



Analysis of perceived price and product quality on repurchase intention with customer satisfaction as intervening variable (Shishaboss Surabaya)

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ARTICLE INFO

Article history:

Received Jan 13, 2025

Revise Jan 22, 2025

Accepted Jan 30, 2025

Keywords:

Consumer Satisfaction;

Perceived Price;

Product Quality;

Repurchase Intention.

ABSTRACT

This study aims to examine the influence of price perception factors, product quality, customer satisfaction on repurchase intention. The variables studied were perceived price, product quality, customer satisfaction, and repurchase intention. The research respondents were 190 Shishaboss consumers in Surabaya, who were taken by purposive sampling method. The analysis used is PLS. The results showed that perceived price and product quality each had a significant positive effect on customer satisfaction and repurchase intention, and customer satisfaction also had a significant positive effect on repurchase intention. based on research findings, alternative strategies that can be implemented Ensure that prices are considered reasonable and in accordance with product quality. Offer packages, discounts, or bundles that are in line with the price to attract price-sensitive customers.

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INTRODUCTION

In the last decade, cigarettes from the Middle East named shisha, narghile, or hookah have started to enter Indonesia (Yudha et al., 2014). The import data for Shisha in Indonesia from June 2021 to May 2022 highlights significant changes in market dynamics. During this period, Indonesia received only nine shipments, supplied by three exporters to three buyers, reflecting a 67% decline compared to the previous year. Notably, in May 2022, there were no Shisha imports, representing a 100% year-on-year drop from May 2021 and no growth from April 2022 (Shisha Imports in Indonesia - Market Size & Demand Based on Import Trade Data, 2024). Shisha (also well known as waterpipe or narghile or hookah) emerged as the new tobacco epidemic in recent year (Maziak et al., 2015). Research in the *Journal of Adolescent Health* highlights that shisha is often consumed in social settings, making it more appealing than the solitary habit of smoking cigarettes and many shisha users perceive it as less harmful than cigarettes. (J Health Commun., 2017). The communal use of a

hookah pipe reinforces this social dimension. The term Shisha itself is the most widely used in Indonesia and there are still not many people who knows it and don't have many consumers, because shisha itself can only be found in certain places. Unlike cigarettes, shisha has a more complex shape than cigarettes because it has several parts, such as a tobacco bowl, a heat-resistant plastic plate, a pipe handle, an air valve, a bottom lock, a glass bottle, and a hose for suction. Shisha itself has more or less the same function as cigarettes, the material that is smoked is also made of tobacco covered with aluminum foil or iron and burned directly using charcoal briquettes on top. The briquette charcoal used alone also affects the amount of toxic substances formed, because the less good the burning of the briquette charcoal to the tobacco can form a greater amount of toxic substances than the burning of tobacco using good briquette charcoal (Yudha et al., 2014) .

Shisha itself is now starting to recognize and is easier to find in big cities like Surabaya and Jakarta. This is the beginning of the development of shisha in Indonesia because many have started to open cafes and provide shisha. In addition, all groups can consume shisha in places that sell cigarettes from the Middle East (Yudha et al., 2014). Shisha is currently still rare and can only be enjoyed or consumed in certain places. In order to Shisha Café must have loyal customers who make regular repeat purchases.

Efforts to retain consumers are more of a main focus for companies, because retaining consumers is more important and less cost than companies seeking new customers. Having loyal customers is better and profitable for companies to remain competitive. Repurchasing intention is an indication that consumers are loyal to the company (Akbar & Nurcholis, 2020). Trust is a group of beliefs held by customers regarding certain characteristics of the provider as well as the future behavior of that provider (Eid, 2011). The intention to repurchase is one way of success for companies to maximize company profits. Repurchase intention is reflected in several influencing dimensions such as transactional intention, referential intention, preferential intention, and explorative intention. A better understanding of the company should base its strategy on attracting repeat purchases (Putri et al., 2020).

In every repurchase decision, the consumer will definitely consider the price issue, whether the price offered is in accordance with the consumer's purchasing power. (Shaw & Davis, 1973) explaining buying intention arises after the alternative evaluation process. In the evaluation process, someone will make a series of choices about the product to be purchased based on brand and intention. This is related to how consumers perceive the selling price of the products offered whether they are appropriate or not (Zhong & Moon, 2020). (Hermawan, 2018) concluded the quality of service is a series of special forms of production or service that can be provide the ability to satisfy the needs and desires of society. Low prices are not always an attraction for consumers who are constantly experiencing lifestyle changes. Today's consumers with increasingly consumptive lifestyles demand to be able to get value and benefits from their repurchase decisions. Consumers have different characteristics and behaviors in making purchases. The assessment given by each consumer to a product can vary. Consumer perceived price can influence their decision to repurchase, so companies must be able to set the right price to provide a good perceptual image in the eyes of consumers (Mardiasih, 2020).

Consumer behavior in purchasing products is also carried out if the product offered is of good quality, complete, and has a satisfactory guarantee, so that it will make consumers more satisfied because the desired product does not disappoint (Ibrahim & Thawil, 2019). Product quality that meets consumer expectations will be able to increase the attractiveness of consumers to make repeat purchases, thus providing profitable profits for the company and being able to raise the level of the company to a better level in the eyes of consumers. Companies can increase their influence on consumer repurchase decisions and be able to compete with competitors who sell similar products (Handayani, 2022).

In essence, the intention to repurchase is strongly influenced by the level of customer satisfaction. Customer satisfaction is a tool for companies to encourage repurchasing intention (Santi, 2020). Customer satisfaction is the customer's perception that their expectations have been met or exceeded (Gerson, 2010). Customer satisfaction has a positive effect on repurchase intention, because the more satisfied the consumer is with a product/service offered to him, the higher the consumer's interest in buying the product/service in question. Conversely, if the consumer is increasingly dissatisfied with a product/service offered to him, then the lower the consumer's interest in buying the product/service in question (Sari & Lestari, 2019). proves that quality is related products can provide a significant relationship to increasing consumer satisfaction. On the basis of the explanations that have been put forward, this study aims to examine the effect of perceived price and product quality on repurchase intention, and the effect of perceived price and product quality on repurchase intention mediated by consumer satisfaction. (Maramis et al., 2018) proves that quality is related products can provide a significant relationship to increasing consumer satisfaction.

RESEARCH METHOD

The type of research is quantitative research by testing the hypothesis. The respondents population is all consumers of Shishaboss, Surabaya. The sample was 190 consumers of Shishaboss, Surabaya. The sampling technique used in this study was non-probability sampling through a purposive sampling method with criterias namely, age of 17-30 years, visiting Shishaboss cafe more than once, domiciled in the Surabaya area, and having at least tried Shisha products indicating it primarily analyzes repeat consumers rather than first-time users. As for the characteristics and categories of other consumers, they are outside of this research, such as the existence of new users or new customers because If data from first-time users were included without differentiation, their unique perceptions might dilute the overall findings on satisfaction and repurchase intentions. While 190 respondents may suffice for statistical analysis, it may not represent the broader population of Shisha consumers in Surabaya, especially given the diversity in age, income, and social background. To improve representativeness, future studies could use stratified random sampling, ensuring proportional representation across various demographics, including age groups, income levels, and social classes. The exogenous variables in this research are perceived price (X1) and product quality (X2), the intervening variable is customer satisfaction (Z), and the endogenous variable is repurchase intention (Y). The analysis used Partial Least Square (PLS), which is a component based predictive model with a variance based or component based approach (Ghozali, 2014). Evaluation of the measurement model consists of three stages, namely convergent validity test, discriminant validity test and composite reliability test. Evaluation of the structural model is carried out by conducting the R-squared test (R^2) and the path coefficient significance test. Stone-Geisser (Q^2) values were reviewed to determine the predictive relevance of the model. The Mediation Test is carried out using the Specific Indirect Test.

RESULTS AND DISCUSSIONS

Results

Based on gender, the dominant respondents were men totaling 161 people or 85%. According to age, respondents aged 21-25 years totaled 96 people or 51% were dominant one. For education, respondents with undergraduate education totaled 126 people or 66% who were dominant. According to expenses, the dominant respondents were those with expenses of more than 3 - 6 million, totaled 81 people or 43%. According to the frequency of visits, the dominating respondents were those who visited 4 times totaling 75 times or 39%.

Table 1. Convergent Validity Test

Variable	Indicators	Outer Loading
Perceived Price (X ₁)	X _{1.1}	0,824
	X _{1.2}	0,829
	X _{1.3}	0,814
	X _{1.4}	0,834
Product Quality (X ₂)	X _{2.1}	0,782
	X _{2.2}	0,740
	X _{2.3}	0,781
	X _{2.4}	0,806
	X _{2.5}	0,728
	X _{2.6}	0,796
	X _{2.7}	0,751
	X _{2.8}	0,752
Customer Satisfaction (Z)	Z ₁	0,834
	Z ₂	0,782
	Z ₃	0,853
Repurchase Intention (Y)	Y ₁	0,854
	Y ₂	0,806
	Y ₃	0,794
	Y ₄	0,796

The results of the convergent validity analysis show that all loading factors for each variable have a value greater than 0.7, which meets the criteria of convergent validity. The AVE value of all research variables also shows a value higher than 0.5, so it can be concluded that they have met convergent validity. The results of the Fornell-Larcker discriminant validity analysis show that the AVE root of the perceived price construct (X₁) is 0.825; product quality (X₂) of 0.767; customer satisfaction (Z) of 0.824; and repurchase intention (Y) of 0.813 which is all higher than the correlation with other constructs, indicating that the indicators accurately measure the construct variable. The crossloading test shows that the correlation of the perceived price construct (X₁), product quality (X₂), customer satisfaction (Z), and repurchase intention (Y) with the indicator is higher than the correlation between the indicator and the other constructs. So it shows that each latent construct predicts its block indicator correctly. The results of Composite Reliability and Cronbach Alpha analysis for each variable perceived price (X₁), product quality (X₂), customer satisfaction (Z), and repurchase intention (Y) show a value above 0.70, which is stated to have good reliability.

Table 2. Fornell-Larcker Criterion

Variable	X1	X2	Y	Z
X1	0.825			
X2	0.563	0.767		
Y	0.645	0.660	0.813	
Z	0.542	0.667	0.675	0.824

Table 3. Cross Loadings

Indicators	X1	X2	Y	Z
X1.1	0.824	0.445	0.469	0.440
X1.2	0.829	0.647	0.605	0.614
X1.3	0.814	0.374	0.486	0.308
X1.4	0.834	0.321	0.540	0.357
X2.1	0.297	0.782	0.488	0.539
X2.2	0.474	0.740	0.522	0.396
X2.3	0.374	0.781	0.434	0.475

X2.4	0.504	0.806	0.513	0.585
X2.5	0.250	0.728	0.363	0.358
X2.6	0.459	0.796	0.593	0.579
X2.7	0.428	0.751	0.452	0.494
X2.8	0.585	0.752	0.613	0.588
Y1	0.607	0.542	0.854	0.562
Y2	0.445	0.484	0.806	0.539
Y3	0.507	0.518	0.794	0.508
Y4	0.525	0.593	0.796	0.580
Z1	0.480	0.620	0.607	0.834
Z2	0.444	0.484	0.509	0.782
Z3	0.410	0.532	0.544	0.853

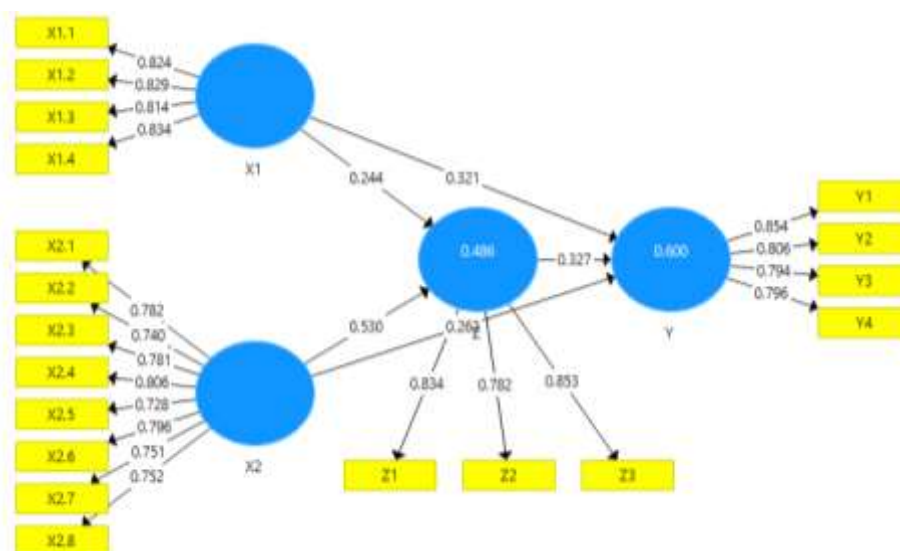
Table 4 Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1	0.846	0.895	0.681
X2	0.901	0.920	0.589
Y	0.828	0.886	0.660
Z	0.763	0.863	0.678

The results of the evaluation of the structural model (inner model) show that the value of the path coefficient (path) effect of perceived price (X1) on consumer satisfaction (Z) is positive at 0.244, with a p value of 0.002, indicating that perceived price (X1) has a significant positive effect on customer satisfaction (Z). The path coefficient value (path) of the effect of product quality (X2) on customer satisfaction (Z) is positive at 0.530, with a p value of 0.000, indicating that product quality (X2) has a significant positive effect on customer satisfaction (Z). The path coefficient value (path) effect of perceived price (X1) on repurchase intention (Y) is positive at 0.321, with a p value of 0.000, indicating that perceived price (X1) has a significant positive effect on repurchase intention (Y). The path coefficient value (path) for the effect of product quality (X2) on repurchase intention (Y) is positive at 0.262, with a p value of 0.000, indicating that product quality (X2) has a significant positive effect on repurchase intention (Y). The path coefficient value (path) of the influence of consumer satisfaction (Z) on repurchase intention (Y) is positive at 0.327, with a p value of 0.000, indicating that customer satisfaction (X2) has a significant positive effect on repurchase intention (Y). The path coefficient value (path) of the effect of perceived price (X1) on repurchase intention (Y) through customer satisfaction (Z) is positive at 0.080, with a p value of 0.006, indicating that perceived price (X1) has a significant positive effect on repurchase intention (Y) through customer satisfaction (Z). The path coefficient value (path) of the effect of product quality (X2) on repurchase intention (Y) through consumer satisfaction (Z) is positive at 0.173, with a p value of 0.000, indicating that product quality (X2) has a significant positive effect on repurchase intention (Y) through customer satisfaction (Z).

Table 5. Structural Model Evaluation

Relationship	Path Coefficient	P value	Hypothesis
X1 → Z	0,244	0,002	H1 accepted
X2 → Z	0,530	0,000	H2 accepted
X1 → Y	0,321	0,000	H3 accepted
X2 → Y	0,262	0,000	H4 accepted
Z → Y	0,327	0,000	H5 accepted
X1 → Z → Y	0,080	0,006	H6 accepted
X2 → Z → Y	0,173	0,000	H7 accepted



Picture 1. PLS Analysis Results

The effect of perceived price (X1) and product quality (X2) on consumer satisfaction (Z) shows an R-Square value of 0.486, which can be interpreted that the variability of the construct of customer satisfaction (Z) can be explained by perceived price (X1) and product quality (X2) is 48.6%, while the remaining 51.4% is explained by other variables not examined. The effect of perceived price (X1), product quality (X2) and customer satisfaction (Z) on repurchase intention (Y) shows an R-Square value of 0.600, which can be interpreted that the variability of the construct of repurchase intention (Y) can be explained by perceived price (X1), product quality (X2) and customer satisfaction (Z) is 60%, while the remaining 40% is still explained by other variables not examined. The Stone-Geisser value (Q^2) for consumer satisfaction (Z) is 0.319 and for repurchase intention (Y) is 0.386. Because the two Stone-Geisser (Q^2) values are greater than 0 (zero), the model can be said to have predictive relevance for each of these constructs.

Discussion

The results showed that price perceptions had a significant positive effect on customer satisfaction. Assessing customer satisfaction, recommends the use of a multiitem scale, namely not only evaluating customer satisfaction in terms of company service, but also components in the service process (Oliver, 2010). If consumers consider that the price they pay to obtain the product is in accordance with the expected product function, the consumer considers this to be profitable for them. This means that customers are satisfied that their expectations for product functions have been able to meet their criteria, so customers are willing to pay money to get these products. The price paid by the customer is used as a benchmark for assessing quality by the customer. In addition, affordability is also a material consideration for customers to buy products. Customers will evaluate the value of the product through the price paid. Reasonable prices will have a positive effect on product image so that customer perceptions of prices become more positive. The results are consistent with the research of (Maulana, 2024) that price perceptions have a significant positive effect on customer satisfaction.

Increasingly fierce competition requires it the company continues to maintain its sustainability, by retaining its customers. This matter can be done by designing perceptions subjective to consumers when consuming goods or services until consumers are interested make a repeat purchase (Musaddad & A., 2011)

Product quality shows a significant positive effect on customer satisfaction. Products in the eyes of customers must have the expected value and benefits and must be better than competitors' products. Products that are considered perfect in the eyes of customers will encourage increased satisfaction with these products. When the customer has felt that the use of the product is really as expected and can run as it should then the customer will feel satisfied. Research is consistent with research by (Setiawan & Safitri, 2019), which states that product quality has a significant positive effect on customer satisfaction.

The results of the study show that perceived price has a significant positive effect on repurchase intention. Price is a guide for customers to make an assessment of the value for money for the benefits of the product. Price also reflects the customer's emotional experience when getting the product, which can determine positive or negative perceptions of the product. If the customer has a positive experience, the customer will have a positive attitude towards the product and perceive positive things for the price paid. This positive perception will trigger the customer's desire to repurchase the product. When the price paid is affordable by the customer, and has economic benefits, the customer will remain interested in repurchasing the product. The research results are consistent with the research of (Setiawan & Safitri, 2019) and (Yasri et al., 2020) that perceived price has a significant positive effect on repurchase intention.

The results showed that product quality had a significant positive effect on repurchase intention. Therefore, a quality product is more attractive for customers to repurchase. Customers have a positive consumption experience so that customers are still interested in buying the product. When a product can fulfill the customer's wants, needs and expectations, the customer will get a positive experience when consuming it, so the customer will be interested in repeating the positive experience by making a repeat purchase. The research results are consistent with the research of (Yasa, 2018) that product quality has a significant positive effect on repurchase intention. (Rahayu Tri Astuti, 2013) defines service quality as the treatment of sellers to buyers by providing the best for consumers. This service aims to make consumers feel valued to get goods or services that are with their wishes. . If the quality of service obtained is following what is expected by consumers or can be said to be quite good, it will create a feeling of satisfaction in consumers and create repurchase intention

The results showed that customer satisfaction has a significant positive effect on repurchase intention. Repurchase intention can be a benchmark for whether the customer is satisfied or not with the product. If customers are still interested in buying, then this shows an indication that customers are satisfied with their consumption. The higher the customer's repurchase intention, it shows that the customer is more satisfied with the product. High customer interest in a product shows that customers are satisfied with the product. The research results are consistent with the research of (Setiawan & Safitri, 2019) and (Mensah & Mensah, 2018), that customer satisfaction has a positive effect on repurchase intention.

The results of the study show that customer satisfaction positively mediates the effect of perceived price on repurchase intention. Customers who think that there is an aspect of fairness in pricing a product because they feel that the benefits and functions obtained are in accordance with the price paid, the customer will be satisfied. This higher satisfaction will trigger further product consumption. This is because customers feel the reciprocity of benefits and profits for the price they pay. Then the customer will remain interested in consuming the product again. The research results are consistent with the research of (Maulana, 2024) that price perceptions influence repurchase intention by mediating customer satisfaction. Dimensions of product quality according to Parasuraman (Rachman & Suryoko, 2017) are tangible, reliable, responsive, assurance, empathy.

The results showed that customer satisfaction mediates the effect of product quality on repurchase intention. Higher quality products will be more in demand by customers than competitors' products. Customers think that the product has its own advantages that are more

attractive in the eyes of customers so they prefer the product. Because with the advantages of these products customers will be more satisfied, so that satisfaction will encourage customers to buy again. Because superior products have criteria that are wanted, needed and expected by customers according to their characteristics, customers will be more satisfied with these products, thereby increasing competitiveness compared to competitors so that customers are more interested in repurchasing these products. The results are consistent with the research of (Setiawan & Safitri, 2019) and (Mensah & Mensah, 2018) showing that price perception has a significant positive effect on repurchase intention with customer satisfaction as a mediating variable.

CONCLUSION

Based on the results of the analysis, it can be concluded that perceived price has a significant positive effect on customer satisfaction Shishaboss Surabaya, product quality has a significant positive effect on customer satisfaction. That is, the better product quality will be able to increase Shishaboss Surabaya customer satisfaction. Price perceptions have a significant positive effect on Shishaboss Surabaya customer repurchase intention, Price can act both as a barrier or a facilitator of repurchase intentions depending on how consumers perceive it relative to the product's quality and their satisfaction. Based on research findings, that when consumers feel the price aligns with the quality of the product, they view it as "fair" and "worthwhile," which increases satisfaction and positively impacts repurchase intentions. Product quality has a significant positive effect on Shishaboss Surabaya customer repurchase intention, customer satisfaction has a significant positive effect on customer repurchase intention Shishaboss Surabaya, customer satisfaction mediates the effect of price perceptions on the repurchase intention of Shishaboss Surabaya customers, and customer satisfaction mediates the effect of product quality on the repurchase intention of Shishaboss Surabaya customers. On the basis of the research results, Repurchase intention serves as a primary indicator of consumer loyalty because it is measurable, directly tied to revenue, and predictive of long-term business success. However, businesses should complement this with metrics like Net Promoter Score (NPS) and engagement rates to gain a holistic view of customer loyalty. further research should also examine the effect of hedonic motivation because Shisha products are premium products that are not cheap, and Shisha consumers have different buying behavior from consumers in general, and also examine further consumer loyalty, because of repurchasing interest. is one dimension of consumer loyalty.

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