
THE INFLUENCE OF PRICE, PRODUCT QUALITY AND E-WOM ON CUSTOMER SATISFACTION AND REPURCHASE INTENTION : STUDY ON MOSLEM DAILY WEAR (HIJAB BUTTONSCARVES PRODUCTS)

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Abstract : *Indonesia is a country with the majority of Muslims in the world. One of the fastest changing trends in Muslim fashion products is hijab. This fact is intended for companies so that they can carry out their business processes in order to retain potential old consumers and get new consumers. This study aims to analyze the effect of price, product quality, and E-WOM on customer satisfaction and repurchase intention. This research method uses quantitative methods with purposive sampling techniques. The questionnaire was distributed online via google form which was distributed to 200 respondents within 1 week. The analysis in this study used Partial Least Square (PLS). The results in this study are that there is a significant influence between price and product quality on customer satisfaction. price and customer satisfaction have a significant influence on repurchase interest. however, this study found that E-WOM has an insignificant effect on customer satisfaction and repurchase interest, and product quality has an insignificant effect on repurchase interest.*

Keywords : *Price, Product Quality, E-WOM, Customer Satisfaction, Repurchase Intention*

I. INTRODUCTION

(Angraini et al, 2020).

Indonesia is a Muslim-majority country in the world. In 2022, Indonesia is in first place with the largest Muslim population. Reporting from the report of The Royal Islamic Strategic Studies Centre (RISSC), the Muslim population in Indonesia is estimated at 237.56 million people (Dataindonesia.id). Therefore, the development of Islam today can be influential in the culture of its people. Such as the consumption patterns of people who are influenced by Islam towards clothing in various circles of Indonesian society (Ades Atika, 2017). With the rapid development of the fashion industry, the company is currently competing in business to carry out various strategies in order to maintain its business and be able to compete to be able to achieve the goals expected by the company

In recent years, there has been an increase in demand for Muslim fashion products. Fashion trends that are currently developing are increasingly diverse choices. Currently, the fashion industry in Indonesia is also in a very rapid development. The existence of a variety of varied fashion models can touch various circles in society, Indonesia has several well-known and large hijab and Muslim fashion brands, such as Rabbani, Elzatta, Zoya, ZM Zaskia Mecaa, and Dian Pelangi. Some of these brands are said to be brands that sell well in the market and have received many positive reviews from the public (ceklist.id).

One of the most rapidly changing Muslim fashion products in changing trends is the hijab, the concept of materialism highlights the hijab as an identity as an important part in building self-image for Muslim women (Alanadoly & Salem, 2022).

Some other brands that are currently developing, one of which is the Buttonsscarves brand. The material used by Buttonsscarves is a material commonly used by other competitors such as Dian Pelangi and Ria Miranda. They also sell quality with voal materials such as Buttonsscarves. Quality is one of the keys to a successful product and also in a highly competitive market (Alanadoly & Salem, 2022).

This is certainly a threat to Buttonsscarves, especially since buttonsscarves have a goal of getting to go international. If Buttonsscarves does not implement various strategies, then buttonsscarves may lose customers because of the high price of its hijab products compared to other competitors who have prices below buttonsscarves hijab products. Especially in the current era, it is stated that consumer satisfaction is the main key that drives interest in repeat purchases because with consumer satisfaction formed through experience and responses from consumer fulfillment in accordance with their expectations, consumers also evaluate and compare producer information which is very important (Ongkowijoyo, 2022).

II. LITERATURE REVIEW

Price

Price is the amount that must be paid by consumers in order to get the product offered by the seller (Basu Swatha, 2003). Products or services that have been priced by the company, can make it easier for customers to interact with the company, where customers can receive products or services and companies can receive some money from customers (Ismail Razak, 2016).

According to angipora (2002) in krisdayanto et al (2018) states that the objectives of pricing are as follows: (1) get maximum profit, (2) get return on investment, (3) prevent or reduce competition, (4) maintain and improve market share.

Product Quality

Quality is the ability of a product to carry out its function (Gaol et al (2016) in Anggraini et al (2020). According to Garvin

and A. Dale (2005), quality in the view of customers is a product that has its own scope that is different from the quality in the view of the manufacturer when issuing a product that is known as actual quality.

According to Kotler and Armstrong (2012), product quality is related to the ability of a product to carry out its functions, being in the overall product, reliability, accuracy, ease of operation and other valuable attributes. Wijaya (2011), stated that product quality is a combination of the overall characteristics of products produced in the marketing, production and maintenance engineering so that the product can be used according to consumer needs.

E-WOM

E-WOM or viral marketing is marketing that uses the internet to create the effect of word of mouth to support marketing efforts and goals (Watu et al., 2021).

E-WOM can be an effective method of disseminating information because with the existence of E-WOM is generally delivered from customers by customers and to customers, so that satisfied customers can indirectly become advertising media for companies, and E-WOM in addition to being an opportunity for a company E-WOM can also be a threat to all businesses that have a history of bad accreditation in the eyes of customers, especially those who have used products from a business(Sabrina, n.d.).

Customer Satisfaction

Consumer satisfaction is a feeling that arises due to the influence of the company's service results on consumer expectations of service from the company to consumers (Gunawan & Azhar, 2020). Lupiyoadi (2014: 228) states that the form of satisfaction is someone who states the results of a comparison of the performance of the product or service received with his expectations.

Customer satisfaction according to (Wantara & Tambrin, n.d.) a measure of how products and services provided to a company can meet and exceed customer expectations. It is said that consumer

satisfaction is the feeling that arises in consumers due to the influence of the company's services and how the products and services provided by the company can meet the expectations of consumers.

Repurchase Intention

Repurchase interest is a consumer's attitude towards buying, consuming, or using goods and services that appear repeatedly within a certain period of time based on consumer experience or positive reactions to goods or services (Priskila & Priskila, 2020).

There is a commitment that arises because of the positive impression of consumers or the satisfaction received in accordance with what is desired from a product. According to (Saidani, 2012) Repurchase interest is the intention to repurchase the product at a future opportunity.

Research Model

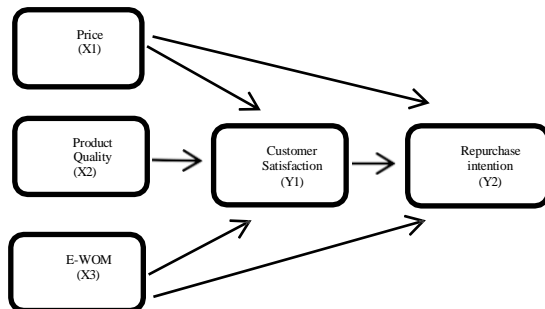


Figure 1. Analysis Model

- H1 : price has a significant positive effect on consumer satisfaction
- H2 : product quality has a positive effect on consumer satisfaction
- H3 : E-WOM has a positive effect on consumer satisfaction
- H4 : consumer satisfaction has a positive effect on repurchase interest
- H5 : price has a positive effect on repurchase interest
- H6 : product quality has a positive effect on repurchase interest
- H7 : E-WOM has a positive effect on repurchase interest

III. RESEARCH METHODS

Population

The population in this study is consumers aged 18 years to over 40 years who know Buttonsscarves hijab products, have bought Buttonsscarves hijab products and have one to more than three hijab products.

Sample

This study used the sampling technique used, namely purposive sampling. The sample of this study is $18 \times 10 = 180$ samples minimum. In this study there were 200 samples obtained of which 18 answers did not meet the criteria, so the total sample obtained in this study was 188 samples.

Data Collection Procedure

The author conducted a survey by distributing questionnaires online through the google form application to consumers of Buttonsscarves hijab products. The survey was conducted for about 1 week through various social media such as Whattsap, Instagram, Telegram.

Variable Operational Definition

Price

Price is operationally defined as the amount set by Buttonsscarves in order for consumers to get the desired product after they pay for the desired product. The indicators used in this study consist of:

- a. Price affordability
- b. Price compatibility with product quality
- c. Price competitiveness
- d. Price compatibility with production benefits

Product Quality

Product quality is defined operationally as the ability of Buttonsscarves products to have valuable attributes. The indicators used in this study consist of:

- a. Performance
- b. Reliability
- c. Quality impression

E-WOM

E-WOM or viral marketing is marketing that uses the internet to create the effect of word of mouth to support marketing efforts and goals. The indicators used in this study consist of :

- a. Read online reviews of other consumer products
- b. Gather information from consumer product reviews over the internet
- c. Consult online
- d. Feelings of worry if someone does not read online reviews before purchase
- e. Increased self-confidence after reading online reviews

Customer Satisfaction

Consumer satisfaction is defined as the feelings that arise in consumers due to the influence of the service from Buttonsscarves and how the hijab products provided by Buttonsscarves can meet the expectations of consumers. The indicators used in this study consist of :

- a. Product Quality
- b. Quality of service
- c. Emotional factors

Repurchase Intention

Repurchase interest is defined as consumer attitudes towards purchasing buttonsscarves hijab products again within a certain period of time due to positive experiences and reactions to buttonsscarves hijab products :

- a. Transactional interests
- b. Referential interests
- c. Preferential interests

Data Analysis Techniques

The above indicators are measured using the Likert scale. In the likert class, respondents were asked to choose whether respondents strongly agreed, agreed, moderately agreed, disagreed, and strongly disagreed with the existence of various kinds of statements.

Partial Last Square (PLS)

This research uses data analysis method using SmartPLS software. This study uses a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). Partial Least Square is a powerful analysis method where this method is not based on many assumptions. It has two stages, namely outer model analysis and inner model analysis.

IV. RESULTS OF RESEARCH AND DISCUSSION

1) Outer Loadings Analysis Convergent Validity

Table 4.1
Outer Loading Values

Variable	Indicator	Outer Loading	Keterangan
<i>Price</i>	P1	0.755	Valid
	P2	0.867	Valid
	P3	0.839	Valid
	P4	0.862	Valid
<i>Product Quality</i>	PQ1	0.914	Valid
	PQ2	0.912	Valid
	PQ3	0.897	Valid
<i>E-WOM</i>	EWOM1	0.780	Valid
	EWOM2	0.671	Valid
	EWOM3	0.770	Valid
	EWOM4	0.631	Valid
	EWOM5	0.802	Valid
<i>Customer</i>	CS1	0.885	Valid

<i>Satisfaction</i>	CS2	0.904	Valid
	CS3	0.909	Valid
<i>Repurchase</i>	RI1	0.914	Valid
<i>Intention</i>	RI2	0.899	Valid
	RI3	0.900	Valid

From the table above, it can be concluded that the outer loading value > 0.60 so that the indicator is declared valid to be an indicator of the latent variable

Discriminant Validity

Table 4.2
Cross Loading

Indicator	Price	Product Quality	EWOM	Customer Satisfaction	Repurchase Intention
P1	0.755	0.279	0.132	0.398	0.479
P2	0.867	0.437	0.285	0.536	0.651
P3	0.839	0.576	0.396	0.690	0.638
P4	0.862	0.488	0.339	0.590	0.621
PQ1	0.489	0.914	0.262	0.675	0.512
PQ2	0.487	0.912	0.277	0.689	0.510
PQ3	0.521	0.897	0.262	0.728	0.574
EWOM1	0.335	0.271	0.780	0.204	0.272
EWOM2	0.265	0.108	0.671	0.125	0.333
EWOM3	0.245	0.241	0.770	0.291	0.313
EWOM4	0.187	0.072	0.631	0.092	0.147
EWOM5	0.281	0.299	0.802	0.354	0.320
CS1	0.670	0.648	0.336	0.885	0.643
CS2	0.611	0.717	0.268	0.904	0.634
CS3	0.550	0.711	0.259	0.909	0.614
RI1	0.699	0.528	0.340	0.656	0.914
RI2	0.629	0.575	0.371	0.681	0.899
RI3	0.638	0.489	0.359	0.561	0.900

Based on table 4.12, the cross loading value shows that the discriminant validity results for each indicator block can be

predominantly assessed as good. It appears that all indicators used in this study are considered valid because they meet discriminant validity, because the value of each indicator block that has a construct must have a higher value compared to other constructs.

Average Variance Extracted (AVE)

Table 4.3
Average Variance Extracted values

	Average Variance Extracted (AVE)
<i>Price</i>	0.809
<i>Product Quality</i>	0.538
<i>E-WOM</i>	0.692
<i>Customer Satisfaction</i>	0.824
<i>Repurchase Intention</i>	0.818

Based on table 4.13 it can be concluded that all constructs have an AVE value of > 0.5 so that from the results obtained it states that the measurement evaluation has good validity through the AVE measurement model.

Composite Reliability and Cronbach's Alpha

Table 4.4
Composite Reliability and Cronbach's Alpha Values

Variable	Cronbach's Alpha	Composite Reliability
<i>Price</i>	0.882	0.927
<i>Product Quality</i>	0.815	0.853
<i>E-WOM</i>	0.867	0.900
<i>Customer Satisfaction</i>	0.895	0.934
<i>Repurchase Intention</i>	0.891	0.931

Data that has a composite reliability value of > 0.7 has high reliability, while the Cronbach alpha value used for constructs is > 0.6 (Hussein, 2015). The table presented below can be proven that this study has good reliability. The following table shows the results of composite reliability > 0.7 and Cronbach's alpha value > 0.60 .

2) Inner Models Analysis R-Square Analysis

Table 4.5
R-Square Values

Variabel	R-Square (R ²)
<i>Customer Satisfaction</i>	0.687
<i>Repurchase Intention</i>	0.621

Based on table 4.16 shows that the value generated by the Customer satisfaction variable is 0.687 and the repurchase intention variable is 0.641. From the results of the repurchase intention of 0.621 obtained, it can be concluded that the variable repurchase intention is influenced by price variables, E-WOM product quality and consumer satisfaction by 62.1% and the remaining 37.9% is influenced by variabl outside the variables studied. The results obtained by the consumer satisfaction variable of 0.687 which means that the customer satisfaction variable is influenced by price, product quality, and E-WOM variables of 68.7% and the remaining 31.3% is influenced by other variables that are not hypothesized in the structural model.

Goodness of Fit (GoF)

Table 4.6
R-Square and Community Values

Variabel	R-square (R ²)	Community
<i>Price</i>		0.809
<i>Product Quality</i>		0.538
<i>E-WOM</i>		0.692
<i>Customer Satisfaction</i>	0.687	0.824
<i>Repurchase Intention</i>	0.621	0.818
	0.654	0.736

It can be seen from the table above, the average R-square value is 0.654 and the average community value is 0.736. This: $GoF = \sqrt{(0.736)(0.654)} = 0.56$

From the results of GoF calculations, it can be seen that the performance between the measurement model and the structural model

has a GoF value of 0.56 (above 0.36), this indicates that the measurement and structural models have a large value.

Hypothesis Testing

To find out whether a hypothesis can be accepted or rejected. Researchers will use a significant alpha value of 0.05 or 5%. The relationship between variables can be said to be significant if the P value is smaller than the predetermined significant value. The following are the P values obtained in this study :

Table 4.7
Hypothesis Testing

Variable	Original Sample (O)	STDEV	T Statistic	P Values
P » CS	0.360	0.052	6.911	0.000
PQ » CS	0.564	0.056	10.036	0.000
EWOM » CS	0.024	0.049	0.489	0.625
CS » RI	0.316	0.088	3.608	0.000
P » RI	0.427	0.063	6.816	0.000
PQ » RI	0.075	0.078	0.953	0.341
EWOM » RI	0.116	0.064	1.813	0.070

Discussion

The Effect of Price on Consumer Satisfaction

Based on the test results shown that price has a significant influence on consumer satisfaction. This result is reinforced by showing the value of tstatistic > 1.96, which is 6,911 > 1.96. this means that the price offered can be a satisfaction for consumers of Buttonsscarves hijab products. This means that the first hypothesis (H1) is accepted. Indicators on price variables have a big influence, namely on the price indicator of buttonsscarves hijab products are good products for the price, and the purpose of these indicators is that hijab products sold by buttonsscarves have prices that are commensurate with the product. This can

make consumers feel satisfied in having hijab products sold by buttons scarves.

The Effect of Product Quality on Consumer Satisfaction

Based on the test results shown that product quality has a significant influence on consumer satisfaction. This result is reinforced by showing the value of t statistic > 1.96 , which is $10,036 > 1.96$. This means that the quality of hijab products offered by Buttons scarves can be a satisfaction for consumers. This means that the second hypothesis (H2) is accepted. This is commensurate with product quality indicators, namely buttons scarves hijab products have quality standards that can last a long time. With the quality of products that can be tread for years, it can increase satisfaction with consumers.

The Effect of E-WOM on Consumer Satisfaction

Based on the test results, it is shown that E-WOM has an insignificant influence on consumer satisfaction. This result is reinforced by showing the value of t statistic < 1.96 , which is $0.489 < 1.96$. This means that the third hypothesis (H3) is rejected. In this study even though people who review on social media have bought and used the product and if people want to buy it again they will definitely see reviews of Buttons scarves hijab products from others to ascertain whether there is a decrease in the quality of hijab products issued by Buttons scarves, with these reviews people will still read reviews of hijab products so that they can know any changes or updates from hijab products Buttons scarves, so that Buttons scarves hijab products found in consumer reviews on social media indicate that the E-WOM variable is not a factor that causes consumer satisfaction.

The Effect of Consumer Satisfaction on Repurchase Interest

Based on the test results, it is shown that consumer satisfaction has a significant influence on repeat purchase interest. This result is reinforced by showing the value of t statistic > 1.96 , which is $3,608 > 1.96$. This means that satisfaction from consumers will

generate consumer repurchase interest to buy Buttons scarves hijab products again. This means that the fourth hypothesis (H4) is accepted. With a sense of satisfaction will arise a sense of buying interest or consumer repurchase interest in the product. This is commensurate with the highest indicator of consumer satisfaction, namely consumers feel satisfied shopping for buttons scarves hijab products because the price offered is equal to the quality provided. This can be a turmoil from consumers with a sense of satisfaction and will soon rebuy Buttons scarves hijab products again.

The Effect of Price on Repurchase Interest

Based on the test results shown that price has a significant influence on repurchase interest. This result is reinforced by showing the value of t statistic > 1.96 , which is $6,816 > 1.96$. This means that the price offered can be a satisfaction for consumers of Buttons scarves hijab products. This means that the fifth hypothesis (H5) is accepted. This study proves that the price of Buttons scarves hijab products can increase consumer repurchase interest, by indicating that price variables are a factor that causes respondents' repurchase interest.

The Effect of Product Quality on Repurchase Interest

Based on the test results, it is shown that product quality has no significant influence on repeat purchase interest. This result is reinforced by showing the value of t statistic < 1.96 , which is $0.953 < 1.96$. This means that the sixth hypothesis (H6) is rejected. Product quality that does not have an influence on repurchase intentions has several factors including the same material differences from several other brands besides Buttons scarves which makes consumers prefer the quality of hijab materials in other brands. And it could also be from previous user experience, namely consumers who have bought Buttons scarves hijab products, it turns out that the material is not in accordance with the same, which is thought to finally choose other products that are comparable but better.

The Effect of E-WOM on Repurchase Interest

Based on the test results shown in table 4.17 that E-WOM has an insignificant influence on repurchase interest. This result is reinforced by showing the value of $t_{\text{statistic}} < 1.96$, which is $1,813 < 1.96$. This means that the seventh hypothesis (H7) is rejected. Based on this hypothesis, it can be said that E-WOM is not effective in influencing the interest in repurchasing Buttonsscarves hijab products because it could be that there are comments that are less persuasive or lack of properties to influence and convince others of Buttonsscarves hijab products. There are also comments that do not highlight the advantages of the Buttonsscarves hijab product so that what is received by others is not optimal and digested properly. There are also few reviews from consumers on social media so that other consumers are hesitant if they want to buy more hijab products and there are few reviews that make consumers also have no confidence if they want to buy Buttonsscarves hijab products.

V. CONCLUSION AND ADVICE

Conclusion

Based on the results of research that has been conducted on the effect of Price, Product Quality, and E-WOM on Customer Satisfaction and Repurchase Intention: Studies on Buttonsscarves hijab products, it can be concluded as follows :

1. Price has a significant effect on consumer satisfaction. this can be interpreted that the first hypothesis (H1) is accepted because the price of hijab products sold by Buttonsscarves has a value commensurate with the product. This can make consumers feel satisfied in having hijab products sold by buttonsscarves.
2. Product Quality has a significant effect on consumer satisfaction. this can mean that the second hypothesis (H2) is accepted Because the quality of buttoscarves hijab products has

quality standards that can last a long time. With the quality of products that can be tread for years, it can increase satisfaction with consumers.

3. E-WOM has no significant effect on customer satisfaction. This can be interpreted that the third hypothesis (H3) was rejected because respondents assumed that the presence of positive and negative statements on social media by reviewing Buttonsscarves hijab products made consumers feel dissatisfied with the reviews on social media, so that Buttonsscarves hijab products contained in consumer reviews on social media.
4. Consumer satisfaction has a significant effect on repeat purchase interest. this can be interpreted that the fourth hypothesis (H4) is accepted because with satisfaction there will arise a sense of buying interest or consumer repurchase interest in the product.
5. Price has a significant effect on repurchase interest. This can be interpreted that the fifth hypothesis (H5) is accepted because the price of Buttonsscarves hijab products is able to increase consumer repurchase interest, by indicating that price variables are a factor that generates respondents' repurchase interest.
6. Product quality has no significant effect on repeat purchase interest. this can be interpreted that the sixth hypothesis (H6) is rejected due to differences in the same material from several brands other than Buttonsscarves which makes consumers prefer the quality of hijab material in other brands.
7. E-WOM has no significant effect on repeat purchase interest. this can be interpreted that the seventh hypothesis (H7) is accepted because E-WOM is not effective in influencing interest in repurchasing Buttonsscarves hijab products because

it could be a less persuasive comment or lack of properties to influence and convince others of Buttons scarves hijab products.

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