

# THE EFFECT OF PRODUCT QUALITY AND PRICE PERCEPTION ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION OF BATA SHOES IN BANDUNG RAYA

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## Abstract:

The purpose of this study is to investigate the relationship between Bata shoe quality, price perception, and repurchase intention in the Bandung Raya area, as mediated by customer satisfaction. Despite a positive growth trend in the national footwear market, the declining Top Brand Index for Bata shoes over the last three years suggests a decline in customer repurchase interest. A total of 120 respondents who had purchased or worn Bata shoes at least once in the past 12 months were given questionnaires as part of this study's quantitative survey methodology. The Sobel test and multiple regression were used to assess the mediating role and interpret the data. The results show that perceptions of product quality and pricing have a favourable and significant impact on both consumer satisfaction and repurchase intention. Additionally, it has been demonstrated that the relationship between repurchase intention and perceptions of price and product quality is mediated by customer satisfaction. PT Sepatu Bata Tbk's management will likely use these findings to create marketing plans that prioritise raising customer satisfaction, modifying price perception, and enhancing product quality to promote repurchase intention.

**Keywords:** Product Quality, Price Perception, Customer Satisfaction, Repurchase Intention.

## INTRODUCTION

The footwear industry in Indonesia plays a vital role in supporting the national economy, not only as a provider of necessities for the community, but also as a significant contributor to non-oil and gas export foreign exchange (Fitriani et al., 2020).

Based on data from the World Footwear Yearbook 2023, Indonesia ranks among the top five global footwear producers, with production reaching 807 million pairs in 2023. Of this total, approximately 445 million pairs were exported to various countries, contributing significantly to national income (Qouli Rahmatul Hidayati, 2025). Furthermore, the Indonesian Footwear Association (Aprisindo) noted that in 2024, the Indonesian footwear industry is expected to experience production growth of 5% to 6% compared to the previous year, in line with increasing export demand from various global brands and improving conditions in the domestic manufacturing industry (Aprisindo, 2024).

Over the past three years, the leather, leather products, and footwear sector has experienced relatively fluctuating growth. In 2022, the sector recorded a very positive performance, growing 9.36% year-on-year (y-o-y), reflecting high demand and a recovery in production activity after the pandemic. However, this momentum did not continue in 2023, where the industry experienced a decline of -0.34%. Nevertheless, in 2024, the industry again showed signs of recovery. Data from the Central Statistics Agency (BPS) showed growth of 6.83% year-on-year (y-o-y), indicating an improvement in industry conditions and a resurgence in demand from both domestic and export markets (Central Statistics Agency, 2024).



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One of the leading manufacturers in this industry is Bata, founded on August 24, 1894, in Zlin, Czechoslovakia, and launched its presence in Indonesia in 1931 through PT Sepatu Bata Tbk., which initially acted as an importer (Pratama et al., 2023). Bata is known as a durable and long-lasting shoe brand made from high-quality materials such as leather, plastic, and rubber, manufactured to high standards and then sewn neatly (Uripto & Lestari, 2023).

However, based on Top Brand Index data in the casual footwear subcategory, Bata shoes experienced a decline in index numbers (Top Brand Award, 2024). Bata shoes experienced a 50.70% decline in the index between 2022 and 2024, from 14.20% in 2022 to 7.00% in 2024. Meanwhile, Carvil shoes also experienced a 49.12% decline in the same period, from 11.40% to 5.80%. It indicates that the decline in the index for Bata shoes is relatively greater than that of Carvil shoes (Top Brand Award, 2024).

Mind share, market share, and commitment share are used to measure the Top Brand Index. This study focuses on commitment share, which assesses the extent to which brand strength influences consumers' future repurchase decisions. The study also includes future intention, which refers to the willingness to repurchase or continue using the product in the future. This phenomenon confirms the indication of a decline in interest in repurchasing Bata shoes.

Through customer satisfaction with Bata shoes in Greater Bandung, this study aims to investigate how perceptions of product quality and price influence repurchase intention. Previous studies have shown varying relationships between each variable. Aziza et al.'s (2024) study explains that product quality has a positive and significant effect on customer satisfaction, while Sinollah (2022) found the opposite result. A similar finding applies to price perception, where Jannah & Hayuningtias (2024) showed a positive effect on customer satisfaction, while Sukthana & Sukma's (2024) study showed the opposite result. Meanwhile, other studies have highlighted the influence of these variables on repurchase intention. Mirandi & Rimiyati (2023) and Krisna et al. (2023) showed that product quality and price perception have a positive and significant impact on repurchase tendency, while Septiani & Rosilawati (2025) and Safitri (2021) found different results, namely that neither variable affected repurchase intention.

Furthermore, customer satisfaction has been shown to have a positive and significant influence on repurchase intention (Lestari et al., 2023), although a study by Nurfitriah et al. (2023) showed different results. Furthermore, research (Wicaksono & Setiawan, 2024; Amalia & Nurtjahjadi, 2024) explains that customer satisfaction mediates the influence of product quality and price perception on repurchase intention. Referring to the phenomenon and findings of previous studies that still show different results, the following study was conducted to examine "The Effect of Product Quality and Price Perception on Repurchase Intention Through Customer Satisfaction of Bata Shoes in Greater Bandung."

**Product Quality.** Product quality reflects the characteristics and attributes of a product that determine its ability to meet consumer needs and desires, whether stated explicitly or implicitly (Tjiptono, 2015). Some dimensions of product quality include performance, additional features, reliability, durability, and design (Kotler & Keller, 2016). In the context of this study, product quality was measured through Bata shoe consumers' perceptions of the product's ability to perform its primary function, its features for enhancing comfort, its reliability for all activities, its durability, and its attractive appearance.

**Price Perception.** Price perception refers to consumers' assessment of a product's price based on the perceived benefits and value (Kotler & Keller, 2016). Meanwhile, Kotler & Armstrong (2018) describe three key indicators of price perception: perceived affordability, perceived price-to-quality alignment, and perceived price competitiveness. Affordability indicates the extent to which a price





finding. Satisfied customers are more likely to repurchase a product. This explanation forms the basis for formulating the fifth hypothesis:

H5: Customer satisfaction has a positive effect on repurchase intention.

#### **The Influence of Product Quality on Repurchase Intention Through Customer Satisfaction.**

Wicaksono & Setiawan (2024) revealed that customer satisfaction mediates the influence of product quality on repurchase intention. It is consistent with the findings of Syahrizal & Sigarlaki (2024), who stated the same thing. Therefore, the sixth hypothesis is formulated as follows:

H6: Customer satisfaction mediates the influence of product quality on repurchase intention.

#### **The Influence of Price Perception on Repurchase Intention Through Customer Satisfaction.**

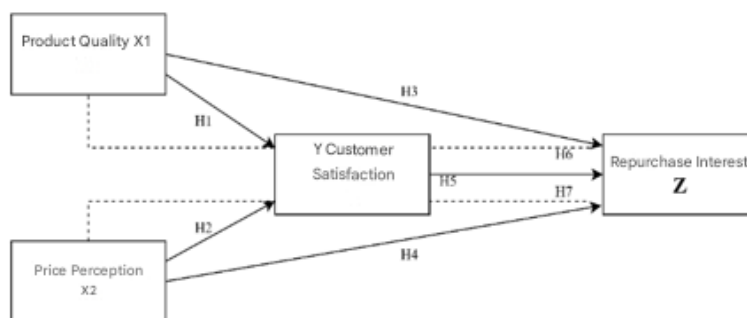
Amalia & Nurtjahjadi (2024) revealed that customer satisfaction mediates the influence of price perception on repurchase intention. Khuzaifah et al. (2023) revealed that customer satisfaction acts as a mediator of the influence of price perception on repurchase intention. Therefore, the seventh hypothesis is formulated as follows:

H7: Customer satisfaction mediates the influence of price perception on repurchase intention

## **METHODS**

This study, which examines customer satisfaction with Bata shoes in Greater Bandung, employs a quantitative approach using a survey method to investigate the effects of product quality and price perception on repurchase intention. The study population consisted of customers who had purchased and worn Bata shoes at least once in the previous 12 months and were at least 17 years old. A purposive sampling strategy was employed to select a total of 120 respondents. A structured questionnaire was distributed, utilising the variable indicators employed to gather primary data. All statement items were measured using a 5-point Likert scale. Product-moment correlation analysis was employed to assess the validity of the instrument, and Cronbach's Alpha coefficient was used to estimate its reliability. Multiple linear regression was used to evaluate the direct relationship between variables, and descriptive statistical methods were employed to characterise the characteristics of respondents and the distribution of responses. To determine the role of customer satisfaction as a mediating variable, the Sobel test was employed. To ensure the regression model satisfied the BLUE (Best Linear Unbiased Estimator) estimate requirements, traditional assumption testing was employed using normality, multicollinearity, and heteroscedasticity tests. The SPSS version 27 program was used for all data processing.

## **RESULT AND DISCUSSION**



**Figure 1.** Conceptual Model

**Respondent Profile.** This study involved 120 respondents who had purchased or used Bata shoes. The majority of respondents were aged 17–25 (42.5%) and 26–34 (40.83%), with a gender



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proportion of male (50%) and female (50%). Based on domicile, the majority of respondents resided in Bandung City (34.17%), followed by Cimahi City (23.33%), Bandung Regency (22.5%), and West Bandung Regency (20%). In terms of occupation, respondents were predominantly private sector employees (31.67%), students (25.83%), self-employed (18.33%), civil servants (17.5%), and students (6.67%). Most had a monthly income between Rp1,500,000 and Rp5,000,000 (43.33%), followed by respondents with an income above Rp5,000,000 (35%). All respondents admitted to knowing, buying, and using Bata shoes, with the majority having used the product for more than three months (67.5%).

### Validity And Reliability Testing.

**Table 1.** Validity and Reliability Test Results

Item	r <sub>count</sub>	Information	Cronbach's Alpha	Information
Product Quality (X1)				
X1.1	0.702	Valid	0.766	Reliable
X1.2	0.829			
X1.3	0.771			
X1.4	0.567			
X1.5	0.711			
Price Perception (X2)				
X2.1	0.867	Valid	0.668	Reliable
X2.2	0.708			
X2.3	0.741			
Customer satisfaction (Y)				
Y.1	0.903	Valid	0.768	Reliable
Y.2	0.808			
Y.3	0.770			
Repurchase Interest (Z)				
Z.1	0.783	Valid	0.762	Reliable
Z.2	0.841			
Z.3	0.854			

Source: SPSS data processing output (2025)

Referring to Table 1, it shows that all items from each variable have an *r*-value exceeding the *r*-table (0.3061), so all items in the questionnaire are considered valid. Meanwhile, the reliability test using Cronbach's Alpha produced a value exceeding 0.60 for all variables, meeting Ghozali's (2016) criteria, so the instrument is proven to be reliable and consistent.

### Descriptive Analysis.

**Table 2.** Descriptive Test Results

Variable	Mean	Category
Product Quality	4,17	Good
Price Perception	4,06	Good
Customer satisfaction	4,17	High
Repurchase Interest	4,24	Very high

Source: Data processing output (2025)



Referring to the findings of the descriptive analysis, the average respondent assessment of product quality was 4.17 (good), price perception 4.06 (good), customer satisfaction 4.17 (high category), and repurchase intention 4.24 (very high). It indicates that, in general, consumer perception of Bata shoes is in the good to very good category.

**Classical Assumption Testing.** To ensure the validity of the relationship in the multiple regression model, the ordinary least squares (OLS) approach is used, which aims to produce the best linear unbiased estimator (BLUE) estimate. Tests for normality, multicollinearity, and heteroscedasticity are necessary to ensure the estimation results meet the BLUE criteria.

**Normality Test.**

**Table 3** shows the normality test results.

Information	Asymp. Sig
First equation	0,200
Second equation	0,200

Source: SPSS data processing output (2025)

Based on Table 3, the Kolmogorov-Smirnov normality test yielded a significance value of  $0.200 > 0.05$  for the first and second equations, indicating that the residuals are normally distributed. Thus, the normality requirement for the regression model has been met.

**Multicollinearity Test.**

**Table 4.** Multicollinearity Test Results

Model	Equation 1		Equation 2	
	Tolerance	VIF	Tolerance	VIF
Product Quality	0,510	1,960	0,408	2,452
Price Perception	0,510	1,960	0,480	2,085
Customer satisfaction			0,509	1,964

Source: SPSS data processing output (2025)

Referring to the test results in the first equation, product quality and price perception obtained a tolerance value of 0.510 and a VIF value of 1.960. In the second equation, the tolerance value for product quality was 0.408, price perception was 0.480, and customer satisfaction was 0.509, with each VIF below 10. All tolerance values exceeded 0.1, and the VIF was less than 10, so the model was declared free from indications of multicollinearity.

**Heteroscedasticity Test.**

**Table 5.** shows heteroscedasticity test results.

Model	Equation 1	Equation 2
	Sig	Sig
Product Quality	0,425	0,089
Price Perception	0,352	0,673
Customer satisfaction		0,570

Source: SPSS data processing output (2025)

The heteroscedasticity test shows that the first equation yields a significance of 0.425 for product quality and 0.352 for price perception, both of which are greater than 0.05. In the second equation, each variable yields a significance of 0.089, 0.673, and 0.570, exceeding 0.05. Therefore, the following regression model can be declared free of heteroscedasticity.



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Multiple Regression Analysis.

Table 6 shows the results of the first multiple regression equation.

Model	$\beta$	t	Sig
Constant	2,450	2,559	0,012
Product Quality	0,326	5,423	0,000
Price Perception	0,268	2,730	0,007

Dependent variable: Customer Satisfaction

Source: SPSS data processing output (2025)

The results of the first equation test yielded the following equation:

Y = 2.450 + 0.326 X1 + 0.268 X2

The constant value of 2.450 means that if the independent variable is zero, customer satisfaction is estimated at 2.450. The product quality coefficient of 0.326 indicates that each unit increase in product quality increases customer satisfaction by 0.326, assuming other variables remain constant. The price perception coefficient of 0.268 indicates that each unit increase in price perception increases customer satisfaction by 0.268, assuming other variables remain constant.

Table 7. Results of the second multiple regression equation

Model	$\beta$	t	Sig
Constant	1,517	1,859	0,066
Product Quality	0,220	3,935	0,000
Price Perception	0,161	1,919	0,029
Customer satisfaction	0,371	4,834	0,000

Dependent Variable: Repurchase Intention

Source: SPSS data processing output (2025)

The results of the second equation test yielded the following equation:

Z = 1.517 + 0.220 X1 + 0.161 X2 + 0.371 Y

The constant value of 1.517 indicates that if product quality, price perception, and customer satisfaction are zero, then the dependent variable is estimated to be 1.517. The product quality coefficient of 0.220 indicates that each unit increase in product quality will increase repurchase intention by 0.220, assuming other variables remain constant. Furthermore, the price perception coefficient of 0.161 indicates that each unit increase in price perception will increase repurchase intention by 0.161. The customer satisfaction coefficient of 0.371 indicates that each unit increase in customer satisfaction will increase repurchase intention by 0.371.

Sobel Test.

Table 8. Sobel test results

	a	b	Sa	Sb	T <sub>count</sub>	P-value
Product Quality (X1)	0,326	0,371	0,060	0,077	3,605	0,000
Price Perception (X2)	0,268	0,371	0,098	0,077	2,378	0,017



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This finding corroborates the findings of Amalia & Nurtjahjadi (2024) and Khuzaifah et al. (2023), which also stated similar findings.

## CONCLUSION

The results of this study indicate that customer satisfaction and repurchase intention of Bata shoes are positively and significantly influenced by product quality and price perception. These findings demonstrate that consumers are more likely to consider a product satisfactory and, ultimately, to repurchase it if it is of higher quality and their price perception is more reasonable. Additionally, it has been demonstrated that customer satisfaction directly affects repurchase intention and mediates the relationship between price perception, product quality and repurchase intention. Therefore, companies need to maintain and optimize product quality and implement pricing strategies that align with product value to maintain customer satisfaction and ultimately encourage consumers to repurchase Bata shoes.

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