

The Influence of Brand Image, Service Quality and Price Perception on Intervention to Repurchase Mulia Metal Gallery 24 With Customer Satisfaction as An Intervening Variable (Gallery 24 Regional Central Java)

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Abstract

This study aims to determine and explain the influence of brand image, service quality and price perceptions on repurchase intention with customer satisfaction as the intervening variable. This research is a quantitative study with Galeri 24 customers in the Central Java region as the population. The sample of this research is 160 respondents from Gallery 24 customers in the Central Java Region with a non-probability sampling technique. The data sources for this research are primary and secondary data. The data analysis method uses SEM-PLS with SmartPLS version 3.2.0 software. (1) The results of the study show that brand image, service quality and price perceptions have a significant positive effect on customer satisfaction. (2) Customer satisfaction and price perceptions have a positive and significant impact on repurchase intention. (3) Brand Image and Service Quality have no direct effect on repurchase intention. (4) Customer satisfaction has a positive and significant effect in mediating brand image, service quality and price perceptions on repurchase intention

Keywords: Brand Image, Service Quality, Perceived Price and Repurchase Intention

1. Background

The Indonesian people's interest in investing has not subsided even though the current global economic conditions are still fluctuating. There are many types of investment instruments, one of which is gold. Gold is an investment instrument that has shined even more since the COVID-19 pandemic hit Indonesia. Based on the results of a Jakpat survey on 4-6 July 2022 with a survey of respondents aged 15-44 years in Indonesia. More and more Indonesian people are investing as a guarantee for their future. Based on the results of a Jakpat survey, there are 87% of Indonesian people who have made investments in 2022. Indonesian people invest in various types. Gold and jewelry are still the people's favorite investment instruments in the country, with yields of 48%. Galeri 24 is a subsidiary of PT Pegadaian which is engaged in retail sales of gold, precious metals and jewelry. Established since 2018 with a vision as "The leading gold retail company for precious metals and jewelry in Indonesia" is a challenge for this company.

As a relatively new company, Galeri 24 needs to quickly adapt to current consumer behavior and continue to be aggressive in branding the brand image of its products so that they are still well received. Not only selling Galeri 24 products, this company also sells various types of precious metals from various vendors such as ANTAM, UBS and Lotus Archi. The current problem is that Galeri 24 with its own product has not been able to win the market when compared to ANTAM's trademark precious metals. The following is the sales results for the period January – June 2022 for all vendors selling precious metals at Galeri 24 Regional Central Java.

Gallery 24 Central Java Regional customers still trust ANTAM's products as a choice of precious metal trademarks. The brand image, price and quality of services provided by Galeri 24 should be able to offset sales of ANTAM's trademark precious metals. However, there are still problems in customer satisfaction and customer repurchase interest towards the Galeri 24 trademark precious metal which must be further investigated. Galeri 24's business development is quite rapid. As many as 11 regions have been recorded throughout Indonesia. One of them is Regional 7 Central Java which oversees 8 outlets spread throughout the Central Java region. Excellent service from Semarang Regional outlets, namely purchases can be made non-cash, can be delivered to homes and outlets in malls that remain operational until 20:00 WIB. This of course makes it easier for customers to keep making transactions after returning home from work.

In business trips, of course, you will find similar products and there are quite volatile consumer complaints. Of course, companies must improve, especially regarding service quality. Tjiptono (2012) states that "service quality is a comparison between the level of service delivered by the company compared to customer expectations." This means that if the service received has a lower value than the expected service, then the customer's interest will decrease. Customer perceptions of service quality are formed due to differences between the services received and the services expected.

To increase customer buying interest, of course, gold business people provide the best prices to be marketed to the public. The price of gold in Indonesia is indeed very volatile and is influenced by several factors such as uncertain global conditions, supply and demand for gold, monetary policy, inflation and the United States dollar exchange rate.

In determining the profit from buying and selling gold, of course, Galeri 24 customers need to pay attention to the buyback value of the gold. The gold buyback value is a resale transaction of precious metal assets that refers to the gold price chart at that time. That way, customers can compare whether they experience gains or losses when making the buyback.

Based on research results Nastiti & Astuti (2019) states that service quality has a positive and significant effect on customer satisfaction. The higher the service quality, the higher the customer satisfaction. Brand image has a positive and significant effect on customer satisfaction. The higher the brand image, the higher the customer satisfaction. Price perception has a positive and significant effect on customer satisfaction. The higher the perceived price, the higher the customer satisfaction. Service quality and customer satisfaction have an impact on repeat purchases, both directly and indirectly (Purbasari & Purnamasari, 2018).

Unlike the results of research Gunardi & Erdiansyah (2019) states that brand image has no significant effect on customer satisfaction. Andalusi (2018) states that service quality has no significant effect on customer satisfaction. Rizan & Rahmi (2015) which states that price has no effect on customer satisfaction.

With the background of the problems and research gaps above, the authors are interested in conducting research at Gallery 24 Regional Central Java with the title "The Influence of Brand Image, Service Quality and Perceived Price on Repurchase Intention with Customer Satisfaction as an Intervening Variable".

2. Literature Review

2.1 Brand Image

Imagebrand concerns the reputation and credibility of a product which will then be used as a guideline for consumers to try using a particular product/service. According to Keller & Kotler (2009:403) defines brand image as the perceptions and beliefs held by consumers, as reflected in the associations embedded in the customer's memory, which are always remembered for the first time when they first hear a slogan and are embedded in the minds of consumers. Brand image is defined as the perception of the brand of a product that is formed from information obtained through experience using the product. According to Tjiptono (2015:49) Brand image is a description of consumer associations and beliefs about certain brands, which have observations and beliefs for consumers as shown in associations or in consumer memory.

2.2 Service Quality

Quality must start from the customer's needs and end with the customer's perception. The context of service quality with customer expectations has a big role in evaluating the perceived service quality so that the same type of service can be valued differently by consumers. According to Tjiptono (2014:640) Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as accuracy in delivery to offset consumer expectations. According to Kotler & Kevin Lane Keller (2016:143) Quality is the completeness of the features of a product or service that has the ability to satisfy a need. According to Arianto (2018) Service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations.

2.3 Perceived Price

Price perception is about understanding price information consumers like and making it meaningful. Regarding price information, consumers can compare published prices with imagined product prices or price ranges, price perceptions will form public perceptions of an appropriate price for a product (Peter & Olson, 2014) Price is the amount of currency and services or goods that a buyer can use to exchange for some of the products and services provided by the seller (Fandy Tjiptono, 2015). Armstrong & Philip (2012). Consumers who have a good price perception of a product can immediately decide to buy the product because consumers are able to judge that the price offered by a product is in accordance with their expectations. Meanwhile, consumers who have an unfavorable price perception of a product cannot decide to buy the product because consumers have not been able to judge that the price offered is in accordance with their expectations.

2.4 Customer Satisfaction

Customer satisfaction has become a central concept in marketing theory and practice, and is one of the essential goals for business activity. Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity. Besides that, customer satisfaction is also seen as one of the best indicators for mass profits. The fact that attracting new customers is far more expensive than retaining current customers is also one of the triggers for increased attention to customer satisfaction (Tjiptono, 2014).

Satisfaction is the overall attitude of customers as a result of evaluating their consumption of products or services. Satisfaction from customers shows an indicator that can show how far the company has been able to meet customer needs. Customer satisfaction can be used as an investment for the company, because the more satisfied customers the better the company's image in the eyes

of customers. In addition, customers who are satisfied with a service provided will also be encouraged to recommend the retailer to other customers(Suhartanto, 2017).

2.5 Repurchase Intention

According to Kotler and Keller inJuniwati (2015:141)Defining repurchase intention is a post-purchase consumer action, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will affect subsequent behavior, if the consumer is satisfied then it will show a higher probability of repurchasing the product.

According toFandy Tjiptono (2015:386)Repurchase intention is different from loyalty, if loyalty reflects a psychological commitment to a particular brand or product, while repurchasing behavior is solely related to purchasing the same brand repeatedly.

3. Research Methods and Models

The research method used in this study is the research methodquantitative with descriptive approach . The purpose of choosing a descriptive method is because researchers want to test the hypothesis of the effect of the relationship between the independent variables on the dependent variable, in this case to determine the effect of brand image, service quality and price perceptions on customer satisfaction and their impact on product repurchase decisions. Galleries 24 precious metals from several characteristics of Gallery 24 consumers in the Central Java Region. The survey method is a method that uses a questionnaire as a means of collecting data. The collection of data and information was taken from the sample using a questionnaire, then analyzed to obtain accurate data about the facts and the relationship between research variables. The population in this study were all customers of Galeri 24 who had transacted precious metal with Galeri 24 in Central Java. Samples from the population in this study were selected according to the sampling technique. This study uses a non-probability sampling technique, precisely purposive sampling, namely the selection of samples based on the subjective considerations of researchers because they are considered appropriate in providing the desired information.(Broyles et al & Ferdinand, 2016). Returning data using a survey method by distributing questionnaires to 160 respondents. This study uses an analysis technique called Structural Equation Modeling (SEM).

4. Results and Discussion

4.1 Results

1. Measurement Model Test (Outer Model)

The results of the calculation of the measurement model for all indicators for each variable in this study have met the requirements for a loading factor value ≥ 0.7 . For all variables having an AVE value > 0.5 , namely 0.670 for the Brand Image variable (X1), 0.624 for the Service Quality variable (X2) and 0.637 for the Price Perceived variable (X3), 0.649 for the Customer Satisfaction variable (Y1), and 0.709 for the variable Repurchase Interest (Y2).

Table 1. Measurement Model Test

Variable	Average Variance Extracted(AVE)	Condition	Results
Brand Image (X1)	0.670	> 0.5	Valid
Service Quality (X2)	0.624	> 0.5	Valid
Price Perception (X3)	0.637	> 0.5	Valid
Customer Satisfaction (Y1)	0.649	> 0.5	Valid
Repurchase Interest (Y2)	0.709	> 0.5	Valid

2. Discriminant Validiy

Discriminant Validity testing is carried out to find out whether an indicator used is correctly and well reflective for measuring its construct based on the principle that each indicator has a greater value than the value of one indicator against another indicator (Ghozali & Latan, 2021) . There are two ways to test discriminant validity using SmartPLS, the first way is to look at the cross loading value of each indicator and the second way is to look at the Fornell-Lecker value. The cross loading value is obtained by comparing the magnitude of the relationship of each indicator to the variables. An indicator is declared to fulfill discriminant validity if the dimension cross loading value on the variable is the largest compared to the other variables (Ghozali, 2014), as shown in the following table:

Table 2. Cross Loading Value Test Results

	Brand Image (X1)	Service Quality (X2)	Price Perception (X3)	Customer Satisfaction (Y1)	Repurchase Interest (Y2)
CMK1.1	0.724	0.354	0.358	0.430	0.362
CMK1.2	0.893	0.358	0.452	0.552	0.557
CMK 1.3	0.809	0.455	0.420	0.500	0.447
CMK 1.4	0.899	0.374	0.464	0.575	0.560
CMK 1.5	0.841	0.443	0.491	0.520	0.516
CMK 1.6	0.726	0.480	0.439	0.499	0.452
MPA 2.1	0.335	0.750	0.346	0.501	0.410
MPA 2.2	0.323	0.783	0.398	0.481	0.404
MPA 2.3	0.398	0.785	0.466	0.554	0.479
MPA 2.4	0.405	0.842	0.466	0.587	0.501
MPA 2.5	0.403	0.799	0.480	0.589	0.501
MPA 2.6	0.369	0.817	0.383	0.516	0.422
MPA 2.7	0.440	0.801	0.489	0.602	0.538
MPA 2.8	0.376	0.850	0.387	0.533	0.438
MPA 2.9	0.434	0.840	0.461	0.605	0.546
MPA 2.10	0.448	0.706	0.566	0.627	0.576
PHR 3.1	0.364	0.416	0.765	0.519	0.503
PHR 3.2	0.514	0.495	0.811	0.672	0.630
PHR 3.3	0.430	0.478	0.886	0.527	0.514
PHR 3.4	0.476	0.500	0.900	0.593	0.568
KPP 1.1	0.454	0.555	0.434	0.724	0.517
KPP 1.2	0.442	0.446	0.607	0.734	0.576
KPP 1.3	0.545	0.669	0.626	0.816	0.655
KPP 1.4	0.474	0.472	0.593	0.810	0.656
KPP 1.5	0.494	0.639	0.497	0.800	0.608
KPP 1.6	0.539	0.529	0.471	0.796	0.667
KPP 1.7	0.523	0.590	0.600	0.842	0.658
MBU 2.1	0.433	0.518	0.526	0.647	0.773
MBU 2.2	0.552	0.559	0.596	0.690	0.878
MBU 2.3	0.334	0.451	0.470	0.579	0.731
MBU 2.4	0.545	0.466	0.523	0.632	0.783
MBU 2.5	0.516	0.462	0.553	0.615	0.856

Source: Results of data processing using SmartPLS 3.2.0, (2023)

3. Reliability Test

The reliability test was carried out to prove the accuracy, consistency and precision of the instrument in measuring constructs (Ghozali, 2014). In this study, the reliability test was carried out with Cronbach's Alpha and Composite Reliability which can be said to be reliable if it has a value of ≥ 0.6 and ≥ 0.7 (Siswoyo, 2017). It can be concluded that the construct has good reliability or the questionnaire used as a tool in this study has been reliable or consistent. Following are the results of Cronbach's Alpha and Composite Reliability values

Table 3. Reliability Test

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Results
Brand Image (X1)	0.900	0.924	Reliable
Service Quality (X2)	0.899	0.921	Reliable
Price Perception (X3)	0.937	0.946	Reliable
Customer Satisfaction (Y1)	0.863	0.902	Reliable
Repurchase Interest (Y2)	0.862	0.907	Reliable

Source: Results of data processing using SmartPLS 3.2.0, (2023)

The table above shows that all variables have Cronbach's Alpha values > 0.6 and Composite Reliability > 0.7 , so it can be concluded that all variables in this study have good reliability.

Structural Model Test (Inner Model) The structural model test (inner model) aims to see the strength of the relationship between latent variables. The steps for testing the structural model (inner model) in this study are evaluating the path coefficient value, evaluating the coefficient of determination (R^2), measuring the effect size (f^2), validating the entire model with the Goodness of Fit Index (GoF), and predictive relevance test (Q^2).

4. Hypothesis test

Path coefficients (path coefficients) are used to see the hypothesized relationship between constructs. According to Hair et al. (2014), the path coefficient values are in the range of values -1 to +1, where the path coefficient values that are close to +1 represent a strong positive relationship and the path coefficient values which are -1 indicate a strong negative relationship. Although values close to +1 or -1 are almost always statistically significant, standard errors must be obtained using bootstrapping to test for significance.

a. Direct Relationship (Direct Path)

Direct Effects(DE) is the direct effect that can be seen from the path coefficient from exogenous variables to endogenous variables. For example, variables X1 and X2 to Y1, and variables X1, X2, and Y1 to variable Y2 (Ghozali, 2014). In this study, there are two direct effects, namely X and Z on Y.

Table 4. Path Coefficients Test Results Direct Influence

	Y	Z
Brand Image	0.253	
Service quality	0.390	
Price Perception	0.339	
Customer satisfaction		0.524

Source: Results of data processing using SmartPLS 3.2.0, (2023)

b. Indirect Relationship (Indirect Path)

Indirect Effects(IE) is a sequence of paths through one or more intermediate variables. For example, the influence of variable X on Y2 through variable Y1 and the effect of variable X2 on Y2 through variable Y1 (Ghozali, 2014). In this study, there is one indirect effect, namely X on Y through Z.

Table 5. Path Coefficients Test Results Indirect Influence

	Specific Indirect Effects
Brand Image (X1) -> Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.132
Service Quality (X2) -> Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.204
Price Perception (X3) -> Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.177

Source: Results of data processing using SmartPLS 3.2.0, (2023)

Q-Statistics (bootstrapping) is used to see the significance value between constructs. Hair et al. (2014) suggested carrying out the bootstrapping procedure with a re-sample value of 5,000. The limit for rejecting and accepting the proposed hypothesis is ± 1.96 , which if the t-statistic value is in the range of -1.96 and 1.96 then the hypothesis will be rejected or in other words accept the null hypothesis (H0).

Table 6. Direct Effect

Construct	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	PValues
Brand Image (X1) -> Customer Satisfaction (Y1)	0.253	0.266	0.087	2,922	0.004
Service Quality (X2) -> Customer Satisfaction (Y1)	0.390	0.387	0.066	5,930	0.000
Price Perception (X3) -> Customer Satisfaction (Y1)	0.339	0.329	0.071	4,789	0.000
Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.524	0.517	0.090	5,796	0.000
Brand Image (X1) ->Repurchase Interest (Y2)	0.129	0.143	0.069	1,864	0.063
Quality of Service (X2) ->Rebuy (Y2)	0.067	0.066	0.068	0,985	0.325
Price Perception (X3) ->Rebuy (Y2)	0.194	0.187	0.064	3,043	0.002

Source: Results of data processing using SmartPLS 3.2.0, (2023)

Table 7. Indirect Influence Hypothesis Testing Results

Construct	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	PValues
Brand Image (X1) -> Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.132	0.136	0.048	2,767	0.006
Service Quality (X2) -> Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.204	0.201	0.052	3,895	0.000
Price Perception (X3) -> Customer Satisfaction (Y1) -> Repurchase Intention (Y2)	0.177	0.172	0.052	3,382	0.001

Source: Results of data processing using SmartPLS 3.2.0, (2023)

4.2 Discussion

Testing the effect of Brand Image (X1) on Customer Satisfaction (Y1) has a path coefficient of 0.253 with a T-statistic value of 2.992 and a P-value of 0.004. Because the T-statistic value is > 1.96 and the P-value is <0.05, there is a significant positive effect between the Brand Image variable (X1) on the Customer Satisfaction variable (Y1). Thus the H1 hypothesis in this study which states "Brand Image has a positive and significant effect on Customer Satisfaction" is accepted. Testing the influence of the Service Quality variable (X2) on the Customer Satisfaction variable (Y1) has a path coefficient of 0.390 with a T-statistic value of 5.930 and a P-value of 0.000. Because the T-statistic value > 1.96 and P-value < 0.05, there is a significant positive effect between the Service Quality variable (X2) on the Customer Satisfaction Performance variable

(Y1). Thus the H2 hypothesis in this study which states "Service Quality has a positive and significant effect on Customer Satisfaction" is accepted.

Testing the influence of the price perception variable (X3) on the customer satisfaction variable (Y1) has a path coefficient of 0.339 with a T-statistic value of 4.789 and a P-value of 0.000. Because the T-statistic value is > 1.96 and the P-value is < 0.05 , there is a significant positive effect between the price perception variable (X3) and customer satisfaction variable (Y1). Thus the H3 hypothesis in this study which states "Price perception has a positive and significant effect on customer satisfaction" is accepted. Testing the influence of the Customer Satisfaction variable (Y1) on the Repurchase Interest variable (Y2) has a path coefficient of 0.524 with a T-statistic value of 5.796 and a P-value of 0.000. Because the T-statistic value > 1.96 and P-value < 0.05 , there is a significant positive effect between the Customer Satisfaction variable (Y1) on the Repurchase Interest variable (Y2). Thus the H4 hypothesis in this study which states "Customer satisfaction has a positive and significant effect on Repurchase Intention" is accepted.

Testing the effect of the Brand Image variable (X1) on the Repurchase Interest variable (Y2) has a path coefficient of 0.129 with a T-statistic value of 1.864 and a P-value of 0.000. Because the T-statistic value is < 1.96 and the P-value is > 0.05 , there is no significant effect between the Brand Image variable (X1) and the Repurchase Interest variable (Y2). Thus the H5 hypothesis in this study which states "Customer Satisfaction has a positive and significant effect on Repurchase Intention" is accepted.

Testing the influence of the Service Quality variable (X2) on the Repurchase Interest variable (Y2) has a path coefficient of 0.067 with a T-statistic value of 0.985 and a P-value of 0.325. Because the T-statistic value is < 1.96 and the P-value is > 0.05 , there is no significant effect between the Quality of Service variable (X2) on the Repurchase Interest variable (Y2). Thus the H6 hypothesis in this study which states "Customer satisfaction has a positive and significant effect on Repurchase Intention" is rejected.

7. Testing the effect of the variable Perceived Price (X3) on the variable Repurchase Intention (Y2) has a path coefficient of 0.194 with a T-statistic value of 3.043 and a P-value of 0.002. Because the value of the T-statistic > 1.96 and the P-value < 0.05 , there is a significant positive effect between the variable Perceived Price (X3) and the variable Repurchase Intention (Y2). Thus the H7 hypothesis in this study which states "Customer satisfaction has a positive and significant effect on Repurchase Intention" is accepted.

Testing the effect of the Brand Image variable (X1) on the Repurchase Interest variable (Y2) through the Customer Satisfaction variable (Y1) has a path coefficient of 0.132 with a T-statistic value of 2.767 and a P-value of 0.006. Because the T-statistic value > 1.96 and P-value < 0.05 , there is a significant positive effect between the Brand Image variable (X1) on the Repurchase Interest variable (Y2) through the Customer Satisfaction variable (Y1). Thus the H8 hypothesis in this study which states "Brand Image has a positive and significant effect on Repurchase Intention through the influence of Customer Satisfaction" is accepted.

Testing the influence of the Service Quality variable (X2) on the Repurchase Interest variable (Y2) through the Customer Satisfaction variable (Y1) has a path coefficient of 0.204 with a T-statistic value of 3.895 and a P-value of 0.000. Because the T-statistic value > 1.96 and P-value < 0.05 , there is a significant positive influence between the Service Quality variable (X2) on the Repurchase Interest variable (Y2) through the Customer Satisfaction variable (Y1). Thus the H9 hypothesis in this study which states "Service Quality has a positive and significant effect on Repurchase Intention through the influence of Customer Satisfaction" is accepted.

Testing the influence of Price Perceived variable (X3) on Repurchase Intention variable (Y2) through Customer Satisfaction variable (Y1) has a path coefficient of 0.177 with a T-statistic

value of 3.382 and a P-value of 0.001. Because the T-statistic value > 1.96 and P-value < 0.05 , there is a significant positive influence between the Service Quality variable (X2) on the Repurchase Interest variable (Y2) through the Customer Satisfaction variable (Y1). Thus the H10 hypothesis in this study which states "Price Perception has a positive and significant effect on Repurchase Intention through the influence of Customer Satisfaction" is accepted.

5. Conclusions and recommendations

5.1 Conclusion

Based on the results of the research and discussion regarding the influence of brand image, service quality and price perceptions on repurchase intention with customer satisfaction as the intervening variable, the following conclusions can be drawn:

1. Based on the research results, it is known that the brand image variable has a positive effect on customer satisfaction, especially on the indicator with the highest factor loading value, namely LM Galeri 24, which has a variety of unique packaging. On the other hand, there is a weak indicator related to LM Galeri 24 which is well known to many people.
2. Based on the results of the research, it is known that the service quality variable has a positive effect on customer satisfaction, especially on the indicator with the highest factor loading value, namely outlet staff answering consumer questions quickly, clearly and completely. On the other hand, there are weak indicators related to outlet staff giving more attention to customers and being able to provide added value or added value to customers.
3. Based on this research, it is known that the price perception variable has a positive effect on customer satisfaction, especially on the indicator with the highest factor loading value, namely the price according to the needs and benefits offered. On the other hand there are indicators The weak side is related to the affordable price offered by LM Galeri 24 products.
4. Based on this research, it is known that the price customer satisfaction variable has a positive effect on repurchase intention, especially on the indicator with the highest factor loading value, namely recommending Gallery 24 as a place to buy precious metals to acquaintances because the service by the outlet is very satisfying. On the other hand, there is a weak indicator, namely the availability of precious metal products from Galeri 24 is very complete.
5. The results of the study show that brand image does not have a significant effect on repurchase intention directly. Customers need to feel satisfaction from the brand image they buy. This can be a reason for customers to make repeated purchases.
6. The results of the study show that service quality has no significant effect on repurchase intention directly. With good service will have an impact on customer satisfaction. Repeat purchases will occur if the customer is satisfied with the services provided by the Company.
7. The results of the study show that perception has a significant effect on repurchase intention and direct customer satisfaction. By offering competitive prices and the existence of value from these purchases, it creates customer interest in making repeat purchases.
8. The results of the study show that brand image has a significant effect on repurchase intention with customer satisfaction as the intervening variable. Consumers who have a positive image of a brand will be more likely to make a purchase. Having good experience with a brand or company plus good experiences in the past will create customer satisfaction and become a reason for consumers to make repeated purchases.
9. The results showed that service quality has a significant effect on repurchase intention with customer satisfaction as the intervening variable. With good service, with good service, consumers will feel that all their needs have been met by the company, which can be a reason for consumers to make repeat purchases.

10. The results show that perception has a significant effect on repurchase intention with customer satisfaction as the intervening variable. Looking at it in terms of competitive selling and buyback prices will give a good impression to the company so that consumers are willing to make repurchase intentions.

5.2 Recommendation and Limitations

After doing research on the repurchase intention of Galeri 24 customers and based on the results of data analysis. Then the managerial advice is obtained as follows:

- 1) It is suggested to the management of Galeri 24 to further increase brand awareness digitally, such as using advertisements on social media and content marketing where brands present content that has value, whether informational or entertainment. Apart from digitally, management can also increase brand awareness non-digitally by creating conventional advertisements, holding events and also collaborating with other businesses. This is later expected to be able to improve the brand image of Galeri 24 so that it is known by the wider community.
- 2) The product sold by Galeri 24 is an investment instrument, namely gold. When consumers buy gold, it means they expect value for the item in the future. In this case, Gallery 24 officers should not only pay attention to sales figures, but also need to improve the fulfillment of information on the add value of precious metals from Gallery 24. So that customers can feel the quality of service from these products. Therefore, it is suggested that the management of Galeri 24 provide special training to its employees regarding service quality in more detail regarding the add value needs of its customers.
- 3) It is suggested to the management of Galeri 24 to be able to set a more competitive price policy compared to other brands of precious metal products. This will provide added value for consumers to continue buying Galeri 24 products.
- 4) So that Galeri 24 management pays attention to the availability of complete stock fulfillment at each outlet. This has an impact on customer satisfaction in determining choices to make repurchase intentions. A diverse selection of merchandise is the reason consumers make purchases that have an impact on increasing sales.
- 5) For business expansion with the hope that Galeri 24's brand image will be better known by the wider community and increase sales of Galeri 24 products, it is suggested to the Management of Galeri 24 to create a massive partnership/affiliate program.

This study has limitations in the implementation of data collection. The dense activity of the respondents can influence the concentration of the respondents in answering the questions posed by the researcher when distributing the questionnaires. Therefore it becomes an obstacle in the information process for respondents before filling out the questionnaire so that the intent and purpose of this research cannot be captured clearly.

In addition, the respondents of this study were 160 buyers who transacted at Galeri 24 Regional Semarang. Furthermore, it is hoped that they can also examine buyers who are in the operational area of Galeri 24 Selindo.

In this study there are other factors that can influence repurchase intention for further research as contained in the pre-survey, namely Word of Mouth, Discounts and Celebrity Endorsers so that subsequent studies are far more varied where research results can be used as academic references in providing and improve and develop the theory of repurchase interest.

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