

The Effect of Product Price and Product Quality on Purchase Intention with Consumer Satisfaction as a Mediating Variable at Rumah Literasi Gorontalo

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ABSTRACT

This study aims to analyze the effect of product price and product quality on purchase intention with consumer satisfaction as a mediating variable among consumers of Rumah Literasi Gorontalo. This study is motivated by the importance of understanding the factors that influence consumer behavior in making purchases, particularly those related to price suitability, product quality, and the level of consumer satisfaction in shaping purchase intention. The research method used is a quantitative approach with an explanatory research design. The sampling technique used purposive sampling with the criterion that respondents were consumers who had purchased products at Rumah Literasi Gorontalo. Data were collected by distributing questionnaires using a Likert scale, and the data were then analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method through the SmartPLS application. The results show that product price has a positive and significant effect on consumer satisfaction, with a T-Statistics value of 4,799 and a P-Values value of 0,000. Product quality also has a positive and significant effect on consumer satisfaction, with a T-Statistics value of 2,952 and a P-Values value of 0,003. In addition, product quality has a positive and significant effect on purchase intention, with a T-Statistics value of 2,852 and a P-Values value of 0,004. However, product price has no significant effect on purchase intention (T-Statistics 1,753; P-Values 0,080), and consumer satisfaction has no significant effect on purchase intention (T-Statistics 1,139; P-Values 0,255). The results of the indirect-effect test show that consumer satisfaction is unable to mediate the effect of product price or product quality on purchase intention. This study concludes that product quality is the factor that plays the strongest role in increasing the purchase intention of Rumah Literasi Gorontalo consumers, while consumer satisfaction has not been able to function as a mediating mechanism in this relationship. The results of this study provide practical implications for the management of Rumah Literasi Gorontalo to focus its strategy more on improving product quality and maintaining price suitability in accordance with the value received by consumers.

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1. INTRODUCTION

From the perspective of consumer behavior theory, consumer satisfaction is an emotional response that arises after consumers compare their expectations before purchase with the product performance they perceive after use. If product performance is able to meet or exceed consumer expectations, the level of satisfaction will increase and may form a positive attitude toward the company and the products offered. This concept is known as Expectation Confirmation Theory (ECT), which explains that satisfaction is formed through the fit between expectations and consumers' actual experiences [1]. In the context of modern marketing, consumer satisfaction is often regarded as an important factor that can create long-term relationships between consumers and product providers.

The relationship between product price and consumer satisfaction indicates that consumers will feel satisfied when the price paid is considered proportional to the benefits and quality obtained. A price that is too high without corresponding quality can create dissatisfaction, whereas a competitive price accompanied by good benefits will improve consumers' perceived value. Research conducted by [2] shows that price has a positive and significant effect on consumer satisfaction. This finding strengthens the view that an appropriate pricing strategy is one of the important instruments for business actors to improve consumer experience and satisfaction.

Product quality is also one of the main factors determining the level of consumer satisfaction. Consumers tend to evaluate product characteristics such as design, reliability, durability, ease of use, and the product's ability to meet their needs. When the product quality received is in line with expectations, consumers will have a positive perception of the product. This is consistent with the study by [3], which proves that product quality has a positive and significant effect on consumer satisfaction and is able to increase purchase intention through consumer satisfaction as a mediating variable.

In addition to affecting satisfaction, price is often a major consideration for consumers in determining purchase intention. Affordable prices that are in line with consumers' economic capacity can increase the likelihood of purchase. However, the effect of price on purchase intention does not always show consistent results because other factors are involved, such as consumer needs, perceived quality, product image, and market competition conditions. Studies by [4] and [5] found that price has a positive effect on purchase intention. Nevertheless, differences in consumer characteristics and product types may lead to different research results.

Apart from price, product quality is often considered a factor with a stronger influence in shaping consumer purchase intention. Products with good quality can increase consumer trust because they provide assurance that the product can meet needs and deliver the expected benefits. Research by [6] proves that product quality has a positive and significant effect on consumer purchase intention. This indicates that improving product quality can be an effective marketing strategy for attracting attention and building consumer interest in a product.

Although the relationship between price, product quality, and purchase intention has been widely studied, the role of consumer satisfaction as a mediating variable remains an interesting topic for investigation. Consumer satisfaction can serve as a psychological mechanism that explains how consumers form purchase intentions based on their experience and evaluation of a product. [7] found that consumer satisfaction is able to mediate the effect of price and product quality on consumers' repurchase intention. This finding shows that satisfaction has a strategic role in strengthening the relationship between product attributes and purchasing behavior.

However, several studies show that the mediating relationship of consumer satisfaction does not always produce the same results across all research contexts. Differences in product characteristics, level of consumer involvement, culture, and market conditions can lead to variations in consumer purchasing behavior. Special-need products

such as literacy products have their own characteristics because purchasing decisions are influenced not only by price and satisfaction but also by the relevance of product content, educational needs, and the knowledge value obtained. Therefore, testing the research model at Rumah Literasi Gorontalo is important to provide a more contextual understanding of consumer behavior in the literacy sector.

Based on the theoretical discussion and previous studies, there is a research gap that underlies this study. Most previous studies were conducted in the food and beverage, beauty product, e-commerce, and technology product sectors, while research on the relationship among product price, product quality, consumer satisfaction, and purchase intention in the literacy business sector remains very limited. In addition, previous research results show inconsistencies regarding the ability of consumer satisfaction to mediate the effect of price and product quality on purchase intention.

This study has a theoretical contribution in broadening the study of consumer behavior, particularly regarding the relationship among product price, product quality, consumer satisfaction, and purchase intention in the context of a literacy business. This study also provides an empirical contribution by presenting evidence on how consumers of Rumah Literasi Gorontalo evaluate price and product quality before forming an intention to make a purchase. Thus, the results of this study are expected to enrich the marketing literature, especially in education- and literacy-based business sectors.

From a practical perspective, the results of this study are expected to serve as a consideration for the management of Rumah Literasi Gorontalo in developing more effective marketing strategies. An understanding of the factors that influence consumer satisfaction and purchase intention can help managers determine pricing policies, maintain consistency in product quality, and develop products that meet consumer needs. These strategies are important for improving

business competitiveness and building better relationships with consumers.

Based on the problems and research gaps that have been identified, the main objective of this study is to analyze the effect of product price on consumer satisfaction, the effect of product price on purchase intention, the effect of product quality on consumer satisfaction, the effect of product quality on purchase intention, and the role of consumer satisfaction in mediating the relationship between price and product quality and purchase intention among consumers of Rumah Literasi Gorontalo.

The hypotheses proposed in this study consist of seven hypotheses, namely: H1 product price affects consumer satisfaction, H2 product price affects purchase intention, H3 consumer satisfaction affects purchase intention, H4 product quality affects consumer satisfaction, H5 product quality affects purchase intention, H6 product price affects purchase intention through consumer satisfaction, and H7 product quality affects purchase intention through consumer satisfaction.

By considering various phenomena, differences in previous research findings, and the limited number of studies in the literacy business sector, research on the effect of product price and product quality on purchase intention with consumer satisfaction as a mediating variable at Rumah Literasi Gorontalo is important to conduct. This study is expected to provide an academic contribution to the development of consumer behavior theory while also offering practical recommendations for literacy business actors in designing marketing strategies oriented toward consumer needs and satisfaction.

2. RESEARCH METHOD

This study uses a quantitative approach with an explanatory research type aimed at analyzing causal relationships among variables, namely the effect of product price and product quality on purchase intention with consumer satisfaction as a mediating variable among consumers of Rumah Literasi Gorontalo. The quantitative

approach was chosen because it can provide a measurable description of the relationships among research constructs through statistical data processing based on respondents' perceptions obtained by distributing questionnaires. In this study, product price and product quality are positioned as independent variables, consumer satisfaction as an intervening variable, and purchase intention as the dependent variable. Data were collected using a questionnaire instrument with a five-point Likert scale consisting of response options ranging from strongly disagree to strongly agree. The use of a Likert scale in consumer behavior research is considered capable of measuring individual attitudes, perceptions, and assessments of a marketing phenomenon more systematically. The data obtained from respondents were then analyzed to determine the level of direct and indirect effects among the variables constructed in the research model.

The population in this study consists of all consumers who have purchased products at Rumah Literasi Gorontalo. The sampling technique used was purposive sampling, namely a method of selecting samples based on specific criteria determined by the researcher so that the selected respondents have characteristics that are consistent with the research objectives. The respondent criteria in this study were consumers who had made purchase transactions and had experience using products provided by Rumah Literasi Gorontalo. Purposive sampling was chosen because this study emphasizes the quality of information obtained from respondents who

understand the research object rather than the total population size. Primary data were obtained through the distribution of questionnaires directly and through digital media, while secondary data were obtained from various supporting sources such as scientific articles, books, research reports, and documents related to consumer behavior, price, product quality, consumer satisfaction, and purchase intention. The data analysis technique in this study used the Structural Equation Modeling based on Partial Least Square (SEM-PLS) method with the assistance of SmartPLS software. The SEM-PLS method was selected because it is capable of analyzing relationships among latent variables simultaneously, including testing direct effects and mediating effects in a relatively complex research model. The analysis stages were conducted through evaluation of the measurement model (outer model) and the structural model (inner model). The outer model evaluation aimed to measure indicator validity and reliability through loading factor, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha values. Furthermore, the inner model evaluation was carried out to examine the strength of relationships among variables through path coefficient values, T-statistics, and P-values using the bootstrapping technique. The use of the SEM-PLS method provides good predictive capability in explaining relationships among constructs and is therefore widely used in modern marketing and consumer behavior research [8].

3. RESULTS AND DISCUSSION

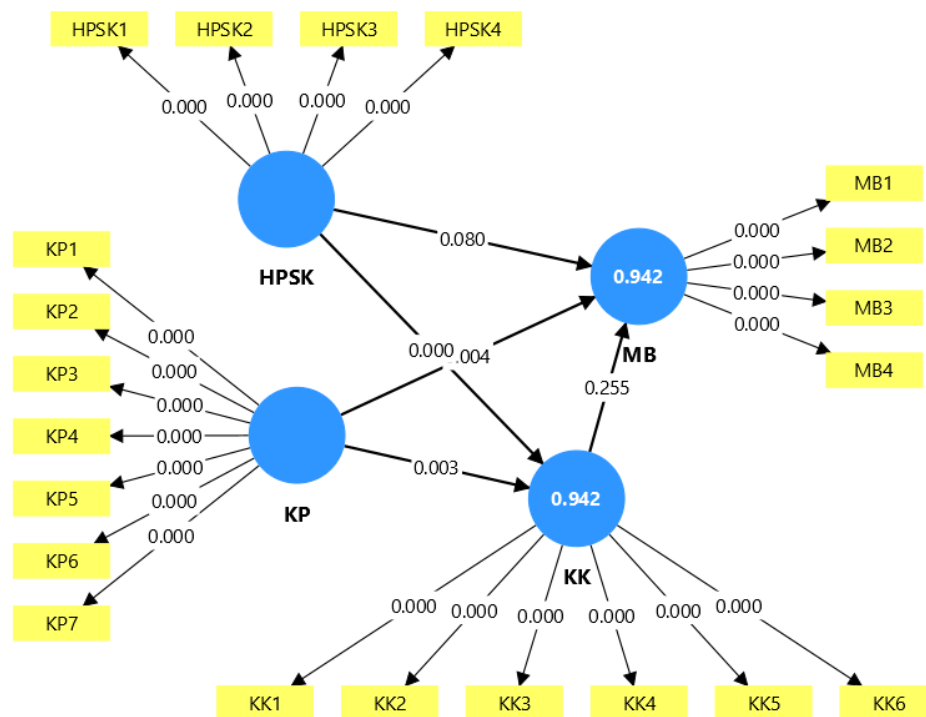


Figure 1. SEM-PLS Path Model Results

Based on the SmartPLS model testing figure, it can be seen that all indicators for each variable, namely product price (HPSK), product quality (KP), consumer satisfaction (KK), and purchase intention (MB), have an indicator significance value of 0,000, so all indicators are declared valid in representing the research constructs. The results of the relationship test among variables show that product price has a positive and significant effect on consumer satisfaction with a P-values value of 0,000, and product quality also has a positive and significant effect on consumer satisfaction with a P-values value of 0,003. Conversely, the direct relationship between product price and purchase intention does not show a significant effect because it has a P-values value of 0,080; likewise, consumer satisfaction has no significant effect on purchase intention with a P-values value of 0,255. In addition, the coefficient of determination (R-Square) for the consumer satisfaction and purchase intention variables is 0,942, indicating that the ability of the independent variables to explain variations in consumer satisfaction and purchase intention

is in the very strong category, while the remaining 5.8% is influenced by other factors outside the research model. Overall, the model results show that improvements in price suitability and product quality tend to increase consumer satisfaction, but their effect on the formation of consumer purchase intention still shows different results based on the tested relationship paths.

Hypothesis Testing (Path Coefficients)

Hypothesis testing in this study was conducted using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with the assistance of SmartPLS software. The relationships among variables were tested through path coefficient analysis by examining the Original Sample (O) value as the direction and magnitude of the effect, the T-Statistics value to determine the strength of the effect, and the P-Values value to determine the significance level of the relationship among variables. The decision-making criterion in this study is that a hypothesis is accepted if the T-Statistics value

is > 1.96 and the P-Values value is < 0.05 , while if the T-Statistics value is < 1.96 and the P-

Values value is > 0.05 , the hypothesis is rejected.

Table 1. Results of Direct-Effect Testing Among Variables

Relationship Between Variables	Original Sample (O)	T-Statistics	P-Values	Decision
Product Price → Consumer Satisfaction	0,609	4,799	0,000	H1 accepted
Product Price → Purchase Intention	0,339	1,753	0,080	H2 rejected
Consumer Satisfaction → Purchase Intention	0,221	1,139	0,255	H3 rejected
Product Quality → Consumer Satisfaction	0,375	2,952	0,003	H4 accepted
Product Quality → Purchase Intention	0,428	2,852	0,004	H5 accepted

Source: Data processed using SmartPLS (2026).

Based on Table 1, the test results show that product price has a positive and significant effect on consumer satisfaction, with a path coefficient value of 0,609, a T-Statistics value of 4,799, and a P-Values value of 0,000. This finding indicates that the more suitable the price offered by Rumah Literasi Gorontalo is to the benefits and product quality received by consumers, the higher the level of consumer satisfaction. Thus, the first hypothesis (H1), which states that product price affects consumer satisfaction, is accepted.

The results show that product price has a positive and significant effect on consumer satisfaction. This finding explains that consumers of Rumah Literasi Gorontalo tend to feel satisfied when the price they pay is considered proportional to the benefits, quality, and product value obtained. This concept is consistent with customer value theory, which explains that consumer satisfaction is formed when there is a fit between the sacrifice in the form of costs incurred and the benefits received.

This finding is in line with the study conducted by [2], which found that price has a positive effect on consumer satisfaction. Similar results were also found by [9], who stated that an appropriate price can increase the level of consumer satisfaction. Therefore, a competitive pricing strategy that is consistent with consumers' ability and perceived value becomes an important factor for Rumah Literasi Gorontalo in maintaining customer satisfaction.

Furthermore, the effect of product price on purchase intention shows a positive

but insignificant relationship, with a coefficient value of 0,339, a T-Statistics value of 1,753, and a P-Values value of 0,080. This indicates that although consumers perceive the offered product prices as fairly good, price has not become the main factor determining consumers' desire to make purchases at Rumah Literasi Gorontalo. Therefore, the second hypothesis (H2), which states that product price affects purchase intention, is rejected.

The results prove that product price has a positive but insignificant effect on consumer purchase intention. This result indicates that consumers' decisions to be interested in purchasing products at Rumah Literasi Gorontalo are not determined solely by price but may also be influenced by other factors such as product quality, consumer needs, trends, convenience, and shopping experience.

This finding is not in line with the studies by Widiarti Lestariningsih, [4], [10], and [5], which state that price has a positive and significant effect on consumer purchase intention. The difference in results may be caused by different characteristics of the research object, in which consumers of Rumah Literasi Gorontalo may prioritize product benefits and quality over price considerations alone. Therefore, the management does not only need to focus on affordable pricing but must also improve other factors that are more influential in building consumer purchase intention.

The test results also show that consumer satisfaction has no significant effect on purchase intention, with a coefficient value

of 0,221, a T-Statistics value of 1,139, and a P-Values value of 0,255. This finding indicates that the satisfaction felt by consumers is not necessarily able to directly encourage the emergence of an intention to purchase products. Thus, the third hypothesis (H3), which states that consumer satisfaction affects purchase intention, is rejected.

The test results show that consumer satisfaction has no significant effect on purchase intention. This finding indicates that consumers who are satisfied with the products offered do not necessarily have a strong intention to make a purchase. This condition may be influenced by the availability of alternative products, changes in consumer preferences, limited needs, or other external factors that were not analyzed in this study.

The results of this study contradict the studies by [11], [7], and [3], which state that consumer satisfaction can increase consumer purchase intention. This difference shows that the relationship between satisfaction and purchase intention can vary depending on product characteristics, market conditions, and consumer behavior for each research object.

Meanwhile, the product quality variable has a positive and significant effect on consumer satisfaction, with a coefficient value of 0,375, a T-Statistics value of 2,952, and a P-Values value of 0,003. This shows that the better the quality of the products offered, whether in terms of durability, design, benefits, or suitability to consumer needs, the higher the level of consumer satisfaction. Therefore, the fourth hypothesis (H4), which states that product quality affects consumer satisfaction, is accepted.

The results show that product quality has a positive and significant effect on consumer satisfaction. This indicates that products with good quality, capable of meeting needs, and consistent with consumer expectations will increase consumers' level of satisfaction with Rumah Literasi Gorontalo. This finding supports the studies by [2], [12], and [9], which state that product quality is an important factor in shaping consumer satisfaction. Therefore, the management of

Rumah Literasi Gorontalo needs to maintain consistency in product quality through improvements in design, benefits, product completeness, and product suitability to consumer needs.

In addition, product quality also has a positive and significant effect on purchase intention, with a coefficient value of 0,428, a T-Statistics value of 2,852, and a P-Values value of 0,004. This finding proves that product quality is one of the important factors that encourages consumers to have the desire to purchase products at Rumah Literasi Gorontalo. Thus, the fifth hypothesis (H5), which states that product quality affects purchase intention, is accepted.

Practically, the results of this study show that improving product quality and setting appropriate prices are strategies that Rumah Literasi Gorontalo can use to increase consumer satisfaction. However, in building purchase intention, product quality is proven to be a more dominant factor than price. Therefore, managers need to pay more attention to product quality development, product innovation, and the product's ability to meet consumer needs.

This study has limitations because it only examines the variables of product price, product quality, consumer satisfaction, and purchase intention in a single research object, so the results cannot yet be generalized broadly to all business sectors. In addition, there may still be other factors that influence purchase intention, such as promotion, brand image, service quality, consumer trust, and customer experience, which have not been included in the research model.

Future research is advised to expand the scope of the research object, increase the number of respondents, and include other variables related to consumer behavior in order to produce a more comprehensive research model and provide a deeper understanding of the factors that influence consumer purchase intention.

The indirect-effect testing in this study aims to determine whether the consumer satisfaction variable is able to act as a mediating variable in the relationship between product price and product quality

and the purchase intention of Rumah Literasi Gorontalo consumers. The analysis was conducted using the bootstrapping method in SEM-PLS by examining the Original Sample (O) value as the magnitude of the indirect effect, T-Statistics as a measure of relationship

strength, and P-Values to determine the significance level of the mediating effect. The testing criterion in this study is that a mediating effect is declared significant if it has a T-Statistics value > 1.96 and a P-Values value < 0.05 .

Table 2. Results of Indirect-Effect Testing

Relationship Between Variables	Original Sample (O)	T-Statistics	P-Values	Decision
Product Price → Consumer Satisfaction → Purchase Intention	0,134	1,074	0,283	H6 rejected
Product Quality → Consumer Satisfaction → Purchase Intention	0,083	1,035	0,301	H7 rejected

Source: Data processed using SmartPLS (2026)

Based on the test results in Table 2, it can be seen that consumer satisfaction is unable to mediate the effect of product price on consumer purchase intention. This is evidenced by an Original Sample value of 0,134, which shows a positive direction of relationship; however, the T-Statistics value of 1,074 is smaller than 1.96 and the P-Values value of 0,283 is greater than 0.05. This finding shows that although appropriate product pricing can increase the level of consumer satisfaction, the increase in satisfaction is not strong enough to encourage the formation of purchase intention among consumers at Rumah Literasi Gorontalo. Thus, the sixth hypothesis (H6), which states that product price affects purchase intention through consumer satisfaction, is rejected.

The results show that consumer satisfaction cannot mediate the relationship between product price and purchase intention among consumers of Rumah Literasi Gorontalo. This finding indicates that the price suitability provided by Rumah Literasi Gorontalo is indeed able to create consumer satisfaction, but this satisfaction does not automatically generate encouragement to make a purchase or repurchase. This condition may occur because consumers' purchasing decisions are not only influenced by price perception and satisfaction but also by other factors such as product needs, personal preferences, the availability of alternative products, promotion, and perceived value.

The results of this study differ from those of [11] and Jihannisa Safitri, Mohamad Rizan, and [7], which state that consumer satisfaction can be a significant mediating variable in the relationship between price and consumers' repurchase intention. The difference in results may be caused by differences in the characteristics of the research object, the type of product offered, consumer behavior, and differences in purchasing needs and motivations. In previous studies, consumers tended to use satisfaction as the basis for making repeat purchases, whereas among consumers of Rumah Literasi Gorontalo, purchasing decisions may be more directly influenced by considerations of product benefits, educational needs, and product quality.

From a practical perspective, the results of this study indicate to the management of Rumah Literasi Gorontalo that an appropriate pricing strategy still needs to be maintained to preserve consumer satisfaction. However, increasing purchase intention is not sufficient through satisfaction formed from price perception alone; it also needs to be supported by other marketing strategies such as providing products relevant to consumer needs, increasing promotion, providing more attractive product information, and creating a better shopping experience.

The next test results show that consumer satisfaction is also unable to mediate the effect of product quality on

consumer purchase intention. This is shown by an Original Sample value of 0,083 with a positive direction of relationship; however, the T-Statistics value of 1,035 is smaller than 1.96 and the P-Values value of 0,301 is greater than 0.05. These results indicate that good product quality can indeed increase consumer satisfaction, but the satisfaction formed has not become a sufficiently strong factor in bridging the increase in consumer purchase intention. Therefore, the seventh hypothesis (H7), which states that product quality affects purchase intention through consumer satisfaction, is rejected.

The test results also show that consumer satisfaction is unable to serve as a mediating variable in the relationship between product quality and consumer purchase intention. Although product quality is proven to increase consumer satisfaction, this effect is not strong enough to become an indirect path that increases purchase intention. This indicates that consumers of Rumah Literasi Gorontalo consider product quality more directly when determining purchase intention, rather than going through a prior satisfaction evaluation process.

This finding is not in line with the studies by [3] and [13], which state that consumer satisfaction acts as an intervening variable capable of bridging the relationship between product quality and purchase intention. The difference in findings may be influenced by consumer characteristics and differences in the context of the research object. In certain products, such as beauty products or repeatedly consumed goods, satisfaction has a more dominant role in encouraging subsequent purchases. Meanwhile, in the context of Rumah Literasi Gorontalo, consumers may consider quality, the suitability of product content, educational benefits, and needs directly before making a purchase.

Theoretically, the results of this study contribute to the understanding that consumer satisfaction is not always able to act as a mediating variable in the relationship between product quality and purchase intention. The effectiveness of a mediating variable depends greatly on consumer

characteristics, product type, and the market context of the research object. Therefore, this study enriches the consumer behavior literature by showing that the relationship among product quality, consumer satisfaction, and purchase intention is contextual and does not always produce the same relationship pattern in every research object.

4. CONCLUSION

Based on the results of the study on the effect of product price and product quality on purchase intention with consumer satisfaction as a mediating variable among consumers of Rumah Literasi Gorontalo, it can be concluded that product price and product quality are proven to be able to increase consumer satisfaction. This is shown by the hypothesis testing results, which state that the effect of product price on consumer satisfaction and the effect of product quality on consumer satisfaction are positive and significant. This finding indicates that the suitability of price to product benefits and product quality that is able to meet consumer needs are important factors in creating the level of consumer satisfaction.

The results also show that product quality has a positive and significant effect on consumer purchase intention, so the hypothesis stating that product quality affects purchase intention can be accepted. Conversely, product price does not have a significant effect on purchase intention, although it has a positive direction of relationship. In addition, consumer satisfaction is also not proven to have a significant effect on the purchase intention of Rumah Literasi Gorontalo consumers. This finding shows that consumers' decisions to have an interest in making purchases are more influenced by direct perceptions of product quality than by price considerations or the level of satisfaction felt.

In the indirect-effect testing, consumer satisfaction is unable to mediate the relationship between product price and purchase intention or the relationship between product quality and purchase

intention. Thus, the hypothesis regarding the mediating role of consumer satisfaction in both relationships is rejected. This result shows that although consumers are satisfied with the price and product quality provided, this satisfaction has not become the main mechanism that can encourage the formation of purchase intention among consumers of Rumah Literasi Gorontalo.

Practically, the results of this study provide implications for the management of Rumah Literasi Gorontalo to prioritize strategies for improving product quality, whether in terms of completeness, benefits, suitability to consumer needs, or consistency of the products offered, because this factor is proven to have a direct effect on increasing consumer purchase intention. Appropriate pricing also needs to be maintained as an

effort to preserve consumer satisfaction, although price has not become a dominant factor in encouraging purchase intention.

This study has limitations because it only uses the variables of product price, product quality, consumer satisfaction, and purchase intention with a research object limited to consumers of Rumah Literasi Gorontalo, so the results cannot yet be generalized to all types of businesses or industrial sectors. Therefore, future research is advised to expand the scope of the research object and add other variables that may influence purchase intention, such as promotion, service quality, brand image, consumer trust, perceived value, and customer experience, in order to obtain a more comprehensive research model in explaining consumer behavior.

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