The Effect of Product Innovation, Brand Awareness and Price Perception on Repurchase Decisions Through Customer Satisfaction with Social Media Marketing Activity & Perceived Value as Moderating Variables on Sagiko Float Fruit Juice Drink in the Kediri Residency Area East Java

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ABSTRACT

The food and beverage (F&B) industry in Indonesia is currently experiencing rapid growth. Changes in lifestyle, especially in big cities where people like fast food and drinks, coupled with the active use of digital platforms, have a transformational impact on digitalization and open up opportunities for F&B business actors to promote their products to Internet users. This study aims to find empirical evidence regarding the effect of product innovation, brand awareness, and price perception on repurchase decisions through customer satisfaction, with social media marketing activity and perceived value as moderating variables on Sagiko float fruit juice drinks in the Kediri residency area east Java. The population in this study was customers who had made purchases at the Sagiko float in the Kediri residency area east Java. The sampling technique used was purposive sampling, which was to randomly select customers who had made purchases at Sagiko Float in the Kediri residency area east Java, with a total of 300 respondents. Hypothesis testing was conducted using the Structural Equation Modeling (SEM) approach or structural equation model with the Analysis of Moment Structures (AMOS) version 26 program. Based on the results of the analysis of the seven tested hypotheses, all were proven to be accepted, namely that product innovation, brand awareness, price perception, social media activity, and perceived value have a significant effect on repurchase decisions and customer satisfaction. This study provides insights for companies in designing effective marketing strategies to increase customer satisfaction and the intensity of consumen repurchase decisions by increasing product innovation, brand awareness, price perception, and marketing activities on social media and perceived value.

Keywords: Product innovation, brand awareness, price perception, customer satisfaction, social media activity, perceived value, repurchase decision.

INTRODUCTION

Background

Indonesia is an agricultural country that produces various agricultural commodities, one of which is fruits. As part of horticulture, fruits play a vital role in improving public nutrition through their daily consumption (Ministry of Agriculture, 2020). Besides being a source of nutrition, fruits also provide economic benefits by increasing farmers' incomes and absorbing labor in the agricultural and processing sectors. Adequate fruit consumption contributes to improving the nutritional status (Central Bureau of Statistics, 2021). Indonesia's food and beverage (F&B) industry is showing rapid growth, with a projected growth of 5–7% by the end of 2023 (Kompas, 2023). This growth is driven by lifestyle changes in large cities that lead to the consumption of convenience foods and beverages as well as by digitalization, which allows food and beverage businesses to reach consumers widely through the Internet (Wise Maliha et al., 2021). This situation opens opportunities for brands such as Sagiko Float to expand their market share in Indonesia by utilizing digital platforms to disseminate promotional content. Advances in food technology have allowed fruits to be consumed not only fresh but also processed into derivative products such as fruit juice. Fruit juice is a liquid extracted from mechanically processed fruits without altering its original color and flavor (Hadi & Putri, 2022). This product is available in various packaging forms such as fresh juice, branded packaging, tetrapacks, and bottles. In recent years, the packaged fruit juice beverage industry has grown significantly, marked by an increase product variety and the emergence of numerous brands, such as Nutrisari, Marimas, and Segarasi (Setiawan et al., 2023).

The ready-to-drink beverage industry is also growing rapidly, driven by rapidly changing lifestyles and increasing demand for practical yet nutritious products (Mario, 2024). One segment that experiences high growth is packaged fruit

juice and fruit juice-based beverages. These products are not only refreshed, but also contain nutrients that are beneficial for health (Rahmawati &Prasetyo, 2023). This study examines the factors that influence consumer repurchase decisions in the packaged fruit juice industry. The main focus is on the role of product innovation, brand awareness, and price perception in shaping customer satisfaction as well as how social media strengthens the relationship between customer satisfaction and purchase loyalty. This study used the Sagiko float brand as the research object in the Kediri residency area, East Java. The results are expected to serve as a basis for designing more effective and responsive marketing strategies for market changes in the digital era (Mario, 2024; Rahmawati &Prasetyo, 2023).The rapid growth of the food and beverage industry in Indonesia is driven by changes in lifestyle and the use of*digital platforms*, opening opportunities for brands such as Sagiko Float to expand their market. The presence of the Sagiko Float brand in Indonesia reflects a shift in consumer preferences for packaged fruit juice-based drinks. This product is available in various flavors, such as*Peach, Pineapple, Orange, Lychee, Mango,*And*Mixed fruit*in 250 ML cans, which is one of the main attractive factors in the market (Putri & Nugroho, 2022). Distribution expansion to various major cities also shows increased *visibility* and strengthening of the brand's position as a significant player in the Indonesian packaged beverage industry (Susanto et al., 2023). This product has successfully captured the interest of Indonesian consumers with its innovative product concept and affordable price and has rapidly expanded its network.

*Product Innovation*According to Yonatan et al. (2024), innovation includes not only the creation of new products but also the creation of new markets and new ways to produce or provide services.

*Brand Awareness*is the level of consumer recognition and awareness of a brand, including the ability to recognize and recall a brand in various situations (Adinata, 2021). According to Keller, brand awareness reflects the strength of a brand in consumer memory and plays a crucial role in influencing purchasing decisions and building loyalty (Mahendra, 2023).

*Price Perception*According to Irfan, Halik, & Panjaitan (2022), perception is the process of selecting, organizing, and interpreting information by individuals to form meaningful understanding.*Price perception*refers to consumers' perceptions of the appropriateness of the price paid and quality received. Satisfaction is achieved when the price is perceived as commensurate with the benefits, as Mirza and Ali (2020) emphasize.

*Customer Satisfaction*According to Solihin and Ahyani (2023), satisfaction is a person's feeling of pleasure or disappointment arising from comparing perceived performance with consumer expectations.

*Social Media Marketing Activity*which is a marketing strategy through social media that is relevant, personal, and cost-efficient (Masruroh, Sardjono, & Halik, 2019). This activity has been shown to have a significant impact on word-of-mouth communication, which in turn expands the reach of a company's product and service information (Amalia &Kurniawati, 2023).

*Perceived Value*is a consumer's evaluation of the benefits that a product or service receives relative to the costs incurred (Anderson et al., 2021). This value encompasses functional, emotional, social, price, and service quality dimensions, and plays a role in shaping loyalty and purchase intentions (Ardani et al., 2021). As a subjective construct, perceived value is influenced by individual perceptions of the brand image and product quality. Effective value delivery can increase loyalty and purchase frequency, and reduce the risk of brand switching.

*Repurchase Decision*According to Paramita and Saputri (2022), a repurchase decision is a consumer's desire to repurchase a product in the form of goods or services that have benn previously recommended and experienced benefits and quality.

This study provides an in-depth understanding of how product innovation, brand awareness, and price perception influence repurchase decisions through customer satisfaction with social media marketing activities and perceived value as moderating variables on Sagiko Float fruit juice drinks in the Kediri residency area of East Java. In a local context, this is still lacking. To date, no study has specifically discussed this market segmentation, especially the role of customer satisfaction as an intervening variable that strengthens this relationship. In addition, although studies on marketing strategies for Sagiko Float fruit juice brands in Indonesia tend to focus on large cities, such as Surabaya and its surroundings, as a semi-urban area, offering a different context in terms of consumer behavior, level of competition, and acceptance of digitalization, there is still little discussion. Although Sagiko is a new market leader known for its product innovation, its impact on customer loyalty has not been studied in detail in more competitive markets outside the Surabaya city area, such as in the Kediri residency area of East Java.

The novelty of the study entitled "The Effect of Product Innovation, Brand Awareness, and Price Perception on Repurchase Decisions through Customer Satisfaction with Social Media Marketing Activity and Perceived Value as Moderating Variables on Sagiko Float Fruit Juice Drinks in the Kediri Residency Area of East Java Lies in several aspects. This study highlights the role of customer satisfaction as an intervening variable, which has not been widely studied so far, in the relationship between product innovation, brand awareness, price perception, social media marketing activities, and repurchase decisions from the food and beverage industry. In addition, this study provides a more comprehensive view than previous studies by simultaneously analyzing the three variables. This study also fills the literature gap regarding the interaction of these three factors and customer satisfaction in Indonesia, especially in the Kediri Residency area of East Java, and investigates the impact of the Sagiko Float product innovation in a competitive market. Finally, this study investigates how social media marketing activities influence customer satisfaction and repurchase decisions related to the current digital era, thereby helping food industry practitioners provide new insights into developing marketing strategies that are more suited to the needs of an adapted population.

Sagiko in the Kediri residency area of East Java faces challenges in maintaining customer loyalty amid intense competition in the food and beverage industry. Despite active social media marketing activities, strong brand awareness, affordable price perception, and perceived value that has added value that can be felt by consumers, it is still unclear how these factors directly influence repurchase decisions. Moreover, customer satisfaction, as an intervening variable, is thought to play an important role in strengthening the relationship between product innovation, brand awareness, price perception, social media marketing activity, and perceived value with repurchase decisions. Therefore, research is required to understand the extent of the influence of product innovation, brand awareness, price perception, social media marketing activity, and perceived value on repurchase decisions through customer satisfaction.

By considering the identified research gaps and the relevance of the topic in the food and beverage industry, this study is expected to contribute significantly the understanding of the factors that influence repurchase decisions, especially in the local market of the Kediri Residency area, East Java. By highlighting the role of customer satisfaction as an intervening variable and social media marketing activity and perceived value as moderating variables, this study aims to provide new insights for industry players in designing more effective marketing strategies. A dditionally, this study also enriches the academic literature on the interaction between product innovation, brand awareness, and price perception in increasing customer loyalty in the increasingly competitive digital era. This study aims to empirically test the influence of product innovation, brand awareness, and price perception on repurchase decisions through customer satisfaction with social media marketing activity and perceived value as moderating variables for Sagiko Float fruit juice drinks in the Kediri Residency area, East Java. This study not only fills the gap in previous research, but also provides a deeper understanding of the factors that influence repurchase decisions in the packaged fruit juice beverage industry, especially Sagiko Float in the Kediri Residency area, East Java. By placing customer satisfaction as an intervening variable and social media marketing activity and perceived value as moderating variables, the results of this study are expected to serve as a basis for companies to formulate marketing policies that are more effective and adaptive to market dynamics, especially in the ever-evolving digital era.

I. LITERATURE REVIEW

a. Grand Theory
1. Marketing Management

According to (Nainggolan, Ridwan, & Budiarti, 2024), marketing management is defined as a process that includes the planning and implementation of concepts, pricing, promotion, and distribution of ideas, goods, and services, with the aim of creating exchanges that meet individual and organizational needs. This process requires a deep understanding of customer needs and preferences to enable companies to effectively target markets and deliver superior value to customers. Marketing management arises when one party in an exchange process seeks to understand how to achieve the desired response from the other party (Irfan, Halik, & Panjaitan, 2022). Masruroh et al.(2019) explain that marketing is not only related to selling products and services but also involves the process of understanding consumer needs, desires, and satisfaction. Therefore, marketing management is crucial for a company's success (Kotler and Keller, 2018:4).

b. Middle Theory
2. Consumer Behavior

Consumer behavior is a behavior or action of individuals or groups (consumers) in purchasing or using products or services that involve a decision-making process so that they will get the products or services desired by a consumer According to (Putri Nugraha et al, 2021.p: 4). Consumer behavior can be interpreted as an action taken by consumers in making decisions based on their desires and obtaining benefits after consuming the choices from the decisions that have been taken. The benefits are explained in two forms, namely cardinal utility value and ordinal utility value, or utility value, whose satisfaction can be calculated, and utility value whose satisfaction cannot be calculated (Arianty, et al, 2019). Acoording to Kotler dan Keller (2018), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires, according to (Kotler and Keller, 2018.p: 179). Consumer behavior is divided into rational and irrational.

c. Applied Theory

In this study, seven variables were used, consisting of three independent variables (X), namely (X1) Product Innovation, (X2) Brand Awareness, (X3) Price Perception, one dependent variable (Y), namely Repurchase Decision, two moderating variables (M1), namely Social Media Marketing Activity (SMMA) and (M2), namely Perceived Value, and one more intervening variable (Z), namely Customer Satisfaction.

1. ***Product Innovation - (X1) :***According to Yonatan et al. (2024), innovation includes not only the creation of new products but also the reaction of new markets and new ways to produce or provide services.
2. ***Brand Awareness - (X2) :****Brand awareness*Brand awareness is the level of consumers' recognition and awareness of a brand. This includes consumer understanding of the brand, ability to recall the brand, and brand recognition when exposed to certain stimuli. Brand awareness is important in marketing because it can influence consumers' purchasing decisions and build brand loyalty. Brand awareness is the ability of potential customers to recognize and remember a brand in a specific category (Adinata, 2021). Keller defined brand awareness as related to the strength of a brand in memory, which can be measured as a

consumer's ability to identify the brand under different conditions. This is consistent with the findings of (Mahendra, 2023).

3. ***Price Perception - (X3) :***According to research fromIrfan, Halik, & Panjaitan (2022) define perception as the process by which individuals select, organize, and interpret information to construct meaningful representations of the world. Furthermore, price perception is defined as consumers' views on how much they are willing to pay for a product or service, where satisfaction with the costs incurred arises when quality meets the expected standards. This finding is supported by research from (Mirza & Ali, 2020).

4. ***Customer Satisfaction - (Z) :***According to Solihin and Ahyani (2023), satisfaction is a feeling of pleasure or disappointment that arises from comparing perceived performance with consumer expectations. According to Ali Hasan (2018:150), consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the perceived performance (result) of a product with its expected performance (result).

5. ***Social Media Marketing Activity - (M1) :****Social media marketing activities*Social media is defined as the practice of marketing through social media to reach consumers in a relevant, personalized, and cost-efficient manner (Masruroh, Sardjono, & Halik, 2019). This aligns with research by Amalia and Kurniawati (2023) that interactions that occur through social media marketing activities significantly impact word-of-mouth and can further expand information about a company's products and services to a wider audience.

6. ***Perceived Value - (M2) :***Perceived value is a consumer's overall assessment of the benefits of a product or service based on their perceptions of what is received and what is sacrificed (Anderson et al., 2021). This value encompasses functional, emotional, social, price, and service quality aspects that collectively shape customer perceptions. Perceived value plays a key role in shaping customer loyalty and influencing purchase intention (Ardani et al., 2021). Customer value is subjective and is formed by considering the benefits obtained and costs incurred during consumption. A company's brand represents a set of values that reflect product quality. Delivering value to customers aims to increase loyalty, purchase frequency, and prevent switching behavior.

7. ***Repurchase Decision - (Y) :***According to Paramita and Saputri (2022), a repurchase decision is a consumer's desire to repurchase a product in the form of goods or services that have previously been recommended and experienced benefits and quality.

CONCEPTUAL FRAMEWORK &HYPOTHESIS:
Conceptual framework:
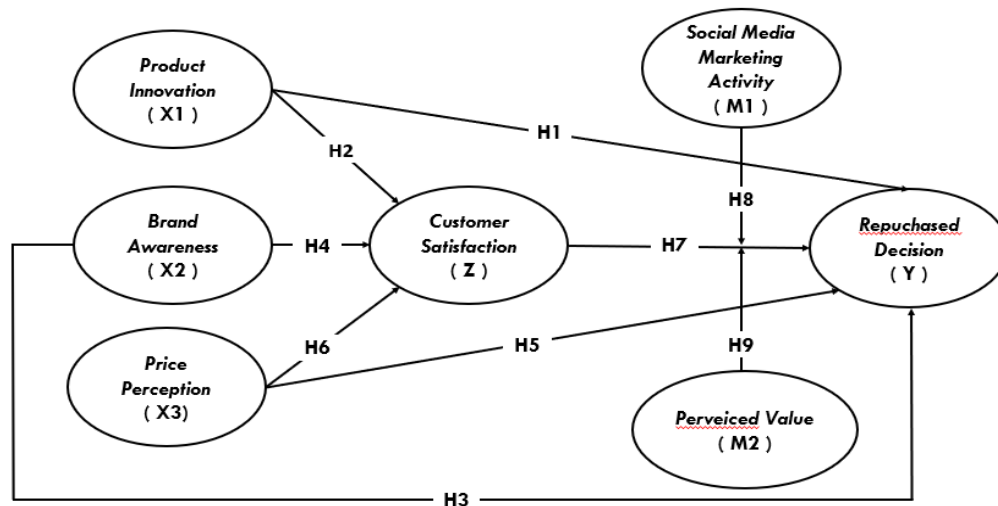
Figure 1. Conceptual Framework
Source: Data processed by the author (2025)

Hypothesis:

H1 :*Product Innovation*has a significant influence on the Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

H2 :*Product Innovation*has a significant effect on Customer Satisfaction for Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

H3:*Brand Awareness*has a significant influence on the Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

H4:*Brand Awareness*has a significant effect on Customer Satisfaction for Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

H5: *Price Perception* has a significant influence on the Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

H6: *Price Perception* has a significant effect on Customer Satisfaction for Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

H7: *Customer Satisfaction* has a significant influence on the Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

H8 : *Social Media Marketing Activity* moderating the influence of Customer Satisfaction on Repurchase Decisions for Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

H9: *Perceived Value* moderates the influence of Customer Satisfaction on Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

METHODOLOGY
Research Approach
This study used a quantitative approach to test causal relationships between variables through statistical analysis. Structural Equation Modeling (SEM) with the Analysis of Moment Structures (AMOS) program version 26 was used. The focus of this study is to examine the influence of product innovation, brand awareness, and price perception on repurchase decisions, with customer satisfaction as a mediating variable and Social Media Marketing Activity and perceived value as moderating variables. Data were obtained through a Likert questionnaire survey of 300 Sagiko Float consumer respondents in the Kediri residential area. A descriptive analysis was conducted to describe the respondents' profiles, while an inferential analysis was conducted to test the relationships between the variables in the model.

Types of research
This type of research is causally explanatory, namely research that aims to explain the causal relationship between variables and test existing theoretical hypotheses (Sugiyono, 2018; Sari et al., 2023).

Research Population and Sample
1. **Population**

   The population in this study comprised all consumers of Sagiko Float beverages in the Kediri Residency area, which includes the regencies/cities of Kediri, Blitar, Tulungagung, Trenggalek, Nganjuk, and Madiun. The population included both registered and unregistered consumers in the distribution system, provided that they had made a previous purchase.

2. **Sample**

   The sample was determined using a purposive sampling technique with the following criteria: consumers aged over 20 years who purchased Sagiko Float products. This selection considered the suitability of the respondents' experiences with the research variables. The sample size was determined using the Structural Equation Modeling (SEM) model with the Analysis of Moment Structures (AMOS) program, version 26. This recommended a sample size of 5–10 times the number of indicators (Ferdinand, 2014). With 30 indicators, the ideal sample size ranged from 150 to-300 respondents. This study set 300 respondents as the upper limit to increase the accuracy of the model estimation and the validity of the research results.

Operational Variables
The operational definition of a variable explains how to measure the research variable, which is based on respondents' statements from the distributed questionnaire.

a. According to (BD Prasetyo, 2020:35), there are four **Product Innovation Indicators – X1**, namely:
   1. Product Variants
   2. Product Design
   3. Product Quality
   4. Product Features

b. According to Anggriani (2022), there are four **Brand Awareness Indicators – X2**, namely:
   1. *Brand recall*
   2. *Brand recognition*
   3. *Purchase*
   4. *Consumption*

c. According to (Salim, Soliha, and Siswanto (2020), there are four **Price Perception Indicators – X3**.
   1. Price match with product quality
   2. Price competitiveness
   3. Affordability
   4. Alignment of price with the benefits offered

d. According to (Tjiptono., 2019:101) there are 5 **Customer Satisfaction Indicators – Z**, namely:
   1. Feel happy during and after making a purchase
   2. Always make purchases
   3. Recommend

4. Performance on the quality of service provided
5. Response to the quality of service provided

e. According to (SC Chen and Lin (2019), there are five **indicators of Social Media Marketing Activity – M1.**
    1. *Entertainment*
    2. *Interaction*
    3. *Trendiness*
    4. *Customization*
    5. *Functional Information*

f. According to Sweeney & Soutar (2021), there are 4 **Perceived Value Indicators – M2**, namely:
    1. Emotional Value
    2. Social Values
    3. Functional value - price/value for money
    4. Functional value - performance/quality

g. According to (Viani, et al., 2022) there are 4 indicators that can be used to measure the **Repurchase Decision Indicator – Y**:
    1. Referential decision
    2. Preferential decision
    3. Transactional decisions
    4. Exploratory decisions

Research Instruments and Questionnaire Design

The questionnaire consisted of two parts. The first part contained questions regarding respondents' identity to ensure compliance with the sample criteria. The questionnaire used a Likert scale.

Table of Likert Scale

Response	Symbol	Score
Strongly agree	SS	5
Agree	S	4
Quite Agree	CS	3
Don't agree	TS	2
Strongly Disagree	STS	1

Table 1. Likert Scale
Source :Primary data, 2025

Data Sources and Data Collection Techniques

1. **Primary and Secondary Data**

    Primary data were obtained directly from respondents who had purchased Sagiko Float using an online Google Forms questionnaire. The data include consumer perceptions of product innovation, brand awareness, price perception, repurchase decisions, social media marketing activity, perceived value, and customer satisfaction. Secondary data were obtained from literature, journals, and other relevant scientific sources.

2. **Data collection technique**

    The questionnaire was distributed online through social media platforms, such as Instagram, Tik-Tok, and WhatsApp. It used a Likert scale and was designed such that respondents could only answer within a predetermined range of options.

3. **Literature review**

    Literature review was conducted to strengthen the theoretical basis and support the development of research models based on the relevant literature.

Data Analysis Techniques

Data analysis was carried out using SEM (Structural Equation Modeling) with theAMOS (Analysis of Moment Structures) version 26 program. This is because it can test causal relationships between latent variables simultaneously and is suitable for complex models with large sample sizes.

SEM steps (Hair et al. in Ghozali, 2020):
1. Development of Theoretical Model – Based on literature review.
2. Path Diagram Preparation – To describe the causal relationship between constructs.

3. Structural Equation Formulation and Measurement Model – Stating the relationship between constructs and indicators.
4. Input Matrix Selection – Using covariance/correlation matrix.
5. Model Identification – Assessing the feasibility of the estimates.
6. Model Evaluation: Using Goodness-of-Fit indices (Chi-Square, RMSEA, GFI, AGFI, CFI, TLI, and CMIN/DF).
7. Model Interpretation and Modification: Refines the model to improve fit based on residual values and modification indices.

Validity and Reliability Test
1 Validity Test:The indicator is valid if the standardized loading estimate value is > 0.5 and the Critical Ratio (CR) is ≥ 2 × standard error.
2 ReliabilityTest**:**Measured through Construct Reliability (cut-off ≥ 0.7) and Variance Extracted (cut-off ≥ 0.5).

Hypothesis Testing
Hypothesis testing was carried out using*SEM (Structural Equation Modeling) with the AMOS (Analysis of Moment Structures) program version 26* based on a CR value ≥ 1.96 and $p ≤ 0.05$. The hypothesis is accepted if there is a significant influence between the variables.

RESULTS AND DISCUSSION

Respondent Characteristics

The following is a review of the characteristics of respondents expressed in the form of a tabulation of respondent identities for the 300 respondent samples.

Respondent Data Based on Gender

No	Gender	Amount	Percentage
1	Man	120	40%
2	Woman	180	60%
Total		**300**	**100%**

Table 2. Respondent Data Based on Gender
Source: Primary data, 2025

Respondent Data Based on Age

No	Age Category	Amount	Percentage
1	<18 Years	66	22%
2	18-24 Years	104	34.7%
3	25-34 Years	86	28.7%
4	35-44 Years	44	14.6%
Total		**300**	**100%**

Table 3. Respondent Data Based on Age
Source: Primary data, 2025

Respondent Data Based on Employment Status

No	Employment Status	Amount	Percentage
1	Work	96	32%
2	Students	104	34.6%
3	Other	100	33.4%
Total		**300**	**100%**

Table 4. Respondent Data Based on Employment Status
Source: Primary data, 2025

Respondent Data Based on Education Level

No	Level of education	Amount	Percentage
1	Bachelor's/Master's/Doctoral	76	25.3%
2	D1/D2/D3	124	41.3%
3	High School/Vocational School	100	33.4%
Total		**300**	**100%**

Table 5. Respondent Data Based on Education Level
Source: Primary data, 2025

Respondent Data Based on Length of Service

No	Length of work	Amount	Percentage
1	<1 year	56	18.6%
2	1-5 years	114	38%
3	5-10 years	76	25.3%
4	>10 years	54	18%
Total		**300**	**100%**

Table 6. Respondent Data Based on Length of Service
Source: Primary data, 2025

Respondent Data Based on the Importance of Buying Fruit Juice Drinks

No	Purchase of Fruit Juice Drinks	Amount	Percentage
1	Affordable prices	46	15.3%
2	Attractive Appearance	124	41.3%
3	The Meaning Conveyed	66	22%
4	Durability of Canned Beverages	64	21.3%
Total		**300**	**100%**

Table 7. Respondent Data Based on the Importance of Buying Fruit Juice Drinks
Source: Primary data, 2025

Descriptive Indicators Table

This research instrument uses a Likert Scale ranging from one to five. These values were classified into intervals to interpret the average opinions of respondents regarding each research variable.

Research Variable Categories Based on Descriptive Analysis Results

Interval Value	Category
$4.20 < x \leq 5.00$	Very high
$3.40 < x \leq 4.20$	Tall
$2.60 < x \leq 3.40$	Moderate
$1.80 < x \leq 2.60$	Low
$1.00 < x \leq 1.80$	Very Low

Table 8. Descriptive Indicators
Source: Primary data, 2025

Respondents' Responses to the Product Innovation Variable (X1)

No	Item	Indicator	Item	Mean Indicator	Variables
1	X1.1.1		4.08		
2	X1.1.2	Product Variants	3.99	4.05	
3	X1.1.3		4.07		
4	X1.2.1		3.82		
5	X1.2.2	Product Design	3.92	3.95	
6	X1.2.3		4.11		
7	X1.3.1		4.12		3.98
8	X1.3.2	Product Quality	3.71	3.91	
9	X1.3.3		3.91		
10	X1.4.1		4.01		
11	X1.4.2	Product Features	3.87	4.01	
12	X1.4.3		4.13		

Table 9. Respondents' Responses to the Product Innovation Variable (X1)
Source: Primary data, 2025

Respondents' Responses to the Brand Awareness Variable (X2)

No	Item	Indicator	Item	Mean Indicator	Variables
1	X2.1.1		3.92		
2	X2.1.2	*Brand Recall*	4.04	4.02	
3	X2.1.3		4.09		
4	X2.2.1		3.76		
5	X2.2.2	*Brand Recognition*	3.70	3.73	
6	X2.2.3		3.74		
7	X2.3.1		3.65		3.79
8	X2.3.2	*Purchase*	3.93	3.79	
9	X2.3.3		3.80		
10	X2.4.1		3.66		
11	X2.4.2	*Consumption*	3.55	3.61	
12	X2.4.3		3.62		

Table 10. Respondents' Responses to the Brand Awareness Variable (X2)
Source: Primary data, 2025

Respondents' Responses to the Price Perception Variable (X3)

No	Item	Indicator	Item	Mean Indicator	Variables
1	X3.1.1		3.66		
2	X3.1.2	Price Match with Product Quality	3.60	3.64	
3	X3.1.3		3.64		
4	X3.2.1		3.44		
5	X3.2.2	Price Competitiveness	3.53	3.54	
6	X3.2.3		3.64		
7	X3.3.1		3.79		3.38
8	X3.3.2	Affordability	2.99	3.27	
9	X3.3.3		3.03		
10	X3.4.1		3.13		
11	X3.4.2	Price Alignment with Benefits Offered	2.69	3.06	
12	X3.4.3		3.36		

Table 11. Respondents' Responses to the Price Perception Variable (X3)
Source: Primary data, 2025

Respondents' Responses to Customer Satisfaction Variables(Z)

No	Item	Indicator	Item	Mean Indicator	Variables
1	Z 1.1	Feel Happy during and after purchase	2.83	2.54	3.07
2	Z 1.2		2.35		
3	Z 1.3		2.43		
4	Z 2.1	Always Make Purchases	2.96	2.98	
5	Z 2.2		2.89		
6	Z 2.3		3.10		
7	Z 3.1	Recommend	2.24	3.38	
8	Z 3.2		3.77		
9	Z 3.3		4.14		
10	Z 4.1	Performance on the quality of service provided	2.75	3.05	
11	Z 4.2		3.98		
12	Z 4.3		2.41		
13	Z 5.1	Response to the quality of service provided	3.89	3.42	
14	Z 5.2		2.45		
15	Z 5.3		3.92		

Table 12. Respondents' Responses to the Customer Satisfaction Variable (Z)
Source: Primary data, 2025

Respondents' Responses to Social Media Marketing Activity Variables(M1)

No	Item	Indicator	Item	Mean Indicator	Variables
1	M1 1.1	*Entertainment*	3.64	3.72	2.74
2	M1 1.2		3.84		
3	M1 1.3		3.69		
4	M1 2.1	*Interaction*	4.13	2.37	
5	M1 2.2		1.14		
6	M1 2.3		1.84		
7	M1 3.1	*Trendiness*	1.29	1.76	
8	M1 3.2		1.50		
9	M1 3.3		2.48		
10	M1 4.1	*Customization*	2.64	2.30	
11	M1 4.2		2.66		
12	M1 4.3		1.60		
13	M1 5.1	*Functional Information*	2.91	3.55	
14	M1 5.2		4.14		
15	M1 5.3		3.60		

Table 13. Respondents' Responses to the Social Media Marketing Activity Variable (M1)
Source: Primary data, 2025

Respondents' Responses to the Perceived Value Variable (M2)

No	Item	Indicator	Item	Mean Indicator	Variables
1	M2 1.1	*Emotional value*- Emotional Value	3.24	3.08	3.18
2	M2 1.2		3.29		
3	M2 1.3		3.14		
4	M2 1.4		2.79		
5	M2 2.1	*Social value*- Social Values	3.42	2.99	
6	M2 2.2		2.92		
7	M2 2.3		2.64		
8	M2 3.1	*Functional value - price/value for money-* Functional value: price/money value	3.32	3.28	
9	M2 3.2		3.22		
10	M2 3.3		3.24		

IJEC
International Journal of Economics
https://ejournal.ipinternasional.com/index.php/ijec

e-ISSN:2961-712X
Vol.4 Issue 1,January-June 2025
DOI:10.55299/ijec.v4i1.1454

No	Item	Indicator	Item	Mean Indicator	Variables
11	M2 3.4		3.40		
12	M2 4.1		3.20		
13	M2 4.2	*Functional value - performance/quality-* Functional value: performance/quality	3.26	3.36	
14	M2 4.3		3.31		
15	M2.4.4		3.66		

Table 14. Respondents' Responses to the Perceived Value Variable (M2)
Source: Primary data, 2025

Respondents' Responses to the Repurchase Decision Variable (Y)

No	Item	Indicator	Item	Mean Indicator	Variables
1	Y 1.1	Referential Decision	4.20		
2	Y 1.2		4.39	4.34	
3	Y 1.3		4.42		
4	Y 2.1	Preferential Decision	4.35		
5	Y 2.2		3.98	4.27	
6	Y 2.3		4.48		3.65
7	Y 3.1	Transactional Decisions	4.57		
8	Y 3.2		4.70	3.83	
9	Y 3.3		2.23		
10	Y 4.1	Exploratory Decisions	2.33		
11	Y 4.2		2.05	2.17	
12	Y 4.3		2.12		

Table 15. Respondents' Responses to the Repurchase Decision Variable (Y)
Source: Primary data, 2025

Validity Test Results

			Estimate	SE	CR	P	Information
X1.1.12	<---	*product innovation*	1,000				
X1.1.11	<---	*product innovation*	1,513	,854	1,771	,006	*Valid*
X1.1.10	<---	*product innovation*	4,010	2,167	1,851	,004	*Valid*
X1.1.9	<---	*product innovation*	4,317	2,288	1,887	,009	*Valid*
X1.1.8	<---	*product innovation*	4,765	2,554	1,865	,012	*Valid*
X1.1.7	<---	*product innovation*	4,236	2,290	1,849	,004	*Valid*
X1.1.6	<---	*product innovation*	3,615	2,018	1,791	,003	*Valid*
X1.1.5	<---	*product innovation*	-1,581	,981	-1,612	,007	*Valid*
X1.1.4	<---	*product innovation*	-,350	,571	-,613	,005	*Valid*
X1.1.3	<---	*product innovation*	-2,476	1,424	-1,739	,012	*Valid*
X1.1.2	<---	*product innovation*	-3,534	1,915	-1,845	,025	*Valid*
X1.1.1	<---	*product innovation*	-2,907	1,676	-1,734	,013	*Valid*
X2.1.12	<---	*brand awareness*	1,000				
X2.1.11	<---	*brand awareness*	2,254	3,594	,627	,001	*Valid*
X2.1.10	<---	*brand awareness*	4,138	6,131	,675	,003	*Valid*
X2.1.9	<---	*brand awareness*	3,746	5,754	,651	,005	*Valid*
X2.1.8	<---	*brand awareness*	20,596	33,473	,615	,038	*Valid*
X2.1.7	<---	*brand awareness*	15,180	24,672	,615	,038	*Valid*
X2.1.6	<---	*brand awareness*	17,489	28,411	,616	,028	*Valid*
X2.1.5	<---	*brand awareness*	13,592	22,100	,615	,019	*Valid*
X2.1.4	<---	*brand awareness*	15,193	24,685	,615	,008	*Valid*
X2.1.3	<---	*brand awareness*	2,731	4,622	,591	,005	*Valid*
X2.1.2	<---	*brand awareness*	1,462	2,786	,525	,021	*Valid*
X2.1.1	<---	*brand awareness*	1,885	3,384	,557	,008	*Valid*
X3.1.12	<---	*price perception*	1,000				

			Estimate	SE	CR	P	Information
X3.1.11	<---	*price perception*	1,174	,070	16,828	***	*Valid*
X3.1.10	<---	*price perception*	1,019	,061	16,603	***	*Valid*
X3.1.9	<---	*price perception*	1,062	,062	17,025	***	*Valid*
X3.1.8	<---	*price perception*	1,163	,070	16,682	***	*Valid*
X3.1.7	<---	*price perception*	-,156	,062	-2,531	,011	*Valid*
X3.1.6	<---	*price perception*	-,078	,072	-1,076	***	*Valid*
X3.1.5	<---	*price perception*	-,031	,076	-,402	***	*Valid*
X3.1.4	<---	*price perception*	-,047	,071	-,667	***	*Valid*
X3.1.3	<---	*price perception*	-,034	,076	-,440	***	*Valid*
X3.1.2	<---	*price perception*	-,070	,075	-,926	,014	*Valid*
X3.1.1	<---	*price perception*	,014	,063	,225	,012	*Valid*
Z1	<---	*customer satisfaction*	1,000				
Z2	<---	*customer satisfaction*	,623	,058	10,788	***	*Valid*
Z3	<---	*customer satisfaction*	,773	,053	14,595	***	*Valid*
Z4	<---	*customer satisfaction*	1,029	,059	17,512	***	*Valid*
Z5	<---	*customer satisfaction*	,744	,057	13,065	***	*Valid*
Z6	<---	*customer satisfaction*	,905	,057	15,893	***	*Valid*
Z7	<---	*customer satisfaction*	,528	,056	9,354	***	*Valid*
Z8	<---	*customer satisfaction*	,466	,060	7,812	***	*Valid*
Z9	<---	*customer satisfaction*	,424	,054	7,853	***	*Valid*
Z10	<---	*customer satisfaction*	,190	,064	2,975	,003	*Valid*
Z11	<---	*customer satisfaction*	,271	,054	5,023	***	*Valid*
Z12	<---	*customer satisfaction*	-,057	,062	-,908	,004	*Valid*
Z13	<---	*customer satisfaction*	,412	,055	7,546	***	*Valid*
Z14	<---	*customer satisfaction*	,122	,061	1,994	,046	*Valid*
Z15	<---	*customer satisfaction*	,263	,035	7,540	***	*Valid*
Y1	<---	*repurchase_decision*	1,000				
Y2	<---	*repurchase_decision*	,918	,044	20,648	***	*Valid*
Y3	<---	*repurchase_decision*	,923	,049	18,866	***	*Valid*
Y4	<---	*repurchase_decision*	1,017	,049	20,600	***	*Valid*
Y5	<---	*repurchase_decision*	,774	,100	7,712	***	*Valid*
Y6	<---	*repurchase_decision*	,649	,060	10,868	***	*Valid*
Y7	<---	*repurchase_decision*	,549	,054	10,248	***	*Valid*
Y8	<---	*repurchase_decision*	,448	,045	9,971	***	*Valid*
Y9	<---	*repurchase_decision*	,286	,101	2,824	,005	*Valid*
Y10	<---	*repurchase_decision*	,287	,105	2,745	,006	*Valid*
Y11	<---	*repurchase_decision*	,226	,102	2,219	,026	*Valid*
Y12	<---	*repurchase_decision*	,169	,101	1,673	,014	*Valid*
M1.1	<---	*social media marketing activity*	1,000				
M1.2	<---	*social media marketing activity*	,892	,448	1,994	,026	*Valid*
M1.3	<---	*social media marketing activity*	,467	,346	1,349	,007	*Valid*
M1.4	<---	*social media marketing activity*	1,113	,508	2,193	,028	*Valid*
M1.5	<---	*social media marketing activity*	1,515	,586	2,583	,010	*Valid*
M1.6	<---	*social media marketing activity*	4,825	1,843	2,618	,009	*Valid*
M1.7	<---	*social media marketing activity*	2,900	1,113	2,607	,009	*Valid*
M1.8	<---	*social media marketing activity*	2,768	1,066	2,596	,009	*Valid*
M1.9	<---	*social media marketing activity*	5,428	2,065	2,629	,009	*Valid*
M1.10	<---	*social media marketing activity*	5,270	2,013	2,618	,009	*Valid*
M1.11	<---	*social media marketing activity*	5,511	2,105	2,618	,009	*Valid*
M1.12	<---	*social media marketing activity*	3,608	1,387	2,602	,009	*Valid*
M1.13	<---	*social media marketing activity*	1,040	,493	2,108	,035	*Valid*
M1.14	<---	*social media marketing activity*	2,176	,858	2,535	,011	*Valid*
M1.15	<---	*social media marketing activity*	3,324	1,319	2,520	,012	*Valid*

			Estimate	SE	CR	P	Information
M2.15	<---	perceived value	1,000				
M2.14	<---	perceived value	1,057	,053	19,941	***	Valid
M2.13	<---	perceived value	1,111	,045	24,529	***	Valid
M2.12	<---	perceived value	1,133	,054	20,888	***	Valid
M2.11	<---	perceived value	1,153	,052	22,257	***	Valid
M2.10	<---	perceived value	1,126	,052	21,849	***	Valid
M2.9	<---	perceived value	1,114	,056	19,808	***	Valid
M2.8	<---	perceived value	1,073	,054	19,970	***	Valid
M2.7	<---	perceived value	,726	,055	13,306	***	Valid
M2.6	<---	perceived value	,969	,057	16,940	***	Valid
M2.5	<---	perceived value	1,060	,050	21,080	***	Valid
M2.4	<---	perceived value	1,107	,094	11,817	***	Valid
M2.3	<---	perceived value	,506	,058	8,735	***	Valid
M2.2	<---	perceived value	,604	,056	10,854	***	Valid
M2.1	<---	perceived value	,585	,058	10,168	***	Valid

Table 16. Validity Test Results
Source: Calculation results - SEM AMOS 26, 2025

The results of the validity test were performed using SEM (Structural Equation Modeling) with the AMOS program.(Analysis of Moment Structures)version 26. All items were declared valid because the significance value (p-value) was < 0.05, which indicates that the indicator can measure the intended construct (Ghozali, 2017).

Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Information
X1 – Product Innovation	0.869	0.600	Reliable
X2 - Brand Awareness	0.879	0.600	Reliable
X3 - Price Perception	0.909	0.600	Reliable
Z - Customer Satisfaction	0.918	0.600	Reliable
M1 - Social Media Marketing Activity	0.817	0.600	Reliable
M2 - Perceived Value	0.888	0.600	Reliable
Y - Repurchase Decision	0.913	0.600	Reliable

Table 17. Reliability Test Results
Source: Calculation results - SEM AMOS 26, 2025

The results of the reliability test using Cronbach's alpha showed that all variables had values >0.6, confirming th reliability of the instrument. This indicates that the questionnaire was consistent and reliable for use under the various measurement conditions.

Measurement Model (Confirmatory Factor Analysis)

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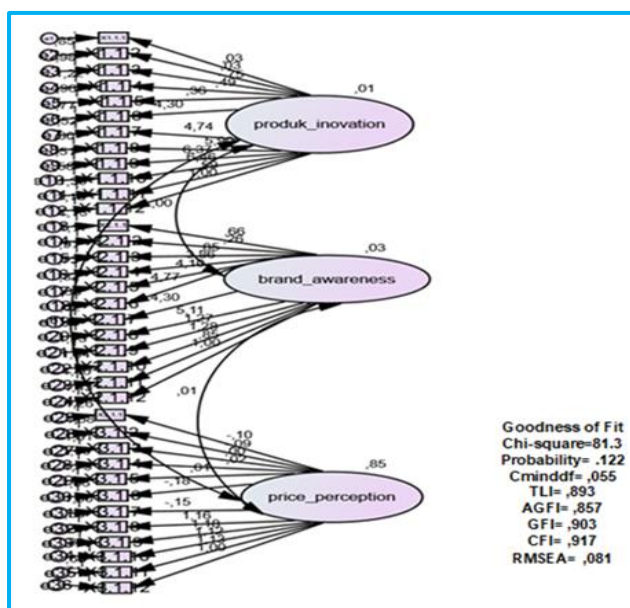1. **Confirmatory Factor Analysis of Endogenous Variables I & 1I**

Figure 1. Measurement model of Endogenous Variable I
Source: Processing results - SEM AMOS 26, 2025

Goodness of Fit Index	Cut-Off Value	Results	Model Evaluation
X 2 – Chi-Square	Expected to be small	81.3	Fit Model
Significance Probability	≥ 0.05	0.122	Fit Model
RMSEA	≤ 0.08	0.081	Fit Model
GFI	≥ 0.90	0.903	Fit Model
AGFI	≥ 0.90	0.857	Fit Model
CMIN/DF	≤ 2.00	0.056	Fit Model
TLI	≥ 0.95	0.903	Fit Model
CFI	≥ 0.95	0.917	Fit Model

Table 18. Model Fit Index at Endogenous Measurement Stage 1
Source: Calculation results - SEM AMOS 26, 2025

The results of the measurement model estimation using the Maximum Likelihood method in Structural Equation Modeling (SEM) – Analysis of Moment Structures (AMOS) version 26 program show that the five goodness of fit indices (TLI, AGFI, GFI, CFI, RMSEA) are within the recommended limits, so the model is declared fit and does not require indicator elimination. A construct validity test was conducted to ensure that the indicators formed a valid whole for the measured latent variables.
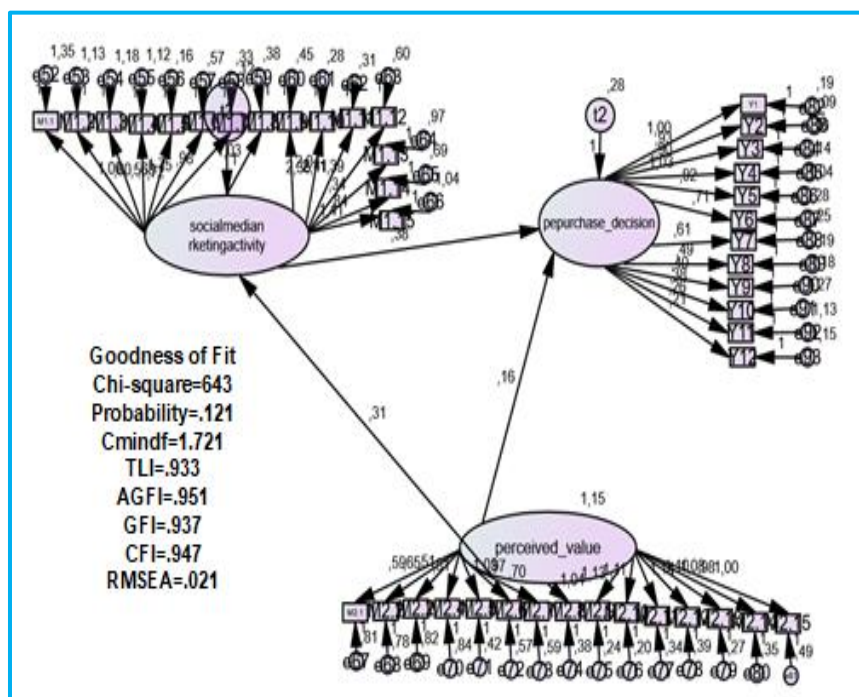
Figure 2. Measurement model of Endogenous Variable II
Source: Processing results - SEM AMOS 26, 2025

Goodness of Fit Index	Cut-Off Value	Results	Model Evaluation
X 2 – Chi-Square	Expected to be small	64.3	Fit Model
Significance Probability	≥ 0.05	0.121	Fit Model
RMSEA	≤ 0.08	0.021	Fit Model
GFI	≥ 0.90	0.937	Fit Model
AGFI	≥ 0.90	0.951	Fit Model
CMIN/DF	≤ 2.00	1,721	Fit Model
TLI	≥ 0.95	0.933	Fit Model
CFI	≥ 0.95	0.947	Fit Model

Table 19. Model Fit Index at Endogenous Measurement Stage II
Source: Calculation results - SEM AMOS 26, 2025

Based on the estimation using the Maximum Likelihood method on SEM-AMOS. states that the five goodness of fit indicators (TLI, AGFI, GFI, CFI, and RMSEA) are within the recommended limits so that the measurement model is declared fit and does not require indicator elimination. The next stage is the construct validity test, which aims to ensure that each indicator forms a valid unit that represents the latent variable construct being studied.

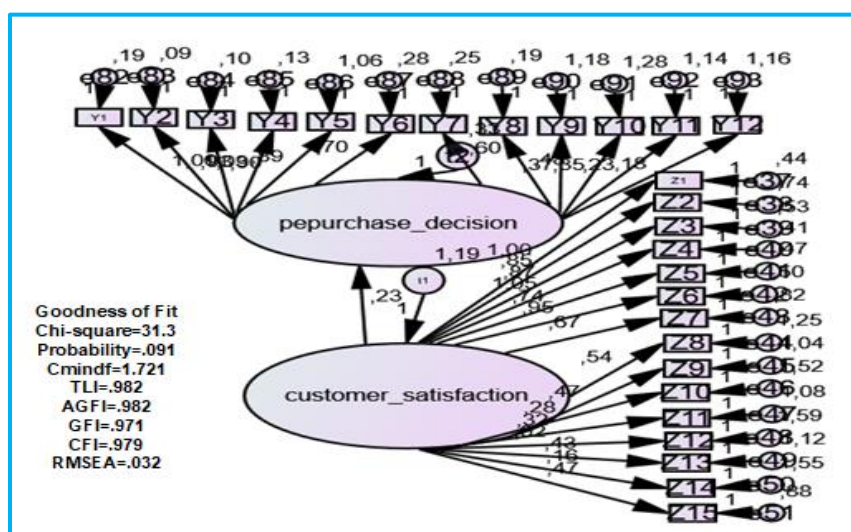2. **Confirmatory Factor Analysis of Exogenous Variables**

Figure 3. Measurement model of exogenous variables
Source: Processing results - SEM AMOS 26, 2025

Goodness of Fit Index	Cut-Off Value	Results	Model Evaluation
$X2$ – Chi-Square	Expected to be small	31.3	*Fit Model*
Significance Probability	≥ 0.05	0.091	*Fit Model*
RMSEA	≤ 0.08	0.032	*Fit Model*
GFI	≥ 0.90	0.971	*Fit Model*
AGFI	≥ 0.90	0.982	*Fit Model*
CMIN/DF	≤ 2.00	1,279	*Fit Model*
TLI	≥ 0.95	0.982	*Fit Model*
CFI	≥ 0.95	0.979	*Fit Model*

Table 20. Model Fit Index at the Exogenous Measurement Stage
Source: Calculation results - SEM AMOS 26, 2025

The initial estimation results of the measurement model on exogenous variables using the Maximum Likelihood method through SEM(Structural Equation Modeling) with the AMOS (Analysis of Moment Structures (AMOS) version 26 program show that almost all goodness of fit indices are above the recommended limit. After the measurement model met the eligibility criteria, the analysis continued with a construct validity test to ensure that each indicator consistently formed a unit in the latent variable construct under study.

Model Evaluation and Estimation

Assessment of Normality
Assessment of normality (Group number 1)

Variable	min	max	skew	cr	kurtosis	cr
M2.1	1,000	5,000	-,220	-1,555	-,893	-3,156
M2.2	1,000	5,000	-,145	-1,027	-,824	-2,913
M2.3	1,000	5,000	,174	1,232	-,664	-2,348
M2.4	1,000	5,000	,214	1,515	-1,093	-3,863
M2.5	1,000	5,000	-,299	-2,113	-1,161	-4,105
M2.6	1,000	5,000	,201	1,419	-,988	-3,493
M2.7	1,000	5,000	,372	2,631	-,308	-1,087
M2.8	1,000	5,000	-,247	-1,749	-1,115	-3,941
M2.9	1,000	5,000	-,055	-,387	-1,243	-4,395
M2.10	1,000	5,000	-,094	-,666	-1,188	-4,200
M2.11	1,000	5,000	-,348	-2,461	-1,165	-4,120
M2.12	1,000	5,000	-,052	-,367	-1,259	-4,451

Variable	min	max	skew	cr	kurtosis	cr
M2.13	1,000	5,000	-,165	-1,167	-1,113	-3,935
M2.14	1,000	5,000	-,179	-1,263	-1,066	-3,769
M2.15	1,000	5,000	-,549	-3,881	-,912	-3,225
M1.15	1,000	5,000	-,429	-3,033	-1,058	-3,742
M1.14	1,000	5,000	-1,088	-7,696	,921	3,256
M1.13	1,000	5,000	-,021	-,146	-,670	-2,370
M1.12	1,000	5,000	1,869	13,215	2,698	9,539
M1.11	1,000	5,000	,492	3,482	-1,016	-3,591
M1.10	1,000	5,000	,631	4,465	-,838	-2,963
M1.9	1,000	5,000	,805	5,694	-,410	-1,450
M1.8	1,000	5,000	1,493	10,555	1,597	5,646
M1.7	1,000	5,000	2,799	19,789	7,982	28,219
M1.6	1,000	5,000	1,438	10,165	1,147	4,054
M1.5	1,000	3,000	3,362	23,774	9,621	34,017
M1.4	1,000	5,000	-1,131	-7,998	,034	,121
M1.3	1,000	5,000	-,594	-4,200	-,619	-2,189
M1.2	1,000	5,000	-,732	-5,176	-,581	-2,055
M1.1	1,000	5,000	-,595	-4,206	-,872	-3,081
Y12	1,000	5,000	,879	6,213	,173	,611
Y11	1,000	5,000	,954	6,749	,231	,818
Y10	1,000	5,000	,671	4,742	-,502	-1,774
Y9	1,000	5,000	,759	5,366	-,273	-,964
Y8	1,000	5,000	-2,134	-15,091	7,490	26,479
Y7	1,000	5,000	-1,555	-10,999	3,504	12,389
Y6	1,000	5,000	-1,400	-9,900	2,454	8,675
Y5	1,000	5,000	-,928	-6,563	-,213	-,753
Y4	1,000	5,000	-1,113	-7,871	1,673	5,917
Y3	1,000	5,000	-,964	-6,814	1,584	5,599
Y2	1,000	5,000	-,962	-6,801	1,777	6,283
Y1	1,000	5,000	-,554	-3,916	-,315	-1,114
Z15	1,000	5,000	-,898	-6,347	-,201	-,712
Z14	1,000	5,000	,367	2,596	-1,051	-3,718
Z13	1,000	5,000	-,782	-5,531	-,611	-2,159
Z12	1,000	5,000	,591	4,177	-,705	-2,492
Z11	1,000	5,000	-,930	-6,575	-,182	-,643
Z10	1,000	5,000	,098	,696	-1,062	-3,754
Z9	1,000	5,000	-1,074	-7,596	-,291	-1,027
Z8	1,000	5,000	-,560	-3,963	-1,188	-4,202
Z7	1,000	5,000	,530	3,750	-1,006	-3,558
Z6	1,000	5,000	-,433	-3,062	-1,123	-3,971
Z5	1,000	5,000	-,178	-1,259	-1,120	-3,960
Z4	1,000	5,000	-,263	-1,862	-1,406	-4,971
Z3	1,000	5,000	,228	1,609	-1,452	-5,134
Z2	1,000	5,000	,378	2,672	-1,402	-4,956
Z1	1,000	6,000	,002	,016	-1,527	-5,398
X3.1.1	1,000	5,000	-,738	-5,220	-,371	-1,312
X3.1.2	1,000	5,000	-,608	-4,296	-,745	-2,634
X3.1.3	1,000	5,000	-,720	-5,088	-,531	-1,877
X3.1.4	1,000	5,000	-,589	-4,164	-,613	-2,167
X3.1.5	1,000	5,000	-,526	-3,720	-,841	-2,974
X3.1.6	1,000	5,000	-,638	-4,512	-,669	-2,364
X3.1.7	1,000	5,000	-,851	-6,018	-,053	-,187
X3.1.8	1,000	5,000	-,190	-1,347	-1,338	-4,731

Variable	min	max	skew	cr	kurtosis	cr
X3.1.9	1,000	5,000	-,521	-3,685	-1,153	-4,077
X3.1.10	1,000	5,000	-,641	-4,531	-,950	-3,357
X3.1.11	1,000	5,000	,138	,975	-1,430	-5,057
X3.1.12	1,000	5,000	-,543	-3,840	-,758	-2,682
X2.1.1	1,000	5,000	-1,139	-8,053	,896	3,169
X2.1.2	1,000	5,000	-1,376	-9,733	1,661	5,873
X2.1.3	1,000	5,000	-1,521	-10,753	2,788	9,857
X2.1.4	1,000	5,000	-1,162	-8,220	1,100	3,889
X2.1.5	1,000	5,000	-,872	-6,167	,130	,461
X2.1.6	1,000	5,000	-,903	-6,385	,195	,689
X2.1.7	1,000	5,000	-,893	-6,313	,495	1,750
X2.1.8	1,000	5,000	-1,173	-8,292	1,082	3,824
X2.1.9	1,000	5,000	-,950	-6,721	,402	1,422
X2.1.10	1,000	5,000	-,669	-4,729	-,359	-1,269
X2.1.11	1,000	5,000	-,596	-4,215	-,559	-1,977
X2.1.12	1,000	5,000	-,527	-3,727	-,663	-2,345
X1.1.1	1,000	5,000	-,842	-5,955	-,696	-2,461
X1.1.2	1,000	5,000	-,943	-6,667	-,589	-2,084
X1.1.3	1,000	5,000	-1,015	-7,180	-,018	-,064
X1.1.4	1,000	5,000	-,619	-4,376	-,468	-1,656
X1.1.5	1,000	5,000	-,573	-4,054	-,561	-1,982
X1.1.6	1,000	5,000	-,901	-6,370	-,166	-,586
X1.1.7	1,000	5,000	-1,101	-7,787	,209	,740
X1.1.8	1,000	5,000	-,568	-4,019	-,458	-1,620
X1.1.9	1,000	5,000	-,981	-6,934	-,073	-,258
X1.1.10	1,000	5,000	-1,077	-7,614	,420	1,483
X1.1.11	1,000	5,000	-,965	-6,823	,069	,242
X1.1.12	1,000	5,000	-1,612	-11,395	2,232	7,890
Multivariate					495,725	32,296

Table 21.*Assessment of normality (Group number 1)*
Source: Calculation results - SEM AMOS 26, 2025

Normality Test Results

The results of the normality evaluation showed that the multivariate Critical Ratio (C.R) value was 1.902, within the range of ±2.58. This indicates that the data were normally distributed, both univariately and multivariately.

Outlier Test

Outlier Observations Farthest from The Centroid (Mahalanobis Distance)
Observations farthest from the centroid (Mahalanobis distance)
(Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
135	164,530	,000	,002
92	164,288	,000	,000
70	159,511	,000	,000
34	159,063	,000	,000
107	158,360	,000	,000
122	149,774	,000	,000
104	148,114	,000	,000
146	146,435	,000	,000
36	146,047	,000	,000
119	143,034	,001	,000

Observation number	Mahalanobis d-squared	p1	p2
139	142,893	,001	,000
120	142,406	,001	,000
33	142,023	,001	,000
131	141,209	,001	,000
28	140,512	,001	,000
43	140,046	,001	,000
7	140,006	,001	,000
93	139,867	,001	,000
76	137,367	,002	,000
54	135,781	,003	,000
165	135,683	,003	,000
222	134,140	,003	,000
161	133,512	,004	,000
66	132,625	,004	,000
281	132,306	,005	,000
170	130,908	,006	,000
108	129,061	,008	,000
46	128,135	,009	,000
210	128,068	,009	,000
75	127,813	,010	,000
111	127,432	,010	,000
26	126,817	,011	,000
59	126,631	,012	,000
60	126,221	,012	,000
121	126,017	,013	,000
103	124,722	,016	,000
29	124,242	,017	,000
89	123,932	,018	,000
85	123,812	,018	,000
47	123,645	,018	,000
53	121,615	,025	,000
204	121,435	,025	,000
105	121,087	,027	,00
87	119,614	,033	,000
50	119,539	,033	,000
129	118,517	,038	,000
20	118,034	,041	,000
21	117,491	,044	,000
114	116,950	,047	,000
3	116,949	,047	,000
205	116,331	,051	,000
64	114,846	,062	,000
262	114,364	,066	,000
71	114,112	,068	,000
126	114,019	,069	,000
23	113,968	,069	,000
293	113,950	,069	,000
240	113,405	,074	,000
62	113,315	,075	,000
9	113,066	,077	,000
2	112,784	,080	,000
39	112,722	,080	,000
110	111,944	,088	,00

Observation number	Mahalanobis d-squared	p1	p2
1	111,815	,089	,000
290	111,708	,091	,000
155	111,636	,091	,000
200	111,599	,092	,000
52	111,291	,095	,000
236	111,141	,097	,000
4	110,999	,098	,000
72	110,921	,099	,000
79	110,770	,101	,000
130	110,662	,102	,000
203	108,416	,131	,000
73	108,008	,137	,000
98	107,991	,137	,000
11	107,806	,140	,000
158	107,777	,140	,000
81	107,599	,143	,000
32	106,972	,153	,000
116	106,681	,157	,000
212	106,315	,163	,000
211	105,826	,171	,000
18	105,718	,173	,000
37	104,866	,188	,000
25	104,640	,193	,000
77	104,473	,196	,000
167	104,126	,202	,000
102	103,985	,205	,000
264	103,652	,211	,000
142	103,402	,216	,000
74	103,002	,224	,001
182	102,597	,233	,001
41	102,535	,234	,001
213	102,510	,235	,001
22	102,479	,235	,001
99	102,420	,237	,000
123	102,410	,237	,000
113	101,947	,247	,001
250	101,571	,255	,001

Table 22. Outlier Observations Farthest from The Centroid (Mahalanobis Distance)
Source: Calculation results - SEM AMOS 26, 2025

The outlier test results indicated that the maximum Mahalanobis Distance value of 129.061 was still below the chi-square value of 133.831, thus concluding that there were no multivariate outliers. Thus, the data were deemed suitable for use in the research.

Path Diagram Development Results
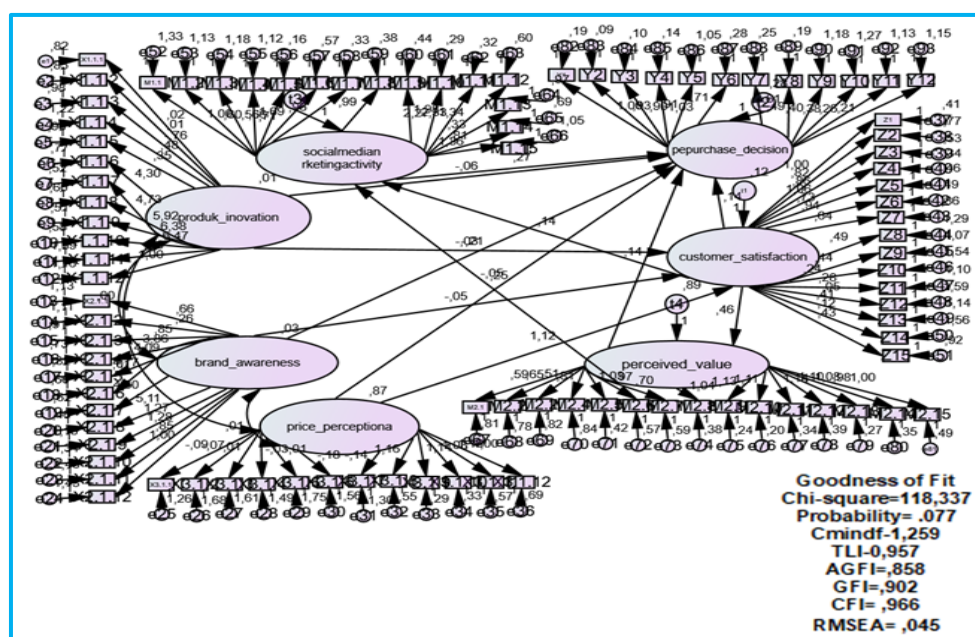
Figure 4. Structural Equation Modeling (SEM) Test Results – Path Diagram
Source: Processing results - SEM AMOS 26, 2025

Goodness of Fit Index	Cut-Off Value	Results	Model Evaluation
X 2 – Chi-Square	Expected to be small	118,337	Fit Model
Significance Probability	≥ 0.05	0.077	Fit Model
RMSEA	≤ 0.08	0.045	Fit Model
GFI	≥ 0.90	0.902	Fit Model
AGFI	≥ 0.90	0.858	Fit Model
CMIN/DF	≤ 2.00	1,259	Fit Model
TLI	≥ 0.95	0.957	Fit Model
CFI	≥ 0.95	0.966	Fit Model

Table 23. Goodness of Fit Test Results
Source: Calculation results - SEM AMOS 26, 2025

The goodness-of-fit test results indicated that the model was suitable. The RMSEA value of 0.077 and CMIN/DF of 1.259 were within acceptable limits, although the AGFI only met them marginally. Overall, the model satisfied the feasibility criteria.

TestingHypothesis

Estimates (Group number 1 - Default model)
Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates
Regression Weights : (Group number 1 - Default model)

Relationship between variables			Estimate	SE	CR	P	Information
customer satisfaction	<---	product innovation	1,527	,386	3,367	,***	Significant
customer satisfaction	<---	brand awareness	1,883	1,629	3,542	,***	Significant
customer satisfaction	<---	price perception	1,171	,079	14,844	***	Significant
social media marketing activity	<---	customer satisfaction	,098	,038	2,559	,018	Significant
perceived value	<---	customer satisfaction	,429	,046	9,252	***	Significant
repurchase_decision	<---	product innovation	1,584	,428	4,364	,***	Significant
repurchase_decision	<---	brand awareness	,156	,836	5,187	,***	Significant
repurchase_decision	<---	price perception	1,434	,185	2,644	,029	Significant
repurchase_decision	<---	customer satisfaction	1,495	,157	2,843	,017	Significant

Relationship between variables			Estimate	SE	CR	P	Information
repurchase_decision	*<---*	*social media marketing activity*	,736	,372	2,029	,038	**Significant**
repurchase_decision	*<---*	*perceived value*	1,727	,203	3,219	,***	**Significant**

Table 24. Hypothesis Testing Results
Source: Calculation results - SEM AMOS 26, 2025

Based on the analysis of the nine hypotheses in this study, all hypotheses were declared significant with a p-value of<0.05. The following is a summary of the hypothesis test results

1. **Hypothesis 1 :** Product innovation has a significant effect on repurchase decisions (C.R = 4.364, P <*,***).
2. **Hypothesis 2:**Product innovation has a significant effect on customer satisfaction (R = 3.367, P <*,***).
3. **Hypothesis 3:** Brand awareness has a significant effect on repurchase decisions (R = 5.187, P <*,***).
4. **Hypothesis 4:** Brand awareness has a significant effect on customer satisfaction (R = 3.542, P <*,***).
5. **Hypothesis 5:** Price perception has a significant effect on repurchase decisions (C.R = 2.644, P = 0.029).
6. **Hypothesis 6:** Price perception has a significant effect on customer satisfaction (C.R = 14.844, P <*,***).
7. **Hypothesis 7:** Customer satisfaction has a significant effect on repurchase decisions (C.R = 2.843, P = 0.017).
8. **Hypothesis 8:** Customer satisfaction has a significant effect on social media marketing activity, which also moderates its effect on repurchase decisions (C.R = 2.559, P = 0.018; C.R = 2.029, P = 0.038).
9. **Hypothesis 9:**Customer satisfaction has a significant effect on perceived value, which also moderates its effect on repurchase decisions (C.R = 9.252, P <*,***; C.R = 3.219, P <*,***).

All tested hypotheses showed a significant influence, confirming the importance of these variables in the context of this study.

The results of the analysis using the Structural Equation Modeling (SEM) method through the Analysis of Moment Structures (AMOS) program version 26 showed that all relationships between variables in this research model were statistically significant, with a Critical Ratio (CR) value greater than 1.96 and a p-value below 0.05. This indicates that all the proposed hypotheses are acceptable.

H1:Product Innovationhas a significant influence on the Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Product innovation has a significant influence on repurchase decisions, with a C.R value of 4.364 and p = *,***. This sindicates that the Sagiko Float product innovation has a significant influence on consumer repurchase decisions. The launch of new flavor variants, quality improvements, and interesting experiences influence repurchase decisions and satisfaction. Based on innovation diffusion theory, innovations accepted by the market strengthen brand loyalty and are influenced by social factors. Amidst the high competition in Kediri Regency, innovative strategies such as sessional promo editions or local variants can increase the attractiveness of Sagiko Float products. Innovation not only encourages satisfaction but also influences repurchases.This aligns with research by Abdillah and Magnadi (2017) in the fashion sector and MunifahKhomilah (2020) in the food and beverage (F&B) sector, which showed that product innovation has a positive and significant influence on repurchase decisions. This also influences consumers' decisions to repurchase Sagikofloats fruit juice.

H2:Product Innovationhas a significant effect on Customer Satisfaction for Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Product Innovation significantly affects Customer Satisfaction. With a C.R value of 3.367 and p = *and ***. Sagiko Float's product innovations, such as new flavor variants and unique packaging, have been proven to increase customer satisfaction. Innovation adds value, creates new experiences, and makes customers appreciate. Consistent innovation not only drives satisfaction but also strengthens loyalty and repeat purchases, which aligns with the research by Rahmawati et al. (2023), who found that product innovation has a positive and significant impact on customer satisfaction in the beverage industry. Prasetyo and Wicaksono (2022) showed that innovation encompassing both functional and emotional aspects of a product can increase customer satisfaction resulting from post-purchase satisfaction.

H3:Brand Awarenesshas a significant influence on the Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Brand Awareness significantly influences repurchase decisions. C.R value = 5.187 and p =*,***.This means that the higher the brand awareness of Sagiko Float, the greater is the influence of consumers on remembering and making repeat purchases. Consumer attitudes are formed through a comprehensive evaluation based on experience and information, both online and offline. Strong brand awareness makes purchasing desicion easier for consumers Advertising and promotion also support brand recognition and recall. This is in line with research by Zeithaml et al. (2020) and Salsabillah et al. (2024), who show that brand awareness has a positive and significant effect on repeat purchase decisions. This emphasizes that strong brand awareness of Sagiko Float fruit juice drinks can encourage consumers to make repeat purchases over the long term.

H4:Brand Awareness has a significant influence on Customer Satisfaction for Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Brand awareness had a significant effect on customer satisfaction. The test results show C.R = 3.542 and p =*,***The results of this study indicate that high brand awareness of Sagiko Float has been shown to increase customer satisfaction. Consumers tended to mention the Sagiko Float brand when asked about frequently purchased drinks, indicating ease in recalling the brand. Brand awareness has a major influence on customer satisfaction because the more well-known and trusted a brand is, the higher the satisfaction felt by customers after purchasing Sagiko Float products. This is in line with he research by Aaker (2021) and corroborated by Nada Fitria (2021), which shows that brand awareness has a significant influence on customer satisfaction. Brand awareness not only increases product recognition but also shapes long-term customer satisfaction after purchasing a product.

H5:Price Perceptionhas a significant influence on the Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Price Perception significantly ffects repurchase decisions. The C.R value was 2.644 (p = 0.029). This means that Price Perception is a consumer's view of the high, low, or reasonable price of Sagiko Float fruit juice drink products. Affordable prices, price suitability with benefits, and competitiveness greatly influence consumers to repurchase the Sagiko Float. This price perception is formed from information, experience, and consumer assessments of the suitability of price with the benefits received, so it has a strong influence on repurchase decisions. These findings support previous research, showing that positive price perceptions contribute to increased repurchase decisions. Salsabillah et al. (2024), which was further strengthened by Widyastuti et al. (2021). This also confirms that the pricing strategy implemented by Sagiko Float fruit juice drinks must consider customer perceptions in order to remain competitive in the market and ensure higher repurchase decisions on Sagiko Float.

H6:Price Perceptionhas a significant effect on Customer Satisfaction for Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Price Perception has a significant effect on Customer Satisfaction. With C.R = 14.844 and p =*,***. This indicates that price perception significantly influences customer satisfaction and the tendency to repurchase. Sagiko Float's price is perceived to be to be affordable, competitive, and appropriate for its benefits. This increased the influence of customer satisfaction. Price perception is a benchmark for the value of money spent, but product quality remains a primary consideration for consumers before purchasing Sagiko Float products. These findings align with Agustin and Amron (2022) and Indarwati et al. (2021), who stated that good price perception significantly influences customer satisfaction and loyalty, which in turn influences consumers' repurchase. It can be concluded that customers tend to be more satisfied and loyal to Sagiko Float products at prices that are considered reasonable according to the benefits received.

H7:Customer Satisfactionhas a significant influence on the Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Customer Satisfaction significantly affects repurchase decisions. C.R value = 2.843 and p = 0.017. This means that customer satisfaction with Sagiko Float affects repeat purchases. Consumers who feel that their expectations have been met tend to repurchase and recommend Sagiko Float products. This finding is in accordance with the theory that satisfaction creates loyalty and reduces the risk of switching to competitors. Therefore, Sagiko Float must maintain quality and service consistency, and provide a positive experience, supported by loyalty programs and testimonial-based promotions to strengthen relationships with customers.This aligns with research by Fausta et al. (2022), reinforced by Batrisyia and Waluyo (2022), who emphasized that high customer satisfaction tends to increase repurchase decisions, especially in the functional beverage category, such as Sagiko Float fruit juice. Continuous innovation is essential for increasing repurchase decisions for this product.

H8:Social Media Marketing Activitymoderating the influence of Customer Satisfaction on Repurchase Decisions for Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Social Media Marketing Activity (SMMA) moderates the influence of customer satisfaction on repurchase decisions. There is a direct influence of Social Media Marketing Activity on repurchase decisions with C.R = 2.029 and p = 0.038. In addition, the moderating interaction between Social Media Marketing Activity and customer satisfaction on repurchase decisions has C.R = 2.559 and p = 0.018. This shows that Social Media Marketing Activity strengthens the influence of customer satisfaction on the repurchase decisions of Sagiko Float, especially in the Kediri Residency area. Promotion, direct interaction, and delivery of relevant information on social media increase positive perceptions, engagement, and customer loyalty. The customer engagement theory shows that active customer involvement deepens satisfaction and encourages repurchases. Fast responses, two-way communication, and interesting content create emotional closeness and a positive impression of the brand. The Social Media Marketing Activity strategy is an effective channel for building long-term relationships and increasing customer repurchases of the Sagiko Float product. This is in line with research by Mantik and Palupi (2022b), strengthened by Aisyah et al. (2021), who showed that in the fast-moving consumer goods and beverage industry, social media marketing is a major factor influencing customer satisfaction and repurchase decisions. Therefore, Sagiko Float needs to maximize its social media marketing activities to build relationships, increase satisfaction, and drive purchasing decisions.

H9 :Perceived Valuemoderates the influence of Customer Satisfaction on Repurchase Decision on Sagiko Float Fruit Juice Drinks in the Kediri Residency AreaEast Java.

Perceived Value moderates customer satisfaction's influence on repurchase decisions. Perceived value has a direct effect on repurchase decisions (C.R = 3.219, p = 0.000) and functions as a very strong moderator (C.R = 9.252, p = 0.000). The results indicate that perceived value moderates the influence of customer satisfaction on repurchase decisions. Perceived value strengthens the influence of customer satisfaction on Sagiko Float's repurchase decisions. The higher the emotional, social, product quality, and price suitability benefits perceived by consumers, the greater the satisfaction that influences the repurchase decision of the Sagiko Float, especially in the Kediri Residency area. Perceived value reflects consumer appreciation for the benefits of Sagiko Float products that meet consumer expectations as a whole. This is in line with Hidayati et al. (2020) and Zahra et al. (2023), who indicate that the higher the perceived benefit value and commensurate with the price, the greater the consumer satisfaction and the urge to make a repurchase. In the context of Sagiko Float in Kediri, perceived value strengthens the relationship between customer satisfaction and repurchase decisions.

Research Limitations:
1. Resource and time constraints have hampered the development of comprehensive analytical methods. This research could not fully implement the experimental and testing phases; therefore, further exploration will be conducted in doctoral studies.
2. Data were obtained through questionnaires, which may have contained subjective bias. Future research should combine qualitative methods, such as in-depth interviews or focus group discussions (FGDs) to gain deeper insights.
3. This study only analyzed six variables that influence repurchase decisions, while other variables have the potential to influence, but were not analyzed.

Research Implications:
1. **Theoretical Implications:**
   a. This study enriches the consumer behavior literature, particularly the role of customer satisfaction as an intervening variable.
   b. This study contributes to the development of consumer behavior models by integrating social factors, price perceptions, and product characteristics.
2. **Practical Implications:**
   a. For Industry Players: The findings can be used to design more effective marketing strategies, increase customer satisfaction, and encourage brand loyalty.
   b. For the Government: The research results can help design more targeted regulations in the food and beverage industry sector as well as improve consumer legal literacy.
   c. Public/Consumers: Provide comprehensive information about product benefits so that consumers can make wiser purchasing decisions.
3. **Implications for Further Research:**
   a. It is recommended to expand the geographical scope and apply a longitudinal approach to understand the dynamics of consumer behavior.
   b. Future research is expected to add new variables such as digital literacy and psychological factors for a more comprehensive understanding of consumer satisfaction and purchasing decisions.

CONCLUSION AND SUGGESTIONS
Conclusion :
Based on the results of the data analysis described above, the following conclusions were drawn.
1. The test results show that product innovation has a significant effect on repurchase decisions and that Sagiko Float product innovation has succeeded in attracting consumers and influencing them to make repeat purchases.
2. These findings indicate that product innovation also has a significant impact on customer satisfaction because innovation increases satisfaction value, strengthens the attractiveness of Sagiko Float products, and differentiates Sagiko Float products from other beverage competitors.
3. The test results showed that brand awareness has a significant effect on repurchase decisions. A high brand awareness makes it easier for consumers to recognize and choose Sagiko Float products when repurchasing.
4. This finding shows that brand awareness also has a significant influence on customer satisfaction because a well-known brand creates a positive impression and convinces consumers of the quality of Sagiko Float products.
5. The results show that price perception has a significant effect on repurchase decisions. Sagiko float consumers tend to repurchase if the price is considered affordable and commensurate with the quality.
6. These findings indicate that price perception has a significant effect on customer satisfaction. The suitability of the price to the benefits of the Sagiko Float product increases consumer satisfaction.

7. The test results showed that customer satisfaction has a significant effect on repurchase decisions. Consumers who are satisfied with the Sagiko Float products are more likely to make repeat purchases.

8. These findings indicate that social media marketing activities significantly moderate the relationship between customer satisfaction and repurchase decisions. Promotional activities on social media strengthen loyalty, accelerate information dissemination, and increase consumers' emotional engagement with Sagiko Float products.

9. The test results show that perceived value moderates the influence of customer satisfaction on repurchase decisions. The higher the perceived value, the stronger the relationship between satisfaction and repurchase decisions for Sagiko Float products.

Suggestion :

1. **Suggestions for Sagiko Float Fruit Juice Drink:**
   a. **Improving Product Innovation Management:**Focus on identifying innovation opportunities, developing new product concepts, and testing products before launch. Use natural ingredients and effective marketing strategies to increase competitiveness.
   b. **Improving Brand Awareness Management:**Improving product quality, designing unique packaging, and leveraging social media to reach a wider audience. Build a strong and consistent brand identity and stay at the top of market trends.
   c. **Improving Price Perception Management:**Understand consumers' views on product value and align pricing strategies with their expectations through market research and competitor analyses.
   d. **Increasing Market Segmentation Coverage Expansion:**Focusing on market segmentation to tailor price offerings and promotions to the needs of various consumer groups, making marketing strategies more effective.

2. **Suggestions for further researchers:**
   a. **Further Research on Factors Influencing Repurchase Decisions:**Continue research on psychological or social factors that interact with existing variables to enrich marketing literature.
   b. **Developing More Comprehensive Analysis Methods:**Apply advanced analytical methods, such as multivariate analysis, to understand the relationships between variables in greater depth.
   c. **Developing Data Analysis Techniques Using Other Software:**Use alternative data analysis techniques besides SEM with AMOS for a more in-depth analysis, especially with large and diverse data, to produce more reliable findings.

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