Syntax Literate: Jurnal Ilmiah Indonesia p–ISSN: 2541-0849
e-ISSN: 2548-1398
Vol. 10, No.5, May 2025

THE MEDIATING ROLE OF QUALITY PERCEPTION IN THE INFLUENCE OF PRICE SENSITIVITY ON REPURCHASE INTENTION

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Abstract

The retail industry in Indonesia continues to grow rapidly, with supermarkets remaining the primary choice for consumers despite the rise of e-commerce. Superindo, as a leading modern retailer, faces the challenge of retaining customers by enhancing repurchase intention to support long-term profitability. This study aims to analyze the impact of price sensitivity, price level perception, emotions toward the supermarket, and quality perception on consumers repurchase intention at Superindo branches in the Greater Jakarta area. It also highlights quality perception as a mediating variable strengthening the effect of price level perception, a rarely explored aspect in previous research. Using a quantitative survey with 245 respondents who have shopped at Superindo, data was collected via Google Forms and analyzed through Structural Equation Modeling (SEM). The findings reveal that price sensitivity influences price level perception, quality perception, and emotions toward the supermarket, both directly and through mediation, impacting repurchase intention. Positive price perceptions, emotional experiences, and high-quality evaluations enhance repurchase intention even among price-sensitive consumers. These results provide valuable insights for retail management to design pricing and marketing strategies that focus on emotional engagement and perceived quality to strengthen customer loyalty and drive repeat purchases.

Keywords: Price sensitivity, price level perception, emotions toward supermarkets, quality perception, repurchase intention.

Introduction

The retail industry in Indonesia continues to grow rapidly. In the context of household needs, supermarkets as part of brick and mortar retail are the main choice for consumers to shop monthly, as shown by the Jakpat survey involving 2,000 respondents (Jakmin, 2022). The survey results show that 34.3% of respondents routinely buy household necessities at supermarkets, much higher than traditional markets (20.05%), grocery stores (16.35%), supermarkets (15.2%), or online shopping platforms or e-commerce (13.65%). This data reflects that even though the digitalization trend continues to grow, Indonesian consumers still prioritize offline shopping, especially at supermarkets, as a form of shopping experience that provides convenience and access to quality products. This phenomenon is a challenge as well as an opportunity for supermarkets (Ali & Bhasin, 2019; Anwar & Andrean 2021).

One of the brick and mortar supermarkets in Indonesia is Superindo. Superindo has been recognized as the leading supermarket in Indonesia, with a number of awards and recognitions that show its position as number one in the supermarket category. According to data released in 2022, Superindo ranks first in terms of the number of branches and customer satisfaction among supermarkets in Indonesia, which is 180 branches (Pahlavi, 2022). This achievement demonstrates Superindo's commitment to

providing high-quality services and meeting the needs of its consumers. With a wide branch network and a focus on customer satisfaction, Superindo is able to build consumer trust which is the main foundation of its success in an increasingly competitive market (Audrina, & Immanuel, 2023; Au-Yeung et al., 2024).

Superindo's high sales reached US$ 432.5 million (Pahlavi, 2021) reflects the company's success in attracting consumers and meeting their needs. However, the sustainability of this growth does not only depend on attracting new consumers but also on the ability to maintain customer loyalty. In this case, consumer repurchase intention is a crucial aspect that must be considered. By understanding the factors that influence repurchase intention, Superindo can ensure that consumers not only make one-time purchases but also continue to choose Superindo as their main shopping destination, which will ultimately support the company's long-term stability and profitability.

Factors influencing repurchase intention in the context of supermarkets have been the focus of various studies. Studies by Cakici and Tekeli (2022) and Graciola et al. (2018) revealed that price sensitivity, price level perception, and emotions toward supermarkets have a significant influence on repurchase intention. Consumers who are sensitive to price tend to carefully consider their perception of the price level, both in terms of cheap and expensive, which then influences their decision to shop again. In addition, the emotions felt by consumers towards supermarkets, such as satisfaction or frustration related to the shopping experience, also play an important role in shaping their purchase intention. These results highlight the importance for supermarkets to not only focus on pricing strategies, but also on efforts to build a positive shopping experience to increase consumer loyalty (Baber & Baber, 2022; Bennett et al., 2019).

Research conducted by Roth and Himbert (2015) shows that consumers may still have the intention to purchase from a store that is considered expensive if they believe that the product offered is of high quality. Conversely, even though the price of a product is considered cheap, consumers' repurchase intention may decrease if they perceive the quality of the product to be low. This finding emphasizes the importance of price level perception and quality perception in shaping consumers' decisions to repurchase. For the retail industry, understanding how these two factors influence repurchase intention is crucial to designing price and quality strategies that not only attract consumers but also maintain their loyalty in an increasingly competitive market (Bigne et al., 2020).

This study explores the mediating role of price level perception, emotions toward supermarket, and quality perception in the relationship between price sensitivity and repurchase intention, highlighting quality perception as an additional mediating variable. Based on the Stimulus-Organism-Response (SOR) model, price sensitivity acts as a stimulus, while price level perception, emotions toward supermarket, and quality perception act as organisms, and repurchase intention acts as a response. This study poses research questions related to the effect of price sensitivity on these variables and the mediating role that occurs between them. The objectives of the study include the analysis of direct and indirect relationships between variables to understand the dynamics of consumer behavior in the context of supermarkets. The theoretical benefits of this study are the development of literature in the field of consumer behavior and marketing. Practically, the results of the study can be used by supermarket managers, especially Superindo, to design effective marketing strategies. Social benefits include providing insight for consumers in making better shopping decisions and for policy makers in supporting the development of sustainable modern retail. This study is expected to enrich studies related to consumer behavior in the context of modern retail in Indonesia.

Research Methods

This study is based on consumer behavior theory and integrates models from Cakici and Tekeli (2022), Graciola et al. (2018), Roth and Himbert (2015), and Kim and Lennon (2013), to explore the relationship between price sensitivity, price level perception, emotions toward supermarket, quality perception, and repurchase intention. The Cakici and Tekeli (2022) model shows that price sensitivity affects price level perception and emotions toward supermarket, while price level perception also affects repurchase intention. Graciola et al. (2018) emphasize that store price image contributes to repurchase intention with moderation from price sensitivity and price level. Roth and Himbert (2015) highlight the role of quality perception in mediating the relationship between price level perception and purchase intention. Kim and Lennon (2013) add that positive and negative emotions affect purchase intention through perceptions of quality and risk. Based on this model, the study formulates hypotheses to test the direct and indirect effects between variables. Through an online survey with 245 respondents, the data were analyzed using Structural Equation Modeling (SEM). This analysis includes validity, reliability, descriptive analysis, and structural model testing to evaluate the relationship between constructs and measure the predictive effects of the variables studied.

Results and Discussion

Wording Test Results

On the initial stage, a wording test was conducted on the research instrument to evaluate the clarity and understanding of the respondents regarding the questions in the questionnaire. This test involved 10 respondents who met the criteria such as domicile in Jabodetabek, age between 18 and 59 years, and having shopped at Superindo in the last three months. The results of the wording test showed that the instrument could be understood well, with one input to improve the wording in the description of the household consumption expenditure question about monthly production costs which was considered unclear. Minor changes were made to the instrument to improve clarity, and after adjustments, the instrument was ready to be used for the next stage of the research.

Pretest Results

Validity and reliability of the instrument are conducted by involving 60 respondents who met the same criteria as the wording test. Validity testing was conducted through Confirmatory Factor Analysis (CFA) and the Kaiser-Meyer-Olkin (KMO) test, while reliability testing used Cronbach's Alpha. This pretest ensures that the instrument can measure variables accurately and consistently. Data from the pretest and wording test were used to evaluate the suitability of the factors tested in the model.

Pretest Validity Test

At the stage pretest,Validity test was conducted using 70 respondent data consisting of 60 pretest data and 10 wording test data. Wording test is still used because there is no change in the research variable questions. This validity test uses the Confirmatory Factor Analysis (CFA) method to evaluate the suitability of the factors of the variables being tested. To measure the suitability of the factors, the Kaiser-Meyer-Olkin (KMO) test is used, which helps determine whether the sample is sufficient for further factor analysis. The following are the results of the validity test.

Table 1. Pretest Validity Test Results

Variables	Code	KMO	Barlett's Test	MSA	Factor Loading	Information
Price sensitivity	PS1	0.825	0.000	0.849	0.602	Valid
	PS2			0.880	0.752	Valid
	PS3			0.801	0.876	Valid
	PS4			0.782	0.893	Valid
	PS5			0.864	0.765	Valid
Price level perception	PC1	0.821	0.000	0.786	0.922	Valid
	PC2			0.858	0.882	Valid
	PC3			0.775	0.928	Valid
	PC4			0.931	0.739	Valid
	PE1	0.799	0.000	0.805	0.926	Valid
	PE2			0.779	0.900	Valid
	PE3			0.788	0.930	Valid
	PE4			0.861	0.677	Valid
Emotions towards supermarkets	PM1	0.944	0.000	0.957	0.923	Valid
	PM2			0.946	0.935	Valid
	PM3			0.927	0.961	Valid
	PM4			0.954	0.939	Valid
	PM5			0.952	0.915	Valid
	PM6			0.930	0.951	Valid
	PM7			0.946	0.956	Valid
	NE1	0.875	0.000	0.852	0.751	Valid
	NE2			0.861	0.877	Valid
	NE3			0.842	0.879	Valid
	NE4			0.879	0.725	Valid
	NE5			0.883	0.691	Valid
	NE6			0.916	0.850	Valid
	NE7			0.910	0.715	Valid
Quality perception	QP1	0.731	0.000	0.695	0.859	Valid
	QP2			0.747	0.857	Valid
	QP3			0.742	0.863	Valid
	QP4			0.745	0.782	Valid
Repurchase intention	RI1	0.881	0.000	0.899	0.868	Valid
	RI2			0.905	0.928	Valid
	RI3			0.905	0.944	Valid
	RI4			0.868	0.926	Valid
	RI5			0.839	0.958	Valid

Source: Researcher Processing

Table 1 aboveshows that for the price sensitivity variable, all indicators (PS1–PS5) have a Kaiser-Meyer-Olkin (KMO) higher than 0.6, indicating the suitability of the data for factor analysis. The factor loading results for each indicator show a value above 0.5, meaning that all indicators are valid for measuring the price sensitivity dimension. Meanwhile, for the price level perception variable, the KMO test results also show very good values, with KMO values for each indicator ranging from 0.799 to 0.821. Each indicator from PC1–PC4 to PE1–PE4 has a very high factor loading, with a value reaching 0.930 on the PE3 indicator. This shows that consumer price perception is measured very validly. In addition, the significant Barlett's Test results (p-value 0.000) support that the data can be analyzed further, by showing that the correlation matrix between the indicators is not empty.

On the variableemotions towards supermarket,All indicators measuring positive (PM1–PM7) and negative (NE1–NE7) emotions showed very good KMO values, with a range of KMO values between 0.875 and 0.944. Quality perception, which measures the perception of product quality at Superindo, also showed valid results. The KMO value showed 0.731, indicating the suitability of the data for factor analysis. Finally, repurchase intention showed very good results with a KMO of 0.881, indicating that the data is suitable for factor analysis.

Based on the results of data processing presented in Table 4.1, it can be seen that all KMO values of each variable in this study are greater than 0.6 (> 0.6).In addition, all values generated from the validity analysis indicate that each question item from the variables price sensitivity, price level perception, emotions toward supermarket, quality perception, and repurchase intention are declared valid. Thus, all of these question items have the ability to measure the available variables well and can be used as data collection instruments in this study.

Pretest Reliability Test

At the stagepretest, reliability test was conducted to assess the internal consistency of the research instrument. This test involved 70 respondent data consisting of 60 pretest data and 10 wording test data, where the wording test was still used because there were no changes to the research variable questions. This reliability test uses the Cronbach's Alpha method to ensure that each item in the tested variable is able to produce consistent and stable data. The following are the results of the reliability test.

Table 2. Results of Pretest Reliability Test

Variables	Code	Cronbach's Alpha	CA if item deleted	Information
Price sensitivity	PS1	0.840	0.854	Reliable
	PS2		0.821	Reliable
	PS3		0.768	Reliable
	PS4		0.761	Reliable
	PS5		0.816	Reliable
Price level perception	PC1	0.875	0.804	Reliable
	PC2		0.837	Reliable
	PC3		0.803	Reliable
	PC4		0.919	Reliable
	PE1	0.871	0.794	Reliable
	PE2		0.822	Reliable
	PE3		0.790	Reliable
	PE4		0.929	Reliable
Emotions towards supermarkets	PM1	0.977	0.975	Reliable
	PM2		0.974	Reliable
	PM3		0.971	Reliable
	PM4		0.973	Reliable
	PM5		0.976	Reliable
	PM6		0.972	Reliable
	PM7		0.972	Reliable
	NE1	0.891	0.880	Reliable
	NE2		0.862	Reliable
	NE3		0.858	Reliable
	NE4		0.883	Reliable
	NE5		0.892	Reliable

Variables	Code	Cronbach's Alpha	CA if item deleted	Information
	NE6		0.863	Reliable
	NE7		0.885	Reliable
Quality perception	QP1	0.855	0.807	Reliable
	QP2		0.810	Reliable
	QP3		0.801	Reliable
	QP4		0.842	Reliable
Repurchase intention	RI1	0.957	0.960	Reliable
	RI2		0.947	Reliable
	RI3		0.941	Reliable
	RI4		0.946	Reliable
	RI5		0.937	Reliable

Source: Researcher Processing

Based on the results of the reliability test in Table 2, all variables in this study showed reliable results with Cronbach's Alpha values that met the reliability requirements, namely if the variables tested had a Cronbach's Alpha value ≥ 0.6. Each variable, including Price Sensitivity, Price Level Perception, Emotions Toward Supermarket, Quality Perception, and Repurchase Intention, had high reliability values, indicating that the instrument used was able to produce consistent and reliable data in measuring the expected concept. Thus, this instrument is declared feasible for use in further research.

Main Test Results

Datamain testused is data that has been filtered according to research criteria. The research criteria in question are data that passes screening and is not outlier data. From these criteria, data from 245 respondents was used as main test data. The use of this data aims to ensure more relevant analysis results and in accordance with research targets.

Respondent Profile

In this study, respondent profile analysis was conducted to provide an overview of the demographic profile and background of the respondents involved. The identified respondent profiles include factors such as gender, domicile, current age, last education, occupation, marital status, personal monthly income, household consumption expenditure, and frequency of shopping at supermarkets per month. This profile analysis is important to understand the composition of the sample used, which can also help in interpreting the results of further research on the factors that influencerepurchase intentionat Superindo. The following are the results of the analysis of respondent characteristics in this study.

Descriptive Analysis

Descriptive analysis in this study aims to describe the profile of respondents and general trends related to the main variables, namely price sensitivity, price level perception, emotions toward supermarket, quality perception, and repurchase intention. By understanding the distribution and characteristics of each variable, this analysis provides important context for in-depth interpretation of the research results. The average value of the variables is grouped into certain categories, helping researchers identify the extent to which respondents feel or experience each variable studied.

The mean value categories in this study are determined as follows:

Table 3. Mean Category

Mean Value	Category
1,000 - 2,199	Very Low
2,200 - 3,399	Low
3,400 - 4,599	Currently
4,600 - 5,799	Tall
5,800 - 7,000	Very high
Source: Researcher Processing	

The results of the descriptive analysis show that most respondents have high price sensitivity with a grand mean of 5.33, indicating that Superindo consumers in Jabodetabek are very sensitive to price. Price perception (price level perception) recorded a grand mean of 4.98, with several indicators showing the perception that prices at Superindo are affordable although there are variations that indicate some respondents consider prices relatively expensive.

Emotions toward supermarket has a grand mean of 5.18, indicating that most respondents have a positive emotional experience when shopping at Superindo. In the quality perception variable, the grand mean reaches 5.44, reflecting consumers' good perception of product quality. Repurchase intention recorded a grand mean of 5.04, indicating that the majority of respondents have the intention to shop again.

Table 4. Descriptive Analysis Results

Variables	Min	Max	Mean	Std. Dev	Information
Price Sensitivity (PS)	1	7	5.33	1.45	Tall
Price Level Perception (PLP)	1	7	4.98	1.48	Tall
Emotions Toward Supermarket (ETS)	1	7	5.18	1.34	Tall
Quality Perception (QP)	1	7	5.44	1.18	Tall
Repurchase Intention (RI)	1	7	5.04	1.48	Tall
Source: Researcher Processing					

These results provide an overview that the research variables have relatively high values, indicating a positive perception from Superindo consumers in Jabodetabek. These findings serve as the basis for further analysis in identifying the relationship between the variables studied and providing strategic insight for management in designing more effective marketing policies.

Research Hypothesis Testing

Hypothesis testing in this study was conducted to evaluate the relationship between variables in the research model, which includes the Direct Influence Test and the Indirect Influence Test. The Direct Influence Test is used to measure the direct relationship between independent and dependent variables without involving mediating variables. Meanwhile, the Indirect Influence Test aims to identify the role of mediating variables in strengthening or bridging the relationship between exogenous and endogenous variables. In this process, testing is also carried out on the significance of the relationship path based on the valuet-statisticand p-value. The results of this test will provide empirical evidence regarding the validity of the proposed hypothesis, as well as

support a deeper interpretation of the dynamics of the relationship between variables in the model.

Here is the requested table:

Table 5. Mean Category

Mean Value	Category
1,000 - 2,199	Very Low
2,200 - 3,399	Low
3,400 - 4,599	Currently
4,600 - 5,799	Tall
5,800 - 7,000	Very high
Source: Researcher Processing	

Table 6. Descriptive Analysis Results

Variables	Min	Max	Mean	Std. Dev	Information
Price Sensitivity (PS)	1	7	5.33	1.45	Tall
Price Level Perception (PLP)	1	7	4.98	1.48	Tall
Emotions Toward Supermarket (ETS)	1	7	5.18	1.34	Tall
Quality Perception (QP)	1	7	5.44	1.18	Tall
Repurchase Intention (RI)	1	7	5.04	1.48	Tall
Source: Researcher Processing					

Discussion

The results of the hypothesis test show that all direct and indirect relationships tested in the research model provide significant findings and support the proposed hypothesis. In the direct effect, all hypotheses (H1-H6) are accepted with a value ofP Valuesbelow 0.05. These results confirm a positive relationship between variables such as price sensitivity, price level perception, emotions toward supermarket, quality perception, and repurchase intention. Meanwhile, on the indirect effect, all mediation hypotheses (H7-H9) are also accepted, indicating that the mediating variables provide a significant contribution in bridging the relationship between price sensitivity and repurchase intention.

As a next step, a comparison between the results of the hypothesis test in this study with the findings from the reference articles and additional articles will be conducted to gain a deeper understanding of the consistency of the research results. By comparing the results of this study with previous studies, we can identify whether the findings obtained are in line with other studies or if there are significant differences. The following table will present a comparison between the hypotheses tested in this study with the results from the reference articles (Cakici & Tekeli, 2022) and additional articles (Roth & Himbert, 2015), and discuss the similarities or differences in the findings found.

Table 7. Comparison of Hypotheses

Hypothesis	Connection	Results	(Cakici & Tekeli, 2022)	(Roth & Himbert, 2015)
H1	PS→ PLP	Supported	Supported*	-

H2	PS → ETS	Supported	Supported**	-
H3	PLP → ETS	Supported	Supported	-
H4	PLP → QP	Supported	-	Supported
H5	QP → RI	Supported	-	Supported
H6	ETS → RI	Supported	Supported***	-
H7	PS → ETS → RI	Supported	-	-
H8	PS → PLP → QP → RI	Supported	-	-
H9	PS → PLP → ETS → RI	Supported	-	-

*. Perception of cheapness
**. Negative emotions
***. Positive emotions
Source: Researcher Processing

Table 4.24 above shows that there are differences in the results of hypothesis testing between this study and the reference article, while for the additional article the results are the same.supported. The differences in the results of hypothesis testing between this thesis and the reference article may be influenced by several factors related to the research context, study design, and characteristics of the samples used. First, the geographical and cultural contexts may affect consumer responses to the variables tested. The reference article was conducted in Mersin, Turkey, with different consumer characteristics compared to consumers in Jabodetabek, Indonesia. Consumption patterns and price perceptions in Indonesia may be different, potentially causing differences in the significance of variables such as price level perception or emotions toward supermarkets. Consumers in Indonesia may be more price sensitive or have a stronger emotional connection with supermarkets, which may affect the relationship between the variables in the model (Chae et al., 2017; Debataraja et al., 2024).

Second, the research design in the reference article separatesprice level perceptioninto two dimensions, namely perception of cheapness and perception of expensiveness, and distinguishing emotions toward supermarket between positive and negative emotions, while in this study, these variables were separated when in the questionnaire but combined again in the hypothesis testing. This can affect the sensitivity of the model to certain effects, where the combination of several subdimensions can reduce the power of the analysis of the specific effects of each dimension. In addition, the characteristics of the sample used in this study, such as age, education level, and income, may differ compared to the sample used in the reference article. Imbalances in sample distribution, for example in terms of age or income, can affect how consumers respond to variables such as price or emotions in purchasing decisions. In addition, different consumption patterns between consumers in Turkey and Indonesia can also affect the results of this study. If consumers in Indonesia are more influenced by emotional relationships with supermarkets, then the effect of emotions on repurchase intention can be stronger compared to the findings in the reference article which shows that negative emotions have no significant effect.

Conclusion

This study found that price sensitivity has a significant effect on price level perception, emotions toward supermarket, and repurchase intention, both directly and through mediating variables. Price level perception functions as an important mediator in the relationship between price sensitivity and quality perception and emotions toward supermarket. Quality perception and emotions toward supermarket also play a strong

mediating role, increasing repurchase intention even when consumers have a high level of price sensitivity. Repurchase intention is directly influenced by emotions toward supermarket and quality perception, emphasizing the importance of building positive perceptions of price, product quality, and a pleasant shopping experience. From a managerial perspective, supermarkets must develop strategies that pay attention to price transparency, product quality, and customer service to create positive perceptions and increase consumer loyalty. This strategy also supports SDG 12 on responsible consumption and SDG 8 on decent work and economic growth. However, this study was limited to the Jabodetabek area and one supermarket chain, making the results difficult to generalize. Further research is recommended to expand the geographical scope, involve different retail chains, and adopt qualitative approaches such as in-depth interviews. The addition of variables such as customer loyalty, promotions, and technology adoption in shopping can also provide a more comprehensive understanding of consumer behavior.

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