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THE RELATIONSHIP BETWEEN PRICE PERCEPTION AND SERVICE QUALITY TOWARDS REPURCHASE INTENTION WITH STORE REPUTATION AS A MEDIATOR: STUDY OF GOLDEN BOY STORE

Gesy Ayu Pramudita Sudarmo[1], Wirawan Endro Dwi Radianto[2*]
Toko Golden Boy[1], Universitas Ciputra[2]

*Corresponding author: wirawan@ciputra.ac.id

ABSTRACT

This research aims to determine the role of reputation as a mediator in the relationship between the influence of price perception and service quality on repurchase intention at Golden Boy Store in Surabaya, which is a children's clothing wholesale shop. This research used a quantitative approach using a purposive sampling technique, with 207 samples in total which are calculated using SmartPLS 4. The results of the research showed that (1) price perception has no effect and not significant towards store reputation, (2) service quality has a significant effect towards store reputation, (3) price perception has no effect and not significant towards repurchase intention, (4) service quality has a negative significant effect towards repurchase intention, (5) store reputation has a significant effect on repurchase intention, (6) price perception has no effect and not significant on repurchase intention through store reputation, and (7) service quality has a significant effect on repurchase intention through store reputation
Keywords: Price Perception, Service Quality, Repurchase Intention, Store Reputation

INTRODUCTION

Modern entrepreneurs recognize the importance of optimizing all assets to maximize business productivity, reflecting a promising future and reputation for the business (Utomo, 2019). The clothing and textile industry in Indonesia, a long-established sector, has also experienced growth and competition. Alongside food and shelter, clothing is a basic human need, essential for daily activities (Hasyim et al., 2022). According to the Industrial Data Center (2023), the apparel and textile industry saw positive growth in the first quarter of 2023. According to Budidharmanto et al. (2022), competition in a business indicates a potential market or customer base. Therefore, companies must understand their market share, assess competitive factors, and identify competitive advantages such as pricing and service quality offered to customers. Factors that drive repeat purchase intentions need to be thoroughly examined to gain insights into securing customer loyalty (Chairunnisa et al., 2022). This study aims to explore the factors influencing consumer intention to repurchase at Toko Golden Boy. Toko Golden Boy, established in 2010 in Surabaya, East Java, operates as a wholesale clothing retailer at Pasar Kapasan Surabaya. The company specializes in the wholesale apparel industry, primarily selling the "Dessy" brand, known for affordable undergarments targeting the lower-middle class. Besides undergarments, the store offers children's clothing for ages 0-12, sourced from both local and international suppliers. Despite its long-standing presence in the wholesale clothing market, Toko Golden Boy faces challenges, including a decline in revenue. A comparison of the store's revenue for July, August, and September in 2022 and 2023 is shown in Figure 1.

Figure 1. Store Revenue July-September 2022 & 2023

Figure 1 indicates a significant decline in sales for Toko Golden Boy in 2023, with revenue decreasing by 40.5% in July, 30.1% in August, and 26.9% in September compared to the same months in 2022. Without prompt evaluation and improvement, this trend could jeopardize the company's long-term sustainability. Harahab and Ritonga (2021) emphasize that service quality and pricing are crucial for gaining a competitive edge. Setiadi (2003) suggests that a customer's interest leads them to assess the store's quality, and the information gathered shapes their trust. As a preliminary study, the researcher observed customer perceptions of price, service quality, and store reputation at Toko Golden Boy in comparison to two similar competitors through interviews with customers who had shopped at all three stores. Price perception involves evaluating and comparing the value of products or services against the cost incurred by customers, shaping how price information is understood and meaningful to them (Natanael & Chan, 2021). While some studies, such as Chairunnisa et al. (2022), confirm that price perception positively and significantly influences repurchase intention, others like Nabilla et al. (2023) suggest that it does not contribute, indicating that customers may not reconsider price when deciding to repurchase. In this study, service quality refers to the ability, convenience, relationship, speed, and friendliness exhibited by businesses to ensure customer satisfaction (Mukti et al., 2023). Jasin and Firmansyah (2023) argue that service quality significantly affects repurchase intention, with other research (Ardisa et al., 2022; Rohwiyati & Praptiestrini, 2019) supporting that higher service quality boosts repurchase interest. However, Ginting et al. (2023) contend that regardless of the quality of service provided, it does not necessarily influence customer repurchase intentions.

THEORITICAL FRAMEWORK

Literature Review

Rohwiyati and Praptiestrini (2019) test results showed that customer satisfaction mediated the relationship between electronic service quality and repurchase intention, but not between price perception and repurchase intention. Chairunnisa et al. (2022) studied female customers of Wardah lipstick at UD. Kosmetik Ghaisani, revealing that all predictor variables significantly influenced repurchase intention. Mahardhika and Nurmahdi (2023) found that price perception, brand awareness, and delivery quality impacted customer satisfaction and repurchase intention, highlighting the need for continuous quality improvement. Jasin and Firmansyah (2023) found that service quality and the marketing mix positively influenced customer satisfaction and repurchase intention for SME products. Fitri and Mardikaningsih (2023) identified that product diversity, risk perception, and price perception positively affected repurchase intention. Prihatini and Gumilang (2021) showed that price perception, brand image, and personal selling significantly impacted B2B customer satisfaction, which influenced repurchase intention. Yusra and Asnur (2022) discovered that service quality contributed to 13.7% of repurchase intention, with a regression coefficient of 0.461, indicating a positive relationship. Salim et al. (2020) said that location and price perception positively affected customer satisfaction, which in turn influenced repurchase intention.

Theory

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action proposed by Ajzen and Fishbein (1988). It assumes that an individual's actions can be predicted based on their intentions, which are influenced by three key factors: attitude, subjective norms, and perceived behavioral control (PBC). Subjective norms refer to how individuals evaluate the importance of an action and whether it is deemed necessary. Perceived behavioral control involves an individual's perception of internal and external barriers to action, including self-confidence, resource availability, and technological support. Perceived behavioral control relates to the perceived ability to perform the behavior. The easier a behavior seems, the more likely one is to develop positive attitudes and intentions toward it. Attitude towards repurchase intentions is influenced by perceived behavioral control, such as perceptions of price, service quality, and store reputation.

Price Perception

Price perception refers to how customers understand and interpret prices, giving them significant meaning. It is an important evaluation where customers compare the price they must pay with the benefits they will receive from goods or services (Natanael & Chan, 2021). This understanding influences a consumer's purchase interest and decision, depending on whether they perceive the price as expensive, cheap, or fair. According to Salim et al. (2020), price comparison—whether from personal experience (internal price) or external information like advertisements and others' experiences—helps determine if a price is considered reasonable.

Studies on price perception yield varying results. For example, Rohwiyati and Praptiestrini (2019) found that price affordability, the match between quality and price, and comparison to competitors are important factors. Kotler and Armstrong (2008) identified four price indicators: affordability, whether the price matches the product or service quality, competitiveness, and whether the price is worth the benefits received.

Service Quality

Parasuraman (1988) defines service quality as the customer's evaluative view of how well they are served, based on the importance of service dimensions provided. Service refers to how the provider meets customer needs in a friendly, quick, and easy manner, fostering good relations (Mukti et al., 2023). Kotler and Keller (2016) add that service quality is all actions by a company to meet customer expectations. If service falls short of expectations, customers view it as low quality, causing dissatisfaction (Boediono et al., 2018). Four models for evaluating service quality include the Nordic Model, SERVQUAL, Three-Component Model, and Multi Model (Tjiptono et al., 2004). Rohwiyati and Praptiestrini (2019) measured service quality using efficiency, reliability, fulfillment, privacy, responsiveness, and compensation. Tjiptono (2007) outlines key indicators: reliability, empathy, responsiveness, tangible aspects, and assurance.

Store Reputation

A company's reputation is a psychological model influencing how people perceive the quality of goods or services provided (Syah, 2013). Reputation is shaped by a company's actions and communications to the market (Yolanda & Putri, 2021). A strong reputation gives companies a competitive advantage. In building reputation, companies should focus not only on shareholder needs like maximizing profit but also on addressing stakeholder expectations, such as community well-being and environmental sustainability (Putra & Saputri, 2015). A well-managed reputation enhances public support and adds value for customers. According to Feldman et al. (2014), corporate reputation is measured by seven indicators: product and service quality, customer relations, leadership and innovation, impression, workplace environment, ethics, and social responsibility.

Repurchase Intention

Repurchase intention refers to customers' positive response toward a product, even after a period of disuse, with the intent to buy again (Mahardhika & Nurmahdi, 2023). Tjiptono and Chandra (2016) define it as a commitment formed after an initial purchase. Ali (2013) sees repurchase intention as a desire to buy again based on past purchases. Mukti et al. (2023) describe it as consumers' process of buying products or services to meet daily needs. In summary, repurchase intention reflects a customer's evaluation of a company they previously bought from. Richard (1999) divides repurchase loyalty into four stages: cognitive (seeking knowledge about price, quality, etc.), emotional (forming positive opinions from consistent, satisfying use), conative (intention driven by consistent positive attitude), and action (turning intention into ready-to-act behavior). Indicators for repurchase intention vary. Rohwiyati & Praptiestrini (2019) and Salim et al. (2020) list four indicators: transactional, exploratory, referential, and preferential interest. Hellier (2003) measures repurchase intention using three indicators: intent to buy similar amounts, increase purchases, and increase buying frequency or intensity.

Relationships Between Variables

Relationship Between Price Perception and Store Reputation

Chan (2019) suggests that customer reviews help assess a company's reputation. After reading testimonials, customers form opinions on whether the quality matches the price they pay. If the price feels fair, the store gains a good reputation, as customers don't feel cheated. Riquelme et al. (2019) found that unfair pricing can turn loyal customers against even well-reputed retailers.

Relationship Between Service Quality and Store Reputation

A company's reputation depends on its actions and how well it communicates and signals its quality to the market (Yolanda & Putri, 2021). Good service quality enhances a store's reputation as customers perceive the store positively. As service quality improves, so does the store's reputation. Riquelme et al. (2019) state that a good reputation, built over time through quality service and honesty, reflects the store's value. Song et al. (2019) emphasize that a positive work environment, stable finances, strong leadership, and social responsibility are key to building a good reputation and fostering trust through unmatched service.

Relationship Between Price Perception and Repurchase Intention

Mahardhika & Nurmahdi (2023) argue that better price perception increases repurchase intention. According to the Theory of Planned Behavior, customers continue using a product if they perceive efficiency. Customers compare the quality of a product to the price paid, and when they find it reasonable, it drives repeat purchases. Price perception is crucial for business success, as it influences customers' repurchase decisions (Natanael & Chan, 2021). Businesses should routinely survey customer satisfaction to ensure fair pricing, which positively affects repurchase interest (Rohwiyati & Praptiestrini, 2019).

Relationship Between Service Quality and Repurchase Intention

Good service quality reduces customer complaints and lowers maintenance costs, which encourages repeat purchases (Tjiptono, 2016). Mokoginta et al. (2022) note that fulfilling customer needs and desires leads to good service quality, prompting customers to return. Poor service, however, deters customers. Studies show that better service quality increases repurchase intention (Jasin & Firmansyah, 2023; Ardisa et al., 2022; Rohwiyati & Praptiestrini, 2019).

Relationship Between Store Reputation and Repurchase Intention

Driantami & Prasetyo (2022) suggest that having a distinctive retail image gives companies a competitive advantage. Customers tend to decide on products quickly when familiar with the brand. Chan (2019) notes that

customer reviews help evaluate a company's reputation, and satisfied customers often perceive the store positively, encouraging repeat purchases.

Relationship Between Price Perception and Repurchase Intention via Store Reputation

Rohwiyati & Praptiestrini (2019) found that in online shopping, price directly affects repurchase intention, with customer satisfaction not serving as a mediator. Building trust through fair pricing and promised quality helps create a good reputation, which can drive repurchase intention. However, Nabilla et al. (2023) found that price perception doesn't always impact repurchase intention. It is hoped that price perception's influence on repurchase intention improves through the store's reputation.

Relationship Between Service Quality and Repurchase Intention via Store Reputation

Maintaining strong customer relationships is key to fostering repurchase intention (Driantami & Prasetyo, 2022). Riquelme et al. (2019) note that a good reputation is built over time through high-quality service and honest practices. Yolanda & Putri (2021) highlight that a company's reputation relies on its actions and communication. Good service signals a positive perception of the store's reputation, which in turn boosts repurchase intention.

RESEARCH FRAMEWORK

Conceptual Framework

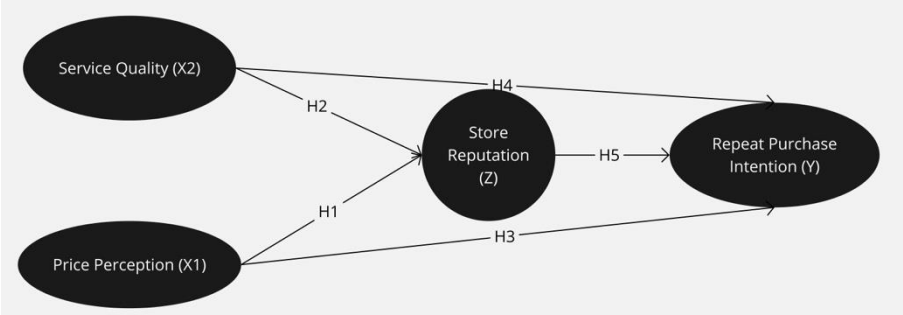

Figure 2. Research Model

Research Hypothesis

H1: Price perception affects the reputation of Toko Golden Boy.
H2: Service quality affects the reputation of Toko Golden Boy.
H3: Price perception affects repurchase intention at Toko Golden Boy.
H4: Service quality affects repurchase intention at Toko Golden Boy.
H5: Store reputation affects repurchase intention at Toko Golden Boy.
H6: Store reputation mediates the relationship between price perception and repurchase intention at Toko Golden Boy.
H7: Store reputation mediates the relationship between service quality and repurchase intention at Toko Golden Boy.

RESEARCH METHODS

Types of Research

This research used quantitative method with purposive sampling and Slovin Formula as methods to collect the sample. The sample consists of 217 customers who have made purchases at Toko Golden Boy and are members of a WhatsApp group. Data collected used Google Form and measured in Likert Scale 1-5.

Operational Definition of Variables

Variable	Operational Definition	Indicators	Source
Price Perception	How buyers perceive a certain price (high, low, or fair) greatly influences their intentions and satisfaction.	1. Affordability. 2. Price-quality suitability. 3. Price is cheaper compared to competitors.	Rohwiyati & Praptiestrini (2019)
Service Quality	Service quality is measured by how significant the service dimensions are in the evaluative view of customers towards the service provided at a certain time.	1. Tangible 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy	Tjiptono (2007)
Store Reputation	Company reputation is a psychological model that influences how people perceive the goods or services sold by the company.	1. Product and service quality 2. Customer relations 3. Impression 4. Leadership and innovation 5. Work environment 6. Ethics 7. Social responsibility	Feldman *et al.*, (2014)
Repurchase Intention	Repurchase intention is the customer's commitment after they have purchased goods or services.	1. Transactional importance 2. Explorative importance 3. Referential importance 4. Preferential importance	Rohwiyati & Praptiestrini, (2019)

Table 1. Operational Definition of Variables

Data Analysis Methods

Descriptive Analysis

Descriptive analysis aims to collect, process, display, and interpret data to provide an overview of the problem. The researcher uses Partial Least Square (PLS), a causal model that explains the influence between variables on the constructs, based on component-based structural equation modeling (SEM) (Wijaya, 2019:10).

Partial Least Square (PLS)

The main advantage of the multivariate statistical technique PLS is its ability to process multiple independent and explanatory variables simultaneously. This technique can handle many independent variables, even when multicollinearity exists among them.

Hypothesis Testing

Hypothesis testing uses bootstrapping with SmartPLS 4 software. The hypothesis is accepted if the effect is significant with a P-Value < 0.05 and a T-Statistic > 1.96 (Haryono, 2017).

Mediation Testing

Partial Least Square (PLS) is used for mediation analysis to examine whether a mediating variable connects the independent and dependent variables. Sofyani (2013:27) stated that in the output indirect effect of path analysis, a mediation effect occurs if the P-Value < 0.05.

RESULT AND DISCUSSION

Characteristics of Respondents

The respondent’s origins were dominated from East Java (180 respondents) and age range of 26-35 years dominate the age of respondents (76 respondents).

Statistics Descriptive of Research Variables

The highest mean value for price perception variable (X1) is 4.367 for the price competitiveness indicator (X1.3), suggesting that respondents agree that the prices are competitive. For the service quality (X2) the highest mean was responsiveness (X2.3) at 4.237. For repurchase intention (Y) the highest mean value was 4.019 in referential (Y3). Meanwhile in store reputation (Z) the highest mean value was (Z3) leadership and innovation at 4.087.

Data Analysis Result

Validity and Reliability

Two indicators were found with outer loading values < 0.7 in reliability indicator (X2.1) and the impression (Z4). According to Effendy (2018), these indicators must be removed because they have a loading factor value < 0.7. After eliminating the outer loading value, all indicators in the table can be accepted because they have a value > 0.7 and AVE has a value > 0.5 so they are classified as valid according to the criteria of Fornell and Larcker (1981). Based on the Cronbach's Alpha reliability test, the test results on all variables are valid with the results of the three measurements producing a value of > 0.7. Through these results, it can be explained that the test results show consistent results on the same measurement.

R-Square (R^2)

The first step in testing the structural model (inner model) is the R-Square (R^2) test, which aims to identify the level of contribution from independent variables to the dependent variables (Wantojo, 2018). The highest R-Square value is for the repurchase intention variable, with a value of 0.907, meaning that price perception and service quality contribute 91% to repurchase intention. Additionally, price perception and service quality contribute 87% to store reputation.

Q-Square (Q^2) Testing

Q-Square testing is conducted to determine the predictive capability of the constructs in producing good values, classified into three categories: 0.35 (large), 0.15 (medium), and 0.02 (small). The test shows that the endogenous constructs have Q-Square (Q^2) values > 0.35, indicating good predictive capability.

Hypothesis Testing

Hypothesis testing results indicate that a hypothesis is accepted if the effect is significant, with a P-Value < 0.05 and a T-Statistic > 1.96 (Haryono, 2017).

Relationship Between Variables	Original Sample	T-Statistic	P Value	Interpretation
Price Perception -> Store Reputation -> Repurchase Intention	-0.037	1.349	0.178	H6 rejected
Service Quality -> Store Reputation -> Repurchase Intention	1.146	15.776	0.000	H7 accepted

Table 2. Hypothesis Test Result

Table 5.1 shows that H1 and H3 are rejected because they do not meet the criteria of P-Value < 0.05 and T-Statistic > 1.96, indicating not significant effect. H4 is rejected, despite meeting the criteria with P-Value < 0.05 and T-Statistic > 1.96, because the relationship between the variables is significantly negative. In contrast, H2 and H5 are accepted as they meet the criteria with P-Value < 0.05 and T-Statistic > 1.96, indicating a significant effect.

Mediation Effect Testing

The purpose of mediation testing is to further explore whether the mediating variable successfully mediates the relationship between the independent and dependent variables. If the P-Value < 0.05 and the T-Statistic > 1.96, then the independent variable has a significant and direct relationship with both the dependent variable and the mediating variable. According to Sofyani (2013:27), if the P-Value < 0.05 in the output of the indirect effect path analysis, a mediation effect occurs.

Relationship Between Variables	Original Sample	T-Statistic	P Value	Interpretation
Price Perception -> Store Reputation	-0.030	1.381	0.167	H1 rejected
Service Quality -> Store Reputation	0.940	87.609	0.000	H2 accepted
Price Perception -> Repurchase Intention	0.007	0.386	0.669	H3 rejected
Service Quality -> Repurchase Intention	-0.293	3.442	0.001	H4 rejected
Store Reputation -> Repurchase Intention	1.220	16.095	0.000	H5 accepted

Table 3. Meditation Test Result

Based on Table 5.2, it can be concluded that H6 (price perception -> store reputation -> repurchase intention) is rejected, with a T-Statistic < 1.96 and supported by a P-Value > 0.05. In contrast, H7 (service quality -> store reputation -> repurchase intention) is accepted, indicating that store reputation successfully mediates the relationship between service quality and repurchase intention, with a T-Statistic > 1.96 and a P-Value < 0.05.

DISCUSSION

First Hypothesis: Price Perception Does Not Significantly Affect Store Reputation

The hypothesis test using bootstrapping rejected H1, with a T-Statistic of 1.381 and a P-Value of 0.617. This indicates a negative correlation between price perception and store reputation, showing that customers' price perception does not significantly impact Toko Golden Boy's reputation. Jin and Kato (2006) found that while reputation matters, it does not affect the prices customers pay, aligning with this study. The findings suggest that price perception does not influence service quality perception or reputation, allowing Toko Golden Boy to maintain its pricing strategy, as evidenced by long-standing customer loyalty despite price changes.

Second Hypothesis: Service Quality Significantly Affects Store Reputation

Hypothesis testing using bootstrapping showed that H2 was accepted, with a T-Statistic of 87.609 and a P-Value of 0.000, indicating a positive correlation between service quality and store reputation. This means that Toko Golden Boy’s service quality significantly influences its reputation. The findings are consistent with previous research by Esmaeilpour et al. (2017) and Hadi & Indradewa (2019), both showing that higher service quality strengthens reputation and boosts customer satisfaction and loyalty. To maintain and enhance its reputation, Toko Golden Boy should focus on improving service quality by listening to feedback, building strong relationships, ensuring stock availability, and being responsive to customer needs.

Third Hypothesis: Price Perception Does Not Significantly Affect Repurchase Intention

The hypothesis testing using bootstrapping rejected H3, with a T-Statistic of 0.386 and a P-Value of 0.669, indicating no significant relationship between price perception and repurchase intention at Toko Golden Boy. This suggests that price perception does not influence customers' intent to repurchase. Safitri (2021) supports this finding, stating that price perception does not strongly impact repurchase decisions. Peter and Olson (2010) explain that price perception reflects how consumers interpret price information based on their circumstances and environment. While price is not a primary factor for repurchase intention, quality of service and products play a more significant role, as customers may still repurchase if the quality justifies the price (Laela, 2021). The variety of products at Toko Golden Boy, each with different price points, may have influenced respondents' perceptions during the study. Customers likely responded based on their preferences for frequently purchased products, explaining the lack of impact from

price perception on repurchase intention. The conclusion suggests that Toko Golden Boy can maintain its current pricing strategy without significantly affecting repurchase behavior. Additionally, observations of B2B customers revealed that they prioritize purchasing high-demand products over price considerations. These customers will continue to buy products, even with price increases, as their focus is on market demand rather than price alone.

Fourth Hypothesis: Service Quality Has a Significant Negative Effect on Repurchase Intention

The bootstrapping results showed that H4 is significant, with a T-Statistic of 16.095 and a P-Value of 0.001, indicating a negative correlation between service quality and repurchase intention, leading to the rejection of H4. This means that service quality at Toko Golden Boy, which includes empathy, responsiveness, tangibility, and assurance, does not encourage customers to repurchase. Hariyanto et al. (2022) similarly found that service quality negatively affects repurchase intentions, suggesting it is not a primary factor in customers' decision-making. Observations reveal that even with subpar service, B2B customers value long-term relationships with the store more. The negative relationship suggests that higher service quality may actually lower repurchase intentions. This could be due to the customers' preferences, focusing more on product quality, stock availability, and speed of service rather than friendliness or additional offers. For these customers, attempts to enhance service could be seen as inefficient, reducing their likelihood of repurchasing.

Fifth Hypothesis: Store Reputation Significantly Affects Repurchase Intention

The bootstrapping results with a P-Value of 0.000 indicate a positive correlation between store reputation and repurchase intention, meaning Toko Golden Boy's reputation significantly influences customers' intent to repurchase. A stronger reputation increases the likelihood of repeat purchases. These findings align with Arani and Shafiizadeh (2019), who found that reputation has a substantial impact on repurchase intention, and Bastaman and Royyansyah (2017), who noted that reputation directly influences repurchase decisions. Sartika and Waris (2023) also highlighted that a good reputation shapes customer perceptions, helping Toko Golden Boy retain existing customers and attract new ones.

Sixth Hypothesis: Price Perception Does Not Significantly Affect Repurchase Intention Through Store Reputation

The hypothesis testing using bootstrapping revealed that H6 is rejected, with a T-Statistic of 1.349 and a P-Value of 0.178, indicating no significant relationship between consumers' price perception and repurchase intention through store reputation. This suggests that price perception, when considered alongside factors like product quality, service, customer relationships, innovation, and ethics, does not strongly influence customers' intent to repurchase at Toko Golden Boy. These findings contradict Hakim (2021), who argued that price significantly impacts repurchase intention, and Lubalu and Alfiani (2023), who noted that both price perception and company reputation affect buying interest. While a strong reputation is often believed to enhance the relationship between price perception and repurchase intention (Suryawandana & Yani, 2015), observations at Toko Golden Boy suggest that price perception is not a primary factor in purchasing decisions. This aligns with Liem (2016), who found that B2B customer behavior is more influenced by quality and service than by price.

Seventh Hypothesis: Service Quality Significantly Affects Repurchase Intention Through Store Reputation

The hypothesis testing using bootstrapping revealed that H7 is accepted, with a T-Statistic of 15.776 and a P-Value of 0.000, indicating a positive correlation between service quality and repurchase intention through store reputation. This suggests that Toko Golden Boy's reputation effectively strengthens the relationship between service quality and customers' intent to repurchase. These findings differ from Bastaman and Royyansyah (2017), who found no significant impact of service quality on repurchase intention when mediated by reputation. The discrepancy may be due to differences in sample context, while their study focused on retail customers, this research targeted B2B customers, whose purchasing behavior emphasizes quality, service, and long-term relationships (Liem, 2016), key indicators of reputation (Feldman et al., 2014).

CONCLUSIONS AND PRACTICAL IMPLICATION

Conclusions

The findings indicate that consumer price perception does not significantly impact store reputation, suggesting it does not influence customers' views of Toko Golden Boy. However, service quality significantly affects store reputation, meaning that better service enhances the store's reputation. Price perception does not significantly affect repurchase intention, indicating it is not a barrier for customers. Conversely, service quality negatively impacts repurchase intention, suggesting it is not a key consideration for customers deciding to repurchase. Store reputation, on the other hand, significantly influences repurchase intention; a better reputation leads to higher consumer interest in repurchasing. Additionally, price perception does not significantly affect repurchase intention through store reputation, meaning that reputation does not motivate the price perception-repurchase relationship. The findings highlight that the most influential variable is store reputation, which positively impacts repurchase intention and strengthens the connection between service quality and repurchase intention. Notably, the study reveals that price perception's lack of influence on repurchase intentions through store reputation is a novel insight, potentially influenced by the B2B nature of the respondents. Differences in age among respondents also contribute to varied perspectives on pricing.

Practical Implication

a. Toko Golden Boy should maintain its focus on the aspects important to customers, particularly store reputation, while continuously improving and innovating. Implementing a monthly innovation plan can introduce new developments or enhancements, thereby improving the company's reputation and fostering customer loyalty, leading to repeat purchases.
b. Toko Golden Boy should evaluate its pricing strategy to cultivate a positive perception among customers. Competitive and affordable pricing can maximize profits for B2B customers. The first step should involve conducting market surveys and analyzing the gathered information to determine an appropriate pricing position.

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