

## **The Role of Digital Marketing in Moderating the Influence of Customer Experience, Product Quality, and Perceived Value on Repurchase Intention**

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### **ABSTRACT**

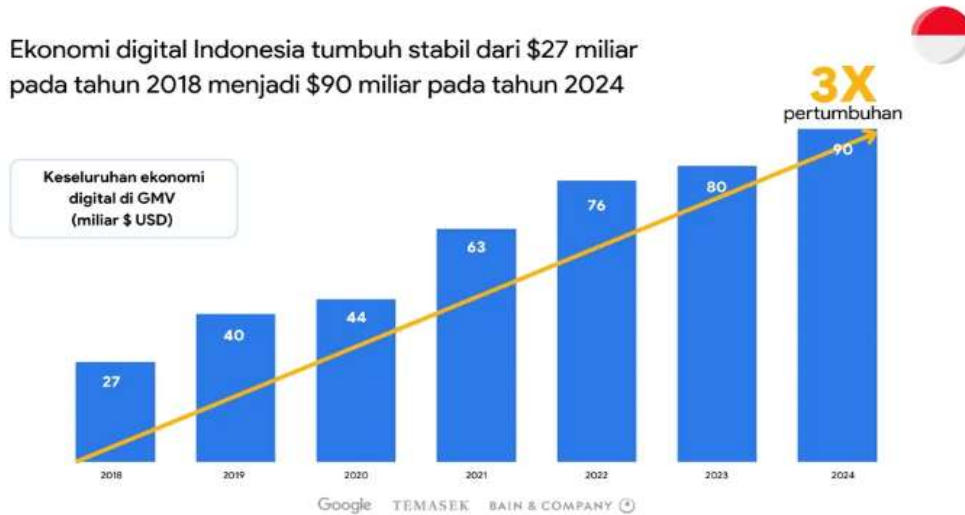
Digital transformation has significantly changed the marketing landscape and consumer behavior, particularly in the context of repeat purchases. This study aims to examine the influence of Customer Experience, Product Quality, and Perceived Value on Repurchase Intention, and analyze the role of Digital Marketing as a moderating variable in this relationship. Data were collected through an online survey of 150 respondents who had made digital transactions and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The results show that Product Quality and Digital Marketing have a significant positive effect on Repurchase Intention, while Customer Experience and Perceived Value do not show a significant effect. Furthermore, Digital Marketing does not moderate the relationship between the three independent variables and repurchase intention. These findings emphasize the importance of product quality and a strong digital marketing strategy in building customer loyalty, but also indicate that digital interventions have not been sufficient to strengthen the influence of customer experience and perceived value on repeat purchase decisions.

Keywords: Digital Marketing, Customer Experience, Product Quality, Perceived Value, Repurchasetention.

**INTRODUCTION**

Digital transformation has become a major factor in global economic development, including in Indonesia. Google's latest report, e-Conomy SEA 2024, reveals that Indonesia's digital economy is projected to reach a Gross Merchandise Value (GMV) of USD 90 billion by 2024. Since 2018, Indonesia's digital economy GMV has experienced rapid growth, reflecting a significant increase in digital technology adoption across various economic sectors.

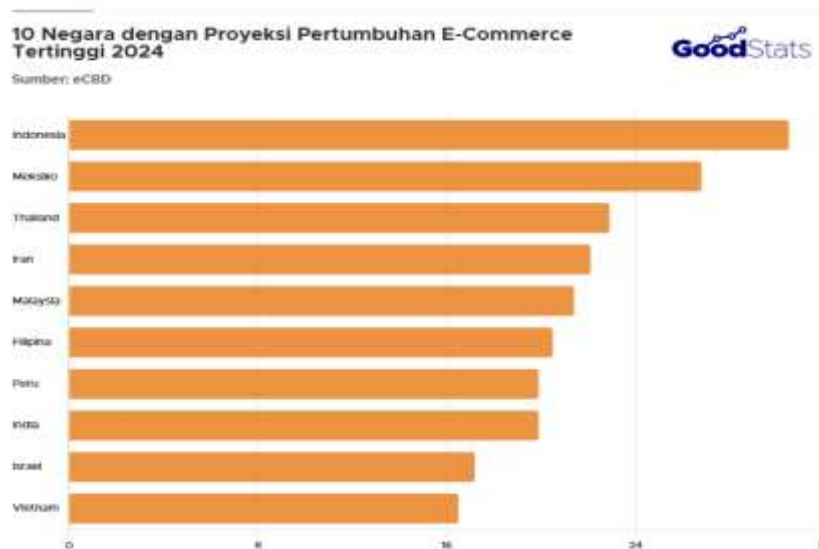
Figure 1: Development of GMV of Indonesia's Digital Economy (2018–2024)



Source: PLS-SEM

Not only showing an increase in the value of digital transactions, Indonesia is also predicted to be one of the countries with the highest e-commerce growth in the world in 2024. Based on data from Good Stats, Indonesia is projected to have a higher e-commerce growth rate than other countries, confirming the role of digitalization in shaping the modern trade ecosystem.

Figure 2: Projected E-Commerce Growth in the Top 10 Countries in the World by 2024



Source: PLS-SEM

Along with the development of digitalization, people's consumption patterns have also undergone significant changes. Consumers are increasingly relying on digital platforms to meet their needs, including aspects of customer experience, product quality, and perceived value.

Digitalization enables companies to provide more personalized customer experiences, improve product quality with technology-based innovations, and create greater added value for consumers. These factors directly contribute to customer repurchase intention.

In the context of increasingly fierce business competition, companies are not only required to provide high-quality products but also to optimize the customer experience and provide better value than competitors. Research conducted by Mariati Tirta Wiyata et al., (2020), states that positive customer experiences can increase consumer loyalty and drive repurchase intentions. This finding aligns with the concept that customer satisfaction stemming from positive experiences will create an emotional attachment to a brand, ultimately leading to increased customer retention. However, this research is still limited in examining how digitalization can strengthen or weaken this relationship, given that current trends indicate that digital interactions play a significant role in shaping customer perceptions of product quality.

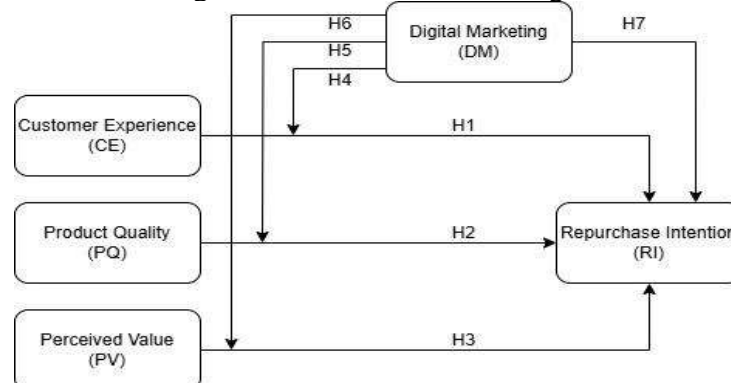
Product quality has been shown to have a significant influence on customer satisfaction and purchasing decisions. In research conducted by Puspitasari & Nurmaning, (2024), stated that there is a positive influence between product quality and customer satisfaction, emphasizing the importance of quality in driving consumer loyalty. In the digital ecosystem, product quality is often determined not only by direct customer experience but also through digital signals such as online reviews, product ratings, and other customer testimonials. Therefore, in the modern business environment, it is important to explore how digitalization can improve customer perceptions of product quality, which ultimately impacts repurchase intentions.

Meanwhile, there are different research results regarding perceived value and repurchase intention. In research conducted by Wibisono & Keni (2023), perceived value has no effect on repurchase intention among smartphone users. This suggests that the perceived value factor by customers in a specific industry context may not always be the primary factor driving repurchase intention. However, according to research conducted by Jauwena (2023) Perceived Value has a positive and significant effect on Repurchase Intention at Rosita Cookies. These findings suggest that the influence of perceived value on repurchase intention can vary depending on the industry context and consumer behavior. However, what has not been studied in depth is how digitalization can strengthen or weaken this relationship, for example through digital promotions, app-based loyalty, or customer experience-based marketing strategies.

Therefore, this study aims to analyze how digitalization can moderate the influence of customer experience, product quality, and perceived value on repurchase intention. By understanding the role of digitalization in shaping consumer behavior patterns, this research is expected to provide insights for businesses in designing more effective digital marketing strategies and increasing customer loyalty in the ever-evolving digital economy.

### Framework of Thought

Figure 3: Framework of Thought



**Hypothesis**

- H1: Customer Experience has a significant effect on Repurchase Intention
- H2: Product Quality has a significant effect on Repurchase Intention
- H3: Perceived Value has a significant effect on Repurchase Intention
- H4: Digital Marketing moderating Customer Experience towards Repurchase Intention.
- H5: Digital Marketing moderating Product Quality on Repurchase Intention.
- H6: Digital Marketing moderates Perceived Value on Repurchase Intention.
- H7: Digital Marketing on Repurchase Intention.

**METHOD STUDY**

**Population and Sample**

This research was conducted by distributing an online questionnaire through a Facebook discussion forum focused on customer experiences in digital transactions. The population included all consumers who had purchased products online and had experience with digitalization in the transaction process. These criteria were established to ensure that respondents had relevant experience with the research variables: Customer Experience, Product Quality, Perceived Value, Digitalization, and Repurchase Intention.

The sampling technique used purposive sampling, a non-probability sampling method in which respondents are selected based on specific criteria relevant to the research. The respondent criteria used in this study include:

1. Consumers who have purchased products online at least once in the last six months.
2. Have experience using digital platforms in transactions, such as marketplaces or e-commerce.
3. Has provided a review, rating, or feedback base on their experience with a digital product or service.

**Data collection**

Data collection was conducted through a questionnaire distributed on a Facebook forum discussing online shopping experiences to obtain a sample that met the research objectives. This approach allowed the study to reach respondents from diverse backgrounds and gain insights into how digitalization impacts customer experience, product quality, perceived value, and repeat purchase decisions.

**Data Analysis Techniques**

The sample size in this study was calculated using Partial Least Squares Structural Equation Modeling (PLS-SEM), which recommends a sample size of 5-10 times the number of indicators in the study. With a total of 25 indicators, the required sample size is 125-250 respondents. In this study, 150 respondents were selected to ensure an adequate sample size to support the accuracy of the statistical analysis.

**Operational Variables**

Table 1. Variable Indicators

No	Variables	Indicator	Statement
1	Customer Experience [5]	• Environment	<ul style="list-style-type: none"> <li>• The environment (store/physical or digital display) feels comfortable and pleasant.</li> <li>• Design and layout are very helpful in the process of selecting a product.</li> </ul>
		• Accessibility	<ul style="list-style-type: none"> <li>• This product/brand is easily accessible whenever I need it.</li> <li>• I had no trouble finding or purchasing this product.</li> </ul>
		• Benefits	<ul style="list-style-type: none"> <li>• I have gotten significant benefits from using this product.</li> <li>• This product helps me meet a need or solve a problem.</li> </ul>
		• Convenience	<ul style="list-style-type: none"> <li>• This product is easy to use according to the instructions or function.</li> <li>• I felt comfortable and did not experience any obstacles while using the product.</li> </ul>

2	Product Quality [6]	<ul style="list-style-type: none"> <li>Product characteristics</li> </ul>	<ul style="list-style-type: none"> <li>This product has features that suit my needs.</li> <li>The functions offered by this product are easy to use.</li> </ul>
		<ul style="list-style-type: none"> <li>Conformance to specifications</li> </ul>	<ul style="list-style-type: none"> <li>The product performance met my expectations based on initial information.</li> <li>This product complies with the specifications stated on the packaging/description.</li> </ul>
		<ul style="list-style-type: none"> <li>Resilience</li> </ul>	<ul style="list-style-type: none"> <li>This product is durable in daily use.</li> <li>After some time of use, the product still works well.</li> </ul>
		<ul style="list-style-type: none"> <li>Reliability</li> </ul>	<ul style="list-style-type: none"> <li>The product works consistently as promised.</li> </ul>
		<ul style="list-style-type: none"> <li>Design</li> </ul>	<ul style="list-style-type: none"> <li>This product is easy to use and comfortable to hold/wear.</li> </ul>
3	Perceived Value[7]	<ul style="list-style-type: none"> <li><i>Utilitarian Value</i></li> </ul>	<ul style="list-style-type: none"> <li>This product/service provides functional benefits that suit my needs when making digital purchases.</li> <li>I feel like my time and effort were not wasted because the purchasing process was quick and practical.</li> </ul>
		<ul style="list-style-type: none"> <li><i>Interaction Value</i></li> </ul>	<ul style="list-style-type: none"> <li>I enjoyed the experience of interacting with this digital platform during the purchasing process.</li> <li>Interactive features in digital media (such as live chat, reviews, or product recommendations) help me make better decisions.</li> </ul>
		<ul style="list-style-type: none"> <li><i>Credibility Value</i></li> </ul>	<ul style="list-style-type: none"> <li>I feel confident that the product information conveyed through digital media is trustworthy.</li> <li>The digital platforms I use demonstrate a reputation and credibility that makes me feel safe to make repeat purchases.</li> <li>Other customer testimonials or reviews on these digital platforms increase my trust in the product.</li> <li>I trust that this product/service provider maintains integrity and transparency in its digital communications.</li> </ul>
4	Digital Marketing[8]	<ul style="list-style-type: none"> <li><i>Innovation Ecosystem Readiness</i></li> </ul>	<ul style="list-style-type: none"> <li>This brand leverages a broad digital ecosystem (such as collaborations with e-commerce platforms, social media, and technology partners) to enhance my purchasing experience.</li> <li>I see continued innovation in the way this brand markets its products digitally.</li> </ul>
		<ul style="list-style-type: none"> <li><i>Digital Transformation</i></li> </ul>	<ul style="list-style-type: none"> <li>This brand has changed the way I interact and purchase through the use of digital technology.</li> <li>The online purchasing process from this brand feels faster, easier, and more responsive than conventional methods.</li> <li>The brand uses an integrated digital approach to consistently deliver information, promotions and services.</li> </ul>
		<ul style="list-style-type: none"> <li><i>Digital Marketing Adoption</i></li> </ul>	<ul style="list-style-type: none"> <li>I frequently receive product information through digital channels such as social media, email, or online advertising from this brand.</li> <li>The digital marketing strategy implemented by this brand makes me more interested in purchasing their products again.</li> <li>This brand's adoption of digital technology increases my confidence to continue making repeat purchases.</li> </ul>
5	Repurchase Intention [9]	<ul style="list-style-type: none"> <li>Transactional value</li> </ul>	<ul style="list-style-type: none"> <li>I plan to repurchase this product in the future due to the satisfactory experience.</li> <li>If I need a similar product, I will buy from this brand/product again.</li> </ul>
		<ul style="list-style-type: none"> <li>Referential value</li> </ul>	<ul style="list-style-type: none"> <li>I feel this product is worth promoting to others.</li> <li>I would recommend this product to friends or family.</li> </ul>
		<ul style="list-style-type: none"> <li>Preferential value</li> </ul>	<ul style="list-style-type: none"> <li>I prefer this product over similar products from other brands.</li> <li>This product remains my top choice over other brands.</li> </ul>
		<ul style="list-style-type: none"> <li>Exploratory value</li> </ul>	<ul style="list-style-type: none"> <li>I would like to explore more products from the same brand as my experience so far has been satisfactory.</li> <li>I am interested in trying other variants or types of products from this brand.</li> </ul>

## RESULTS

### Data processing

Based on the descriptive statistical results, all research variables received generally favorable responses from participants, with mean scores exceeding 4 on a 5-point Likert scale. The Perceived Value (PV) variable recorded the highest mean score of 4.097, indicating a strong perception of value among respondents. In contrast, Product Quality (PQ) had the lowest mean at 4.067, yet still reflected a positive overall evaluation. The standard deviation ranged from 0.91 to 0.96, suggesting relatively consistent responses across participants. Notably, Digital Marketing (DM) showed the greatest variation (SD = 0.95), implying more diverse respondent perceptions in that area. Overall, the descriptive data indicate that respondents generally agreed or strongly agreed with the items measuring each construct.

Table 2. Descriptive Statistics

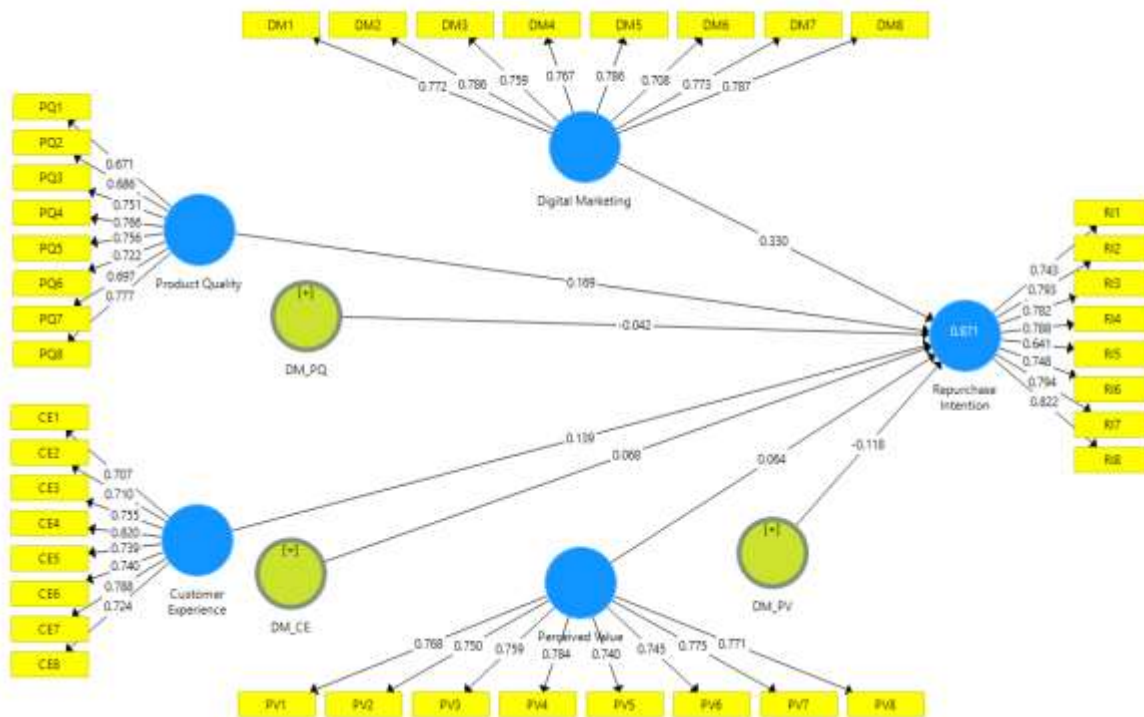
VARIABLES	N	MIN	MAX	MEAN	Standard Deviation
PQ_Product Quality	1240	1	5	4.066935	0.914172
CE_Customer Experience	1240	1	5	4.079839	0.941851
PV_Perceived Value	1240	1	5	4.096774	0.928908
DM_Digital Marketing	1240	1	5	4.084677	0.950459
RI_Repurchase Intention	1240	1	5	4.08871	0.956639

Source: PLS-SEM

### Validity and Reliability Test

Following the descriptive analysis, a construct validity test was conducted to examine the suitability of each measurement item. The validity assessment was based on outer loading values derived from the PLS algorithm. Indicators with loading values greater than 0.50 were considered acceptable, while those exceeding 0.70 were regarded as highly valid, indicating that the corresponding latent variable explains a substantial portion of the indicator's variance..

Figure 4: Loading Factor analysis results



Source: PLS-SEM

The results of the loading factor test on the research data showed a value above 0.5, indicating that all indicators met the validity criteria. Therefore, it can be concluded that all research variable indicators are valid. The next step is reliability testing, which aims to evaluate the consistency of respondents' answers.

The results of the reliability test are presented in the following table.

Table 3: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Customer Experience	0.888	0.890	0.911	0.561
Digital Marketing	0.900	0.901	0.920	0.589
Product Quality	0.874	0.878	0.901	0.532
Repurchase Intention	0.898	0.902	0.919	0.586
Perceived Value	0.896	0.897	0.917	0.580
DM Moderation > CE	1,000	1,000	1,000	1,000
DM Moderation > PQ	1,000	1,000	1,000	1,000
DM Moderation > PV	1,000	1,000	1,000	1,000

Source: PLS-SEM

- All constructs in the table have a Cronbach's Alpha value > 0.7, which indicates that the indicators have good internal consistency.
- All constructs have a rho\_A value > 0.7, which confirms that these constructs are reliable.
- All constructs have a composite reliability value > 0.7, which means that these constructs are reliable.
- All constructs have an AVE value > 0.5, indicating good convergent validity. The indicators in each construct can be significantly explained by their respective constructs.

Based on the analysis of the Construct Reliability and Validity table, all constructs meet the criteria for good reliability and validity. Construct reliability, as measured using Cronbach's Alpha, rho\_A, and Composite Reliability values, showed adequate results, with all values above the recommended threshold of >0.7. This indicates that the indicators in each construct have high internal consistency.

Furthermore, convergent validity, as measured by Average Variance Extracted (AVE), also yielded excellent results, with all constructs having AVE values >0.5. This indicates that the indicators within each construct significantly explain the construct. Overall, these results confirm that the constructs in this research model are reliable and valid, making them suitable for further analysis.

The construct involving Digital Marketing (DM) moderation shows a perfect value (1,000), which may indicate the uniformity of indicators or a very ideal model.

Table 4: Discriminant Validity

	Customer Experience	DMCE	DMPQ	DMPV	Digital Marketing	Product Quality	Repurchase Intention	Perceived Value
Customer Experience	0.749							
DM Moderation > CE	-0.836	1						
DM Moderation > PQ	-0.834	0.982	1					
DM Moderation > PV	-0.828	0.987	0.962	1				
Digital Marketing	0.904	-0.87	-0.859	-0.857	0.768			
Product Quality	0.88	-0.81	-0.828	-0.794	0.875	0.729		
Repurchase Intention	0.878	-0.877	-0.873	-0.87	0.905	0.864	0.766	

Perceived Value	0.898	-0.858	-0.848	-0.862	0.906	0.88	0.878	0.762
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Source: PLS-SEM

Based on the discriminant validity analysis, it was found that several constructs had smaller AVE values compared to their correlations with other constructs. Here are some key findings:

1. Customer Experience (CE) has an AVE square root value of 0.749, but its correlation with Perceived Value (PV) reaches 0.898, which indicates a potential discriminant validity problem.
2. Digital Marketing (DM), with an AVE square root value of 0.768, shows a higher correlation with other constructs such as Repurchase Intention (RI) of 0.905, so discriminant validity has not been achieved.
3. Overall, the square root of AVE values for almost all constructs (e.g., DMCE, DMPQ, and DMPV) are lower than their correlations with other constructs. This indicates that the constructs in the model are not yet fully discriminated well.

### Hypothesis Testing

Once we know that the research variable indicators are valid and accepted, we must then test the hypotheses based on these variables to evaluate the validity of the previously formulated hypotheses. This hypothesis testing process uses smartPLS with one-tailed bootstrapping, with a significance level of 0.025, resulting in the following results:

Table 5: Hypothesis Testing

HYPOTHESIS DEVELOPMENT		<i>Coefficient Values</i>	T Statistics	P Values	Information	DECISION
H1	Customer Experience -> Repurchase Intention	0.131	1.156	0.124	Positive not significant	Rejected
H2	Digital Marketing -> Repurchase Intention	0.336	3.315	0.000	<b>Significant Positive</b>	<b>Accepted</b>
H3	Product Quality -> Repurchase Intention	0.171	2,029	0.022	<b>Significant Positive</b>	<b>Accepted</b>
H4	Perceived Value -> Repurchase Intention	0.049	0.469	0.320	Positive no significant	Rejected
H5	DM Moderation on CE -> Repurchase Intention	-0.004	0.027	0.489	Significant negative	Rejected
H6	DM Moderation on PQ -> Repurchase Intention	-0.032	0.369	0.356	Significant negative	Rejected
H7	DM Moderation on PV -> Repurchase Intention	-0.063	0.575	0.283	Significant negative	Rejected

Source: PLS-SEM

### Discussion

#### Proof of the Influence of Customer Experience on Repurchase Intention

From the results of the hypothesis test, the coefficient value of the influence of the Customer Experience variable on Repurchase Intention was 0.131 with a statistical T value of  $1.156 < 1.65$  at a significant level  $\alpha = 0.025$  (2.5%), which states that Customer Experience does not have a significant influence on Repurchase Intention.

#### Proving the Influence of Digital Marketing on Repurchase Intention

From the results of the hypothesis test, the coefficient value of the influence of the Digital Marketing variable on Repurchase Intention was 0.336 with a statistical T value of  $3.315 > 1.65$  at a significant level  $\alpha = 0.025$  (2.5%), which states that Digital Marketing has a significant positive influence on Repurchase Intention. This value indicates that the higher the Digital Marketing, the greater the repurchase intention.

**Proof of the Influence of Product Quality on Repurchase Intention**

From the results of the hypothesis test, the coefficient value of the influence of the Product Quality variable on Repurchase Intention was 0.171 with a statistical T value of  $2.029 > 1.65$  at a significant level  $\alpha = 0.025$  (2.5%), which states that Product Quality has a significant positive influence on Repurchase Intention.

**Proof of the Influence of Perceived Value on Repurchase Intention**

From the results of the hypothesis test, the coefficient value of the influence of the Perceived Value variable on Repurchase Intention was 0.049 with a statistical T value of  $0.469 < 1.65$  at a significant level  $\alpha = 0.025$  (2.5%). This result shows that Perceived Value does not have a significant influence on Repurchase Intention.

**Proof of Digital Marketing Moderation on the Influence of Customer Experience on Repurchase Intention**

From the results of the hypothesis test, the coefficient value of Digital Marketing moderation on the influence of Customer Experience on Repurchase Intention was obtained at  $-0.004$  with a statistical T value of  $0.027 < 1.65$  at a significant level  $\alpha = 0.025$  (2.5%). This result indicates that Digital Marketing moderation is not significant in strengthening the influence of Customer Experience on Repurchase Intention.

**Proof of Digital Marketing Moderation on the Influence of Product Quality on Repurchase Intention**

From the results of the hypothesis test, the coefficient value of Digital Marketing moderation on the influence of Product Quality on Repurchase Intention was obtained at  $-0.032$  with a statistical T value of  $0.369 < 1.65$  at a significant level  $\alpha = 0.025$  (2.5%). This moderation was also insignificant in strengthening the influence of Product Quality on Repurchase Intention. These results indicate that the hedonic value perceived by customers is not strong enough to influence the relationship between product quality and repurchase intention.

**Proof of Digital Marketing Moderation on the Influence of Perceived Value on Repurchase Intention**

From the results of the hypothesis test, the coefficient value of Digital Marketing moderation on the influence of Perceived Value on Repurchase Intention was obtained at  $-0.063$  with a statistical T value of  $0.575 < 1.65$  at a significant level  $\alpha = 0.025$  (2.5%). This result indicates that Digital Marketing moderation is not significant in strengthening the relationship between Perceived Value and Repurchase Intention.

**CONCLUSION**

This study aims to examine the influence of Customer Experience, Product Quality, Perceived Value, and Digital Marketing on Repurchase Intention, as well as the moderating role of Digital Marketing in the relationship between independent variables and Repurchase Intention.

- From the results of the first hypothesis test, H1 was rejected, stating that Customer Experience does not have a significant influence on Repurchase Intention, with a coefficient value of 0.131 and a T-statistic of  $1.156 < 1.65$  at the significance level  $\alpha = 0.025$  (2.5%). These results indicate that customer experience does not have a significant impact on encouraging repeat purchases. This is potentially because the experience consumers receive is not consistent enough to build loyalty and increase repeat purchase intentions.
- From the results of the second hypothesis test, H2 was accepted, stating that Product Quality has a significant positive influence on Repurchase Intention. With a coefficient value of 0.171 and a T-statistic of  $2.029 > 1.65$  at the significance level  $\alpha = 0.025$  (2.5%), these results indicate that product quality is a key determinant in building customer trust and satisfaction.

Each one-unit increase in Product Quality increases Repurchase Intention by 0.171 units. This supports the importance of maintaining product quality to encourage repeat purchases.

- From the results of the third hypothesis test, H3 was rejected, stating that Perceived Value does not have a significant influence on Repurchase Intention. With a coefficient value of 0.049 and a T-statistic of  $0.469 < 1.65$ .
- From the results of the fourth hypothesis test, H4 was accepted, stating that Digital Marketing has a significant positive influence on Repurchase Intention, with a coefficient value of 0.336 and a T-statistic of  $3.315 > 1.65$ .
- From the results of the fifth hypothesis test, H5 was rejected, stating that Digital Marketing's moderation of Customer Experience's influence on Repurchase Intention was insignificant. With a coefficient value of -0.004 and a T-statistic of  $0.027 < 1.65$ .
- From the results of the sixth hypothesis test, H6 was rejected, stating that digital marketing's moderation of product quality on repurchase intention was insignificant, with a coefficient value of -0.032 and a T-statistic of  $0.369 < 1.65$ .
- From the results of the seventh hypothesis test, H7 was rejected, stating that digital marketing's moderation of the influence of perceived value on repurchase intention was insignificant. With a coefficient value of -0.063 and a T-statistic of  $0.575 < 1.65$ .

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