908	Valid

Source: primary data processing 2025

Based on Table 4.2, it can be seen that the loading factor value of all question items is > 0.70, so it can be concluded that all question items are declared convergently valid.

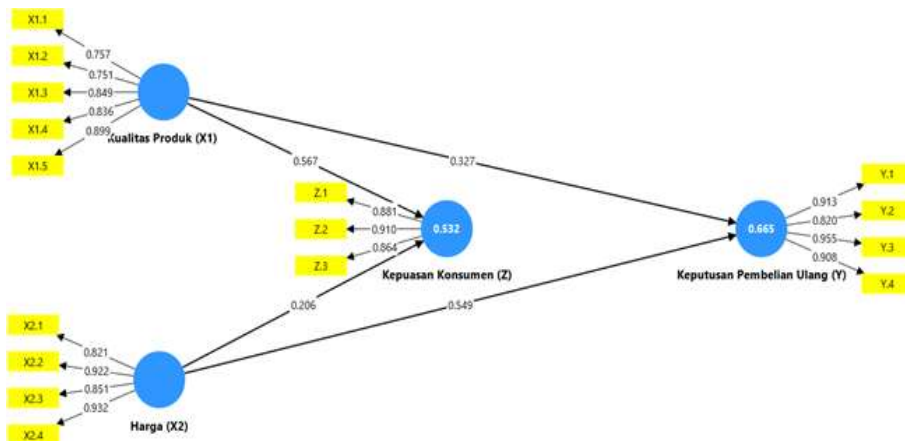
Discriminant Validity

Table 3. Discriminant Validity

	Price (X2)	Consumer Satisfaction (Z)	Repurchase Decision (Y)	Product Quality (X1)
Price (X2)	0.883			
Consumer Satisfaction (M)	0.613	0.885		
Repurchase Decision (Y)	0.779	0.746	0.901	
Product Quality (X1)	0.717	0.715	0.720	0.820

Source: primary data processing 2025

Based on Table 4.3 above, it can be seen that the AVE root values for each variable > the correlation between the construct and other constructs, so it can be concluded that all variables are declared valid discriminants.



Structural Model Evaluation Results (Inner Model)

Table 4. R Square

	R-square	R-square adjusted
Repurchase Decision (Y)	0.624	0.601
Consumer Satisfaction (Z)	0.661	0.648

Source: primary data processing 2025

The adjusted R-square value for the repurchase decision variable is 0.601, indicating that the product quality and price variables are able to explain the satisfaction variable by 60.1%. Therefore, it can be concluded that the model is considered moderate. Meanwhile, the adjusted R-square value for the consumer satisfaction variable is 0.648, indicating that the product quality, price, and repurchase decision variables are able to explain the consumer

satisfaction variable by 64.8%. Therefore, it can be concluded that the model is considered strong.

Table 5. Effect Size

	Repurchase Decision (Y)	Consumer Satisfaction (Z)
Product Quality (X1)	0.158	0.172
Price (X2)	0.420	0.005
Repurchase Decision (Y)		0.245

Source: primary data processing 2025

The explanation is as follows:

- The influence of product quality on repeat purchase decisions is 0.158, so the influence of price quality on repeat purchase decisions is considered strong.
- The influence of price on repeat purchase decisions is 0.420, so the influence of price on repeat purchase decisions is considered strong.
- The influence of product quality on consumer satisfaction is 0.172, so the influence of product quality on consumer satisfaction is considered strong.
- The effect of price on consumer satisfaction is 0.005, so the effect of price on consumer satisfaction is considered weak.
- The influence of consumer satisfaction on repeat purchase decisions is 0.245, so the influence of repeat purchase decisions on consumer satisfaction is considered strong.

Hypothesis Testing

Table 6. Hypothesis Testing

	Original sample (O)	T statistics (O/STDEV)	P values
Product quality (X1) -> repurchase decision (Y)	0.332	1,987	0.025
Price (X2) -> repurchase decision (Y)	0.541	3,285	0.001
Product Quality (X1) -> Consumer Satisfaction (Z)	0.393	2,179	0.016
Price (X2) -> consumer satisfaction (Z)	0.075	0.600	0.275
Consumer satisfaction (Z) -> repurchase decision	0.521	3,189	0.001
Product quality (X1) -> consumer satisfaction (Z) -> repurchase decision (Y)	0.173	1,431	0.078

Price (X2) -> consumer satisfaction (Z) -> repurchase decision (Y)	0.282	2,483	0.007
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- The product quality path (X1) -> repurchase decision obtained a p value of $0.275 > 0.05$, so H1 is rejected, namely product quality does not influence repurchase decisions.
- Price path (X2) -> repeat purchase decision obtained p-value $0.001 < 0.05$, so H2 is accepted, namely price has an effect on repeat purchase decision.
- The product quality -> consumer satisfaction path obtained a p value of $0.016 < 0.05$, so H3 is accepted, namely product quality has an effect on consumer satisfaction.
- The price -> consumer satisfaction path obtained a p value of $0.275 > 0.05$, so H4 is rejected, namely that price has no effect on consumer satisfaction.
- The path of consumer satisfaction -> repeat purchase obtained a p value of $0.001 < 0.05$, so H5 is accepted, namely consumer satisfaction has an influence on repeat purchase decisions.
- The product quality path (X1) -> repurchase decision (Y) -> consumer satisfaction (M) obtained a value of $0.078 > 0.05$, so H6 was rejected, namely that product quality on repurchase decision through consumer satisfaction has no effect.
- The price path (X1) -> repurchase decision (Y) -> Consumer Satisfaction (M) obtained a value of $0.007 < 0.05$, so H7 is accepted, namely that price has an effect on repurchase decisions through consumer Y satisfaction.

Goodness of Fit (GoF)

Table 7. Goodness of Fit

	AVE	R square
Product Quality (X1)	0.673	
Price (X2)	0.779	
Repurchase Decision (Y)	0.811	0.601
Consumer Decision (Z)	0.783	0.648
Average	0.7615	0.624

Source: Primary Data Processing, 2025

Based on Table 7 above, the GoF value must be calculated. The formula that can be used to find the Goodness of Fit is:

$$\text{GoF} = \sqrt{\text{COM} \times \text{R2}}$$

$$\text{GoF} = \sqrt{0.761 \times 0.624}$$

$$\text{GoF value} = 0.760$$

Based on the calculation results, the GoF value was obtained as 0.662, which indicates that the combined performance of the outer model and inner model in this study can be classified into the large GoF category.

Discussion

This study explains that product quality does not influence repurchase decisions. Product quality is traditionally considered a key factor in consumer decision-making, but this study found that high quality alone is not enough to encourage repurchase if it does not create holistic value for consumers. The lack of influence on repurchase decisions does not mean that quality is unimportant, but rather reflects a shift in how consumers create value, where functional quality is necessary but not sufficient without emotional, social, and cultural dimensions. This study's findings align with those of Lee, J., & Park, S (2022) and Chi, R., & Gursoy, D (2021).

Price influences repurchase decisions, meaning that price isn't just a number, but a value signal that consumers process when assessing the relative benefits of a product or service. If the price is perceived as being in line with or lower than the perceived benefits, consumers perceive high value, and are therefore more likely to repurchase. (Suhartanto et al, 2024). Affordable prices increase the likelihood of repeat purchases, especially for everyday products, Chen & Hu (2023).

Furthermore, research results indicate that quality influences consumer satisfaction. When consumers perceive that the purchased product meets or exceeds expectations, a positive assessment emerges, known as consumer satisfaction. This finding is reinforced by various studies by Kartika and Setiawan (2023), who studied batik and songket in Indonesia, finding that material quality and neatness of motifs significantly increase consumer satisfaction, particularly in the emotional and functional dimensions. Research by Chen & Liu (2024), which examined the bakery industry in Southeast Asia, confirmed that quality consistency is a critical factor driving repeat satisfaction.

The next finding is that price influences consumer satisfaction, in the context of daily consumption products such as bread, especially those produced by local brands with strong positioning, consumers tend to assess satisfaction based on post-purchase consumption experiences, not on the amount of price paid. If consumers feel that Pemuda brand bread provides good taste, soft texture, and good consistency, then they will remain satisfied even though the price is relatively high, as long as the price is considered appropriate for the benefits received. This finding is in line with research from Chen & Liu (2024) which states that satisfaction is formed after consumption, while price is evaluated before purchase so that both are in different cognitive stages.

Further research findings demonstrate that consumer satisfaction influences repeat purchase decisions. Consumer satisfaction is one of the most consistent and robust constructs in predicting repeat purchase decisions. Satisfaction is the feeling of satisfaction that results from a product meeting consumer expectations. Research by Rahman, Prasetyo, & Suryani (2023) found that satisfaction not only drives immediate repeat purchases but also triggers word-of-mouth and digital recommendations (via social media), which extend their impact through social network effects, particularly in small cities like Ambon, where communities are relatively close-knit.

The results of this study also discuss the influence of product quality on repurchase decisions through consumer satisfaction, which found no effect. Consumer satisfaction is a post-consumption evaluation formed after the experience of using a product, not a result of the act of repurchasing. In other words, consumers repurchase because they are satisfied, not satisfied because they repurchase. This finding differs from research by Suryanto, A., & Dewi, NK, which explains that price influences purchasing decisions through consumer satisfaction.

The next finding of this study is that price influences purchasing decisions through consumer satisfaction. This finding indicates that price does not directly influence repurchase decisions, but rather through the intermediary role of consumer satisfaction. If the price is perceived as appropriate or fair for the perceived benefits, consumers are satisfied, and this satisfaction then drives them to repurchase. This finding is reinforced by research by Wijaya and Putri (2021), which states that consumers do not stop purchasing simply because of price increases, as long as they remain satisfied with the value received. Local consumers may be insensitive to small price increases, as long as they perceive that taste, freshness, and quality consistency are maintained. What is more decisive is the perception of price fairness, namely whether the money spent is commensurate with the experience received. If so, satisfaction remains high, and consumers will continue to purchase and even recommend to others.

CONCLUSION

The conclusion of this study is: Product quality has no direct impact on repeat purchase decisions, although it significantly impacts consumer satisfaction. This suggests that satisfaction with Pemuda brand bread in Ambon City does not necessarily lead to repeat purchases unless accompanied by a strong emotional or relational experience. In other words, quality is necessary but not sufficient to build repeat purchase loyalty. Price has a positive and significant effect on repurchase decisions, indicating that consumers in Ambon strongly consider price fairness in terms of perceived value. Interestingly, however, price has no direct effect on consumer satisfaction. This confirms that satisfaction is determined more

by the post-purchase consumption experience, rather than the price paid. Nevertheless, price influences repurchase decisions through consumer satisfaction, indicating that perceived price fairness influences satisfaction levels, and this satisfaction ultimately drives repeat purchases. Consumer satisfaction has been shown to be a strong and significant mediating variable in the relationship between product attributes and loyalty behavior. Consumers who are satisfied with their experience consuming Pemuda bread, particularly due to the consistency of quality and perceived value, are more likely to repeat purchases and maintain brand loyalty, regardless of minor price fluctuations or the presence of competitors.

Based on the research findings and conclusions, the following are several suggestions addressed to relevant stakeholders:

1. For Youth Brand Bread Management

Maintain and improve product quality consistency, particularly in terms of taste, texture, and freshness. While quality doesn't directly influence repeat purchases, consistent quality is a key foundation for customer satisfaction.

Focus on perceived price fairness, not just low prices. Consumers in Ambon value a balance between price paid and perceived benefits. Therefore, clearly communicate product value, for example through packaging or social media, by emphasizing natural ingredients, hygienic production processes, or local community involvement.

Strengthen the relational and emotional dimensions in serving the people of Ambon city who have strong community ties because satisfaction does not only come from the product, but also from personal interactions (for example: seller friendliness, familiarity, stock availability). Develop satisfaction-based marketing strategies, such as "recommend a friend" programs or loyal customer testimonials on social media. Given that customer satisfaction has been proven to strongly encourage repeat purchases, strengthening customer word-of-mouth will be more effective than discount-based promotions alone.

2. For Further Researchers

Expand the scope of research to moderating variables, such as brand trust, brand image, or local cultural identity, which are likely to strengthen the relationship between satisfaction and loyalty in the Maluku context.

Use a mixed methods approach in follow-up studies, incorporating in-depth interviews to explore the meaning of satisfaction within an Ambonese cultural framework, for example, how family or togetherness values influence perceptions of local products.

Conduct a comparative study between Pemuda brand bread and other bread brands (local and national) in Ambon to understand the most effective strategic differentiation in maintaining the market, thus this research not only provides a theoretical contribution in expanding the application of consumer behavior models to specific geographical and cultural

contexts, but also becomes a strategic guide for local food MSMEs in designing sustainable product, price, and service policies.

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