THE INFLUENCE OF PRICE PERCEPTION, BRAND IMAGE, AND CONSUMER SATISFACTION TOWARDS INTEREST IN REBUYING ZARA CLOTHING PRODUCTS IN JAKARTA

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Abstract:
The purpose of this study is to see and analyze the Influence of Perceived Price, Brand Image, and Consumer Satisfaction on Repurchasing Interest for Zara clothing products in the city of Jakarta. This type of research uses descriptive quantitative methods and inferential analysis using primary data. The sample was determined by purposive sampling method with a total of 100 respondents. Data collection was carried out by providing a list of questions to respondents, namely consumers of Zara clothing products in the city of Jakarta, the questions given were about price perception, brand image, and consumer satisfaction, on repurchase intention. This research uses multiple linear regression analysis. The results showed that perceived price, brand image and consumer satisfaction had a positive and significant effect on the intention to repurchase Zara clothing products in the city of Jakarta.
Keywords: *Perceived Price, Brand Image, Consumer Satisfaction, Repurchase Intention*

INTRODUCTION

At this time the business world is developing, there are more and more competitors and it is getting tougher. This competition can be seen from the many companies that offer various kinds of products, goods and services. This competition occurs in terms of price perception, brand image and consumer satisfaction carried out by companies when competing in marketing. If consumers feel that they match the price perception, brand image and satisfaction with a brand then an attitude will arise, namely an interest in repurchasing.

Customer repurchase interest is very important for a product for a company because consumer repurchase interest will have an effect on increasing sales. Keller (2012), it can be said that repurchase interest is a statement from consumers that reflects their plans to purchase a number of products with a certain brand. Repurchase intention occurs when consumers carry out repurchase activities for the second time or more when the reason for repurchase is primarily based on the customer's experience with the product and service. Intention to repurchase will definitely increase because consumers feel satisfaction and comfort with products that consumers have purchased previously and want to use again.

Price perception is a process experienced by customers in estimating the price value and attributes of a good or service Kotler (2012). In this way, price perception can be said to be a consumer's wishful thinking or thoughts regarding a price for a product. The consumer will think about whether the price given for the product is in accordance with the benefits obtained by the consumer or not, so if it is in accordance with the price given, it will an interest in repurchasing

arises. Research by Gosal and Setiobudi (2020) found that price perception has a positive and significant effect on Juice & Smoothies Zone consumers' repurchase intention. Research by Wijiastuti and Cantika (2021) found that there is a positive and significant influence of the price perception variable on intention to repurchase GoFood services in Sorong City. Apart from perceiving price, consumers usually look at the brand image of the Zara clothing product itself.

Creating repurchase interest can be done by building a positive brand image. Brand image is one of the important things for consumers in choosing products that suit their needs. With a brand that is already known, consumer interest in repurchasing will arise. Brand image is the overall perception of the brand and is formed from past information about the brand, image of the brand. related to attitudes in the form of beliefs and preferences towards a brand Kotler (2013).

The better the brand image a product has, the higher the consumer's repurchase interest. By implementing a unique strategy, or implementing a differentiation strategy in marketing the product, it will be easier to attach the brand to the minds of consumers. Research by Arifi (2016) found that Brand Image had a significant and positive effect on Repurchase Interest in The Executive's women's clothing in Surabaya. Research by Fandiyanto and Endriyasari Kurniawan (2019) found that brand image had a significant positive effect on repurchase interest in Toraja Coffee at Coffe Josh Situbondo.

Creating interest in repurchasing can build consumer satisfaction. Customer satisfaction or consumer satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance (or results) to their expectations or expectations (Kotler and Keller 2016).

From this definition it can be said that if the quality of Zara clothing products does not match consumer expectations then the consumer will feel dissatisfied and end up disappointed, and vice versa if the quality of Zara clothing products meets expectations then consumers will feel satisfied and it is possible that consumers will repeat purchases of Zara clothing products. Research by Nisha Kusumadewi and Trisha Gilang Saraswati (2020) found that there is an influence of Customer Satisfaction on Scarlett's Repurchase Interest on the Shopee and Tokopedia Marketplaces. Research by Jasmine Chiquita Yusuf, Florensius Resky Prayogo, and Fransisca Andreani (2021) shows that the consumer satisfaction variable has a significant effect on repurchase interest at Traveloka.

The aim of this research is to analyze the influence of price perception on interest in purchasing Zara clothing products. To analyze the influence of Brand Image on repurchase interest in Zara clothing products. Next, to analyze the influence of consumer satisfaction on repurchase interest in Zara clothing products

RESEARCH METHODS

In this research, the object of research is repurchase interest which is influenced by price perceptions, brand image and consumer satisfaction, namely consumers of Zara clothing products in the city of Jakarta.In this research, the type of research is inferential research.

In this research, the population used is consumers of Zara clothing products in the city of Jakarta. Samples were taken by purposive sampling, meaning that the sampling technique was determined by certain parameters (Sugiyono, 2014).

Researchers use data collection techniques using questionnaires, which means a structured data collection technique to obtain data consisting of a series of written or verbal questions, where respondents will answer these questions.

This questionnaire is structured and provides answers with customized answers to make it easier for respondents to answer and avoid mistakes. In this study the author is more inclined to utilize a data collection technique and method by providing a questionnaire sheet as a data collection tool.

After the data is collected, the author then carries out data analysis or data processing. This data analysis was carried out to answer the formulation of several questions in the problem formulation. The data processing steps or techniques used are descriptive analysis and inferential analysis.

RESULTS AND DISCUSSION

Descriptive Analysis of Price Perception variables.

Table 1 Mean Score of Price Perception Variable

Question	Mean
The prices offered by Zara are relatively affordable	3.98
The prices offered by Zara are in accordance with the quality perceived product	3.87
The prices offered by Zara are competitive at the prices offered by competitors	3.86
Zara clothing products are sold according to the price and benefits provided	3.87
Total Mean	**3.89**

Based on table 1, it is understood that the total mean of the Price Perception variable is 3.89. These results provide an indication that the price perception of Zara clothing products gets a good score.

Table 2 Table of Mean Scores for Brand Image Variables

Question	Mean
Zara clothing products give a positive impression to consumers	3.92
Zara clothing products are easy to remember and find	3.92
Zara clothes have very unique designs	3.94
Total Mean	**3.92**

Based on table 2, it is understood that the total mean of the Brand Image variable is 3.92. These results provide an indication that the Brand Image of Zara clothing products gets a good score.

Table 3 Table of Mean Scores for Consumer Satisfaction Variables

Question	Mean
Service for Zara clothing products is friendly, alert, and satisfying	3.95
Fulfilling customer expectations when performing purchase	3.91
The product meets expectations so it will buy Zara products again	3.96
Total Mean	**3.94**

Based on table 3, it is understood that the total mean of the Consumer Satisfaction variable is 3.94. These results provide an indication that consumer satisfaction for Zara clothing products gets a good score.

Table 4 Table of Mean Scores for the Repurchase Intention Variable

Question	Mean
Interested in repurchasing Zara clothing products because there are many types of Zara clothing products available	3.84
Have no hesitation in recommending clothing products Zara to other people, family, and friends	3.77
Prefer Zara clothing products in comparison other clothing products	3.76
Willing to look for information about clothing products Zara (Promo, etc.)	3.81
Total Mean	**3.79**

Source: Data processed from questionnaires

Based on table 4, it is understood that the total mean of the Repurchase Interest variable is 3.79. These results provide an indication that repurchase interest in Zara clothing products has a good value.

Table 5 Results of the One-Sample Kolmogorov-Smirnov Normality Test

		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.38885710
Most Extreme Differences	Absolute	,080
	Positive	,034
	Negative	-.080
Statistical Tests		,080
Asymp. Sig. (2-tailed)		.111c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data processed in 2023

According to table 5 above, there is an Asymp value. Sig.(2 tailed) is 0.111, meaning that the regression model for the dependent variable and independent variables in this study is that the data is normally distributed because the significance is 0.111 > 0.05.

Table 6 Multicollinearity Test Results

Coefficientsa		
	Collinearity Statistics	
Model	Tolerance	VIF
1 (Constant)		
Price Perception	,624	1,603
Brand Image	,681	1,469
Consumer Satisfaction	,830	1,205
a. Dependent Variable: repurchase interest		

According to table 6 there are independent variables, namely Price Perception has a Variance Inflation Factor (VIF) value of 1.603 < 10 and a tolerance value of 0.624 > 0.1, Brand Image has a Variance Inflation Factor (VIF) value of 1.469 < 10 and a tolerance value of 0.681 > 0.1, Consumer Satisfaction has a value Variance Inflation Factor (VIF) 1.205 < 10 and tolerance value 0.830 > 0.1. So the conclusion is the model.

Table 7 Autocorrelation Test Results

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.692a	,479	,463	1,410	1,999
a. Predictors: (Constant), Consumer Satisfaction, Brand Image, Price Perception					
b. Dependent Variable: Repurchase Intention					

Source: Data processed in 2023

Based on table 7, it is explained that the Durbin Watson (DW) value is 1,999, where the K value or number of independent variables is 3 and the N value or sample consists of 100 respondents. So we get a dL value of 1.6131 and a dU value of 1.7364. Based on calculations and comparisons with the Durbin Waston table, the value is between Du and 4-Du, namely dU < dW < 4 -dU = 1.7364 < 1.999 < 4 − 1.7364 Because the DW value (1.999) is greater than (4-dL) then The null hypothesis is rejected, which means there is autocorrelation.

Table 8 Heteroscedasticity Test

Coefficientsa				
	Standardized Coefficients			
	Beta			
Model			t	Sig.
1 (Constant)			1,913	,059
Price Perception	,168		1,346	,182
Brand Image	.017		,142	,887
Consumer Satisfaction	-.263		-2,428	.017
a. Dependent Variable: ABS_RES				

Source: Data processed in 2023

According to table 8, namely testing heteroscedasticity using the Glejser Test, it can be explained that the regression model in this research can be stated that there is no heteroscedasticity because all the independent variables Price Perception has a significance value of 0.059 > 0.05, Brand Image has a significance value of 0.182 > 0.05 and Consumer Satisfaction has a significance value of 0.17 < 0.05, there is heteroscedasticity because the significant value is smaller than 0.05, but because the Ftest is not significant, it is estimated that there is no serious heteroscedastic problem, so based on this, this research can be continued with all variables.

Table 9 Simultaneous Test Results (F Test)

ANOVAa					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	175,797	3	58,599	29,458	,000b
Residual	190,963	96	1,989		
Total	366,760	99			
a. Dependent Variable: Repurchase Intention					
b. Predictors: (Constant), Consumer Satisfaction, Brand Image, Price Perception					

Based on the ANOVA table in table 9, there is a calculated F value of 29,458 with a significance level of 0.000. The F table value is obtained from the df (residual) degree of freedom value, namely 2.70 at a confidence level of 5% (a=0.05). Because the calculated f value > f table (29,458 > 2.70) with a significance level of 0.000 < 0.05. Thus, the conclusion is that together the independent variables, namely Price Perception, Brand Image and Consumer Satisfaction, have a significant effect on the dependent variable, namely Repurchase Intention.

Table 10 Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692a	,479	,463	1,410
a. Predictors: (Constant), Consumer Satisfaction, Brand Image, Price Perception				
b. Dependent Variable: Repurchase Intention				

Source: Data processed in 2023

Based on table 10, the R Square is 0.479 or 47.9%, meaning that the purchasing decision variable is influenced by the variables of product quality, price perception and brand image. Meanwhile, the remaining 52.1% is influenced by other variables outside the regression model studied by the author.

Table 11 Results of Multiple Linear Analysis

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,703	1,368		1,976	,051
Price Perception	,381	,087	,409	4,383	,000
Brand Image	,222	,110	,180	2,021	,046
Consumer Satisfaction	,332	,097	,277	3,422	,001
a. Dependent Variable: Repurchase Intention					

Source: Data processed in 2023

Based on table 11 above, the equation is formed: Y= 0.409 X1 + 0.180 X2 + 0.277 X3

From the equation above, the results of multiple linear regression have the following conclusions:

a. The regression coefficient for the Price Perception variable (X1) is 0.409, which means that every time the Price Perception increases, there will be an increase in Repurchase Interest in Zara clothing products with an amount of 0.409 or 4.09%.

b. The regression coefficient for the Brand Image variable (X2) is 0.180, which means that every time the Brand Image increases, it will increase the Repurchase Interest of Zara clothing products with a magnitude of 0.180 or 1.80%

c. The regression coefficient for the Consumer Satisfaction variable (X3) is 0.277, which means that every time Consumer Satisfaction increases, there will be an increase in Repurchase Interest in Zara clothing products with an amount of 0.277 or 2.77%.

It can be concluded from these results that the regression coefficient that has a very large contribution is the Price Perception variable, namely 0.409 or 4.09%.

The Influence of Price Perception on Repurchase Intention

Based on the results of the tests carried out, it is understood that Price Perception has a positive and significant influence on Repurchase Intention. Price Perception has a positive and significant influence on the Repurchase Intention variable. This means that the better customers perceive the price set by the company, the higher the customer's interest in using the product or service again. Supported by the theory of Doods, Monroe, and Rewal (2009), which states that consumers will be willing to buy a branded product if the price of the product is deemed appropriate by them.

The results of this research show that the prices set by the Zara company are currently well perceived or considered appropriate by customers, so that it can encourage consumers to use Zara clothing products again.

There are previous research results that are in line with this research by (Marzuki, 2022). The research results show that price perception has a positive and significant effect on repurchase interest

The Influence of Brand Image on Repurchase Intention

Based on the results of the tests carried out, it is understood that Brand Image has a positive and significant influence on Repurchase Intention. This means that the better the brand image of a product, the higher the consumer's repurchase interest. Brand image is an important factor in forming consumers' repurchase intentions, because consumers think that brand image is a perception of the customer's sense of trust in a brand. Customers who believe in a brand will tend to have the intention to repurchase, so it is important for a company to build a good brand image.

The results of this research show that the Brand Image of the Zara company has a good image value so that it appears in the minds of consumers to be interested in repurchasing Zara products because they have benefits and a good image in the eyes of consumers.

There are previous research results that support this research by (Arifi, 2016). The results of his research show that Brand Image has a positive and significant effect on Repurchase Intention. The research results show that brand trust, brand image and customer satisfaction have a positive and significant effect on repurchase intention.

The Influence of Consumer Satisfaction on Repurchase Intention

Based on the results of the tests carried out, it is understood that Consumer Satisfaction has a positive and significant influence on Repurchase Intention. This means that the higher the level of satisfaction felt by consumers, the higher the consumer's interest in using the product or service. This shows that the level of consumer satisfaction can influence a consumer's repurchase interest. (Fornel, 2011) which states that customers who are satisfied will be interested in making repeat purchases in the future and telling other people what they feel.

The results of this research show that currently Zara consumers can feel Zara clothing products so they are interested in using Zara products again in the future. In this case, the Zara company must always be able to make customers feel satisfied so that these customers will continue to be interested in using Zara products again in the future.

There are previous research results that support this research by (Kusumadewi and Saraswati, 2020). The results of their research show that customer satisfaction has a positive and significant effect on repurchase intention.

CONCLUSION

Based on the research results, it was concluded that there is a positive and significant influence between Price Perception on Repurchase Intention, meaning that the more positively consumers perceive the price of Zara clothing products, the more their Repurchase Intention will increase. Furthermore, there is a positive and significant influence between Brand Image on Repurchase Intention, giving the understanding that the better the Brand Image conveyed, the more product Repurchase Intention will increase. There is a positive and significant influence between Consumer Satisfaction on Repurchase Intention, that the more positive the Consumer Satisfaction is felt, the more profitable the purchasing decision. Then, of the three variables Price Perception, Brand Image and Consumer Satisfaction which influence the Repurchase Intention Variable, the most dominant variable is Price Perception. From the multiple linear regression equation it can be seen that the most dominant variable influencing Repurchase Intention is the Price Perception Variable with a variable coefficient value of 0.409.

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