

The Influence of Product Availability, Price, and Product Quality on Consumer Repurchase Intention

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Abstract

Repurchase interest is a purchase interest that is based on the purchase experience that has been made in the past. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product. This study aims to see the influence of product availability, price, and product quality on consumer repurchase interest. This study uses a quantitative approach. The sampling method was carried out using the accidental sampling method. The respondents in this study were taken as many as 70 respondents because the number had exceeded the smallest limit of Roscoe's opinion. The data collection technique used by the questionnaire with statements related to variables and in accordance with the research title as well as conducting observations and interviews. The data analysis technique used in this study is quantitative descriptive with multiple linear regression analysis models. Data analysis using SPSS v.20. The results show that product availability and product quality have a partial effect on consumers' repurchase interest, while price has no effect on consumers' repurchase interest. Meanwhile, simultaneously, product availability, price, and product quality affect consumer repurchase interest.

Keywords: *Product Availability, Price, Product Quality, Consumer Repurchase Interest*

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INTRODUCTION

The world of commerce is experiencing intense competition in the sale of products and services in the era of globalization. Because marketing focuses on consumers, it is crucial for businesses. The business world is constantly changing along with consumer desires and the surrounding environment. Increasing consumer needs create opportunities for businesses. This underpins the thinking of business actors to meet consumer needs, desires, and expectations so that they do not switch to competitors despite changes (Hariyanto et al., 2022).

Essentially, all businesses strive to maximize profits to survive in today's highly competitive world (Widayat & Purwanto, 2020). In this situation, companies must be more responsive and agile. Rapid market changes are essential for maximizing profits. Companies must be able to anticipate future opportunities and challenges, so they must keep abreast of economic developments when developing marketing strategies. In other words, these marketing strategies must be more consumer-focused to understand their needs (Suryanisasri & Yusuf, 2023).

We currently live in an era of globalization, where free markets foster intense competition. Therefore, company management must be more careful and look for

opportunities when developing their marketing strategies. Encouraging customers to continue purchasing certain products is the intended marketing strategy. Acquiring new customers is one of the most difficult things in business, but retaining customers is even more difficult. This means businesses must maintain customer loyalty so they continue to use the products they sell. Repeat purchases, also known as "repeat buying," are consumers' tendencies to purchase items from the same store repeatedly within a certain period, based on their previous experiences shopping there. Customers who are loyal to your brand are more likely to make repeat purchases, resulting in increased business sales. Imagine having many loyal customers, of course, sales will also increase. Consumers consider many factors when making purchases, including product availability and price. If the quality, consumer sacrifice, and product availability are commensurate with the costs incurred, customers are willing to pay more if the product is more accessible or if the price is higher. Consumer decisions to purchase a product are influenced by two important factors in product marketing: price and product availability (Sugiharto & Renata, 2020).

The primary factor influencing a buyer's decision is price. The price for a product must be reasonable and commensurate with the quality of the product offered. The high price offered must be commensurate with the benefits the customer will receive. A price that is too low or too high will affect buyer desire. If the price is too high, buyers will switch to a similar product at a lower price, but if the price is too low, buyers will be hesitant with quality product, so that they will not be interested in purchasing the product. Meanwhile, product availability reflects the manufacturer's willingness to supply its products and also reflects consumers' attitudes toward product availability. The more a product aligns with its availability, the greater its impact on consumer purchasing intensity (Sari & Maryam, 2020). In addition to price and product availability, product quality is also a crucial factor influencing consumer purchasing intention. Product quality is a key concern for businesses when creating a product. Quality products are the primary criterion for consumers in selecting products provided by a company. Companies are consistently able to maintain and improve product quality to meet consumer desires. A company's quality products are able to compete with competitors for market share. Product quality encompasses many different objectives, both for producers and consumers. Product quality is an important strategy for increasing product competitiveness and generating consumer satisfaction. Quality motivates customers to build strong relationships with the company. Therefore, businesses can increase customer satisfaction by maximizing satisfying customer experiences and minimizing unpleasant customer experiences (Hariyanto et al., 2022).

UD Rizky Assila Ulfa is the only one factory stone mold paving Which is at in Jl. Batang Kuis-Lubuk Pakam Jl. Sidourip, Tumpatan, Beringin District, which provides convenience for buyers and the local community. Before operating as a paving stone printing factory, UD. Rizky Assila Ulfa is a red brick printer at 2015 to 2019. UD Rizky Assila Ulfa started to change its business into a factory mold rock paving on 2019, based on interviews pre research Which done Researchers say this change occurred due to the proliferation of brick printing in the area, so that company No walk with should the more long the more often experienced losses due to the large number of similar competitors. Over time, the public's need for paving stones continues to increase, this is what underlies UD Rizky Assila Ulfa changing its

business into a paving stone printing factory. Being the only paving stone printing factory in the area makes UD Rizky Assila Ulfa still exist until now and can still compete with its competitors, this is proven by the fact that many consumers still trust to use paving stone products from the factory and it is not uncommon for many consumers to make repeat purchases from the company.

Table 1. Data Sale Ud Rizky Assila Ulfa Month January-May 2024

Month	Year 2024		
	Total Sales	Income	Percentage
January	77,380	Rp. 116,070,000	-
February	80,500	Rp. 120,750,000	4%
March	61,317	Rp. 91,975,000	- 24%
April	35,584	Rp. 53,376,000	- 42%
May	151,486	Rp. 227,229,000	326%

Source: Data processed, 2024

The table above shows the sales volume at UD Rizky Assila Ulfa from January to May 2024. The table shows a 4% increase in sales and revenue in February compared to the previous month. results pre-interview research things This happen Because on month February UD Rizky Assila Ulfa acquired a new customer who made a substantial purchase. In the following month, March, sales declined by -24% from the previous month, due to the company's limited sales. Paving stone production is due to a shortage of raw materials for making paving stones, so the company only sells remaining stock of paving stones. February production and March production were low. In April, sales declined again by -42% due to the same situation as in March. According to pre-research interviews with the owner, clay raw materials are often scarce in March and April due to several factors such as weather and other factors. In May, demand surged due to orders from several consumers to meet project needs. consumer the. It can be seen that sale rock paving on UD Rizky Assila Ulfa continues to grow. To maintain consumer loyalty, the company must maintain product quality. If prices increase, consumers will remain loyal to the company because product quality is maintained. And another thing that must be considered What is maintained is that the company must continue to produce more to ensure product availability in order to meet consumer needs at all times.

Research conducted by Wijayanti & Almaidah (2021) shows that There is an influence of product quality and service quality on repurchase interest mediated by customer satisfaction. Another study conducted by Wardani (2022) stated that product quality indirectly has a positive and significant influence on repurchase decisions, mediated by customer satisfaction. Furthermore, research conducted by Haris et al. (2022) showed that product diversity, price, and service quality have a positive and significant partial influence on consumer satisfaction. Furthermore, consumer satisfaction also partially influences repurchase intention at MR.DIY Tlogomas, Malang City. This research was motivated by *GAP research*. in previous studies. The difference between this study and previous studies is that the research results and research variables are different. In addition, several studies conducted do not There is researchers which specifically researches factories stone printing paving

with these variables. Thus, it can be concluded that the research to be conducted is still relatively new and has not been widely conducted by other researchers. Based on the description of the background of the problem above, a study was conducted with the title "The Influence of Product Availability, Price and Product Quality on Consumer Repurchase Interest in UD Rizky Assila Ulfa. Based on the explanation above, the purpose of this study was to prove the results of new research on the influence of product availability, price, and product quality on consumer repurchase interest at UD Rizy Assila Ulfa.

METHODOLOGY

This study uses a quantitative approach. Quantitative research is a type of research that produces new findings that can be achieved (obtained) using statistical procedures or other methods of quantification (measurement) (Jaya, 2020). The research location was determined purposively, namely UD. Rizky Assila Ulfa. The research period started from April 2024 to September 2024. The population in this study were 70 customers of UD. Rizky Assila Ulfa who made purchases from April to September 2024. The sampling technique used was *non-probability sampling*. According to Sugiyono (2017:82) in Fitria & Ariva (2019) *Non-probability sampling* is a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample. The sampling technique used is saturated sampling. Saturated sampling is a sampling technique in which all members of the population are used as samples. Therefore, the number of samples used in this study was 70 customers of UD. Rizky Assila Ulfa.

The data collection technique used was a questionnaire with statements related to the variables and in accordance with the research title, as well as observations and interviews. Literature study, namely data collection obtained through document data. And literature, that is theory, study previously, And data documentation about overview data company. Variables in this research can be variables independent variables are variables that influence the dependent variable, namely Product Availability (X_1), Price (X_2), and Product Quality (X_3) and the dependent variable (dependent variable) is a variable influenced by the independent variable, namely Consumer Repurchase Intention (Y) (Siregar & Hardana, 2021). The data analysis technique used in this study is quantitative descriptive (Ulfah et al., 2022). Meanwhile, the analysis model used in this study is multiple linear regression analysis. This model aims to predict the value of the dependent variable if the value of the independent variable is known or modified (Aditya et al., 2022). The multiple linear regression equation model can be described by the following formula:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_k X_k + e$$

Information:

Y = predicted value of Y

X_1, X_2, \dots = Variables Independent

b_1, b_2, \dots, b_k = Coefficient regression variables free

a = Constant

X_1 = Availability Product

X_2 = Price

X_3 = Product Quality

e = error of term

RESULTS AND DISCUSSION

Validity Test Results

Validity testing is conducted to measure the validity of a questionnaire. Significance testing is performed by comparing the calculated r with the table r . If the calculated r is greater than the table r , then the statement is considered valid.

Table 2. Results Test Validity Availability Product

Statement	R Count	R Table	Conclusion
P1	0.722		Valid
P2	0.609		Valid
P3	0.646	0.361	Valid
P4	0.747		Valid
P5	0.740		Valid

Source: data processed, 2024

Table 3. Results Test Validity Price

Statement	R Count	R Table	Conclusion
P1	0.793		Valid
P2	0.543		Valid
P3	0.519	0.361	Valid
P4	0.623		Valid
P5	0.793		Valid

Source: data processed, 2024

Table 3. Results Test Validity Quality Product

Statement	R Count	R Table	Conclusion
P1	0.824		Valid
P2	0.513		Valid
P3	0.541	0.361	Valid
P4	0.760		Valid
P5	0.807		Valid

Source: data processed, 2024

Table 4. Results Test Validity Interest Repurchase

Statement	R Count	R Table	Conclusion
P1	0.985		Valid
P2	0.895		Valid
P3	0.819	0.361	Valid
P4	0.591		Valid
P5	0.586		Valid

Source: data processed, 2024

Based on the table above, it can be seen that calculate the *r* value of each variable more greater than the value of *r* in the table, this is it can be concluded that all over questionnaire statements on each variable is valid or legitimate.

Results Test Reliability

Meanwhile, for the reliability test, the variables can be assessed as consistent if the *Cronbach alpha value* is greater than 0.60.

Table 5. Results Test Reliability

Variables	<i>Cronbach Alpha Calculation</i>	<i>Reliability</i>	Concl usion
Availability Product (X1)	0.727	0.60	Reliable
Price (X2)	0.661		Reliable
Quality Product (X3)	0.702		Reliable
Interest Buy Repeat (Y)	0.931		Reliable

Source: data processed, 2024

Based on the table above, it can be seen that the *Cronbach alpha value* for each variable is greater than 0.60, it can be concluded that all variables are reliable.

Results Test Regression Linear Multiple

Test regression linear multiple aim predict mark variables bound If known the value of the independent variable or modified (Aditya et al., 2022). Based on the test results, the following multiple linear regression analysis was obtained:

- The constant value (a) has a positive value of 6.040. The positive sign indicates a unidirectional influence between the independent and dependent variables. show that If all variables independent Which covering availability product (X1), price (X2), and product quality (X3) have a value of 0 percent or have no effect, then the consumer's repurchase interest value is 6.040.
- The regression coefficient value for the product availability variable (X1) is 0.253. This value indicates a positive (unidirectional) influence between the product availability variable and consumer repurchase intention. This means that if the product availability variable increases by 1%, The repurchase intention variable will experience an increase of 0.253, assuming that other variables remain constant.
- The regression coefficient value for the price variable (X2) is 0.100. This value indicates a positive (unidirectional) influence between the price variable and consumer repurchase interest. This means that if the price variable increases by 1%, the consumer repurchase interest variable will increase by 0.100, assuming that other variables remain constant.
- The regression coefficient value for the product quality variable (X3) is 0.098. This value indicates a positive (unidirectional) influence between the product quality variable and consumer repurchase intention. This means that if the product quality variable increases by 1%, then the consumer repurchase intention variable will experience an increase of 0.098, assuming that other variables remain constant.

Results Test Coefficient Determination, Test t, And Test F

This test was conducted to prove the hypothesis in this study. Hypothesis testing done with test coefficient determination, test t, And test F with results as following:

Table 6. Test Coefficient Determination, Test t, And Test F

Variables	Coefficient of Determinatio n	Test		Test	
		t	Sig	F	Sig
Availability Product (X1)		4,027	0,000		
Price (X2)	0.732	0.840	0.404	60,214	0,000
Quality Product (X3)		2,091	0.040		

Data source processed, 2024

The coefficient of determination value is between zero and one. The higher the coefficient of determination value (closer to one), the greater the influence of the independent variable on the dependent variable. bound (Nugraha, 2022). In this study the coefficient value The determination factor is at 0.732 (73.2%). This means that the variable of consumer repurchase intention is jointly influenced by the variables of product availability, price, and product quality, which This means that these variables explain 73.2% of the research, while the remaining 26.8% is explained by variables outside the research. Meanwhile, the t-test is a partial regression coefficient test to determine the partial significance of each independent variable on the dependent variable. The results of the t-test in this study show a value of t count product availability is $4,027 > t$ table 1.668 and significance value $0.000 < 0.050$ then H_0 H_1 is rejected and H_1 is accepted, meaning that product availability has a partial significant effect on consumer repurchase interest. The calculated t value the price is $0.840 < t$ table 1,668 and the significance value is $0.404 > 0.050$, so H_0 is accepted, H_2 is rejected, meaning that price partially has no effect and is not significant. to interest buy repeat consumers. And the calculated t value quality product that is $2,091 > t$ table 1.668 and a significance value of $0.040 < 0.050$, then H_0 is rejected, H_3 is accepted, meaning that product quality partially has a significant effect on consumer repurchase intention. Meanwhile, this F test is conducted to see the influence of independent variables simultaneously on the dependent variable . seen in this study that calculated F value namely $60,214 > F$ table 2,740 and the significance value is $0.000 < \alpha$ 0.05 then it can be concluded that H_0 rejected And H_4 accepted means that simultaneously product availability (X 1), price (X 2) , and product quality (X 3) influence consumer repurchase interest.

Influence Availability Product To Interest Buy Repeat Consumer

The data processing process showed that the product availability variable influences consumer repurchase intention, as measured by a questionnaire with 10 indicator items that have been tested and declared valid. The results of the study indicate that product availability product in a way partial have a significant impact to buying interest repeat Consumers. This research aligns with previous research

conducted by (Yani & Subandoro, 2022), which found that product availability significantly influences consumer repurchase intention and has a positive effect. The availability of a company's products can increase a person's intention to repurchase. Improved product availability will increase consumer purchase intention. Conversely, poorer product availability will decrease consumer purchase intention.

It was further explained that product availability plays a crucial role in consumer repurchase intentions. A greater number of products available can help consumers feel less anxious about running out of the products they use, own, or use. Product availability can also provide higher levels of satisfaction to consumers and tends to increase repeat purchase intentions (Pratama et al., 2023). In practice UD. Rizky Assila Ulfa consistently restocks products to ensure availability. Based on field analysis, all consumers are satisfied with product availability at UD. Rizky Assila Ulfa. The products they need are always available in the store, and UD. Rizky Assila Ulfa's extensive inventory makes it easy for consumers to make repeat purchases, ensuring a sense of security and satisfaction.

Influence Price To Interest Buy Repeat Consumer

The data processing process showed that the price variable had no effect on consumer repurchase intention, as measured by a questionnaire with 10 indicator items that had been tested and declared valid. The results of the study showed that price had no partial and insignificant effect on consumer repurchase intention. This study is inconsistent with the results of previous research conducted by (Haris et al., 2022) which stated that price has an influence on consumer repurchase intention. The price provided by the company for each product can increase consumer purchasing power, because consumer behavior that wants a product tends to look at the price in order to make a purchase.

Establishing an affordable pricing policy based on consumer affordability and a price level commensurate with the quality and benefits of the goods or services offered is assumed to provide consumers with a good orientation to consider when deciding to purchase a product (Santoso & Mahargiono, 2023). Price isn't just a number on a price tag. It also has many forms and plays numerous roles. Price is something that can be controlled and determines whether or not a product is purchased by customers. Price is not only related to company regulations but also takes into account various factors. The affordability or affordability of a product is a relative characteristic. Companies must constantly monitor the prices set by competitors to ensure that their prices are not too high or vice versa. Price plays a strategic role in sales. If the price is too high, the product will be unaffordable for the selected target market or even reduce customer value. Conversely, if the price is too low, the company will struggle. get profit or customer perceive it (Adawiyah) et al., 2022).

However, in practice, based on field analysis, many consumers do not mind the prices offered by UD. Rizky Assila Ulfa, even though they are higher than competitors' prices. This is because consumers are satisfied, even though the prices offered are quite high, they are commensurate with the quality provided. The stone printing industry itself has very fierce competition, with many similar stone producers and changing consumer desires. Pricing strategy is an important factor in attracting consumer interest to buy. The better the implementation of the pricing

strategy This will further attract consumer interest in purchasing the product. UD. Rizky Assila Ulfa should offer product prices that match or are lower than those of competitors. compared to competitors, matter This is done to re-attract consumers' purchasing interest by considering the price offered. Or if you want to set a price If the price is slightly higher, UD. Rizky Assila Ulfa can improve product quality to match the price offered.

Influence Quality Product To Interest Buy Repeat Consumer

In process processing data show that quality variables product influences consumer repurchase intention, as measured by a questionnaire with 10 indicator items that have been tested and declared valid. The results of the study indicate that product quality in a way partial influential significant This research aligns with previous research conducted by Rizal Nur Qudus & Sri Amelia (2022), which found that product quality has a positive influence on consumer repurchase intention. It is crucial for businesses to pay attention to product quality, as poor product quality can reduce consumer repurchase intention, which in turn impacts revenue.

These results reflect that the better the product offered, the greater the consumer's interest in purchasing it. Improving product quality is crucial. If a company can implement product quality improvements, it will be able to continue satisfying consumers and increase sales. amount consumer. In development of a company, Product quality issues will also determine the rapid development of the company (Santoso & Mahargiono, 2023). In practice, based on field analysis results, almost all consumers are satisfied with the quality of UD. Rizky Assila Ulfa's products. Consumers feel that the products sold by UD. Rizky Assila Ulfa have a long shelf life, so consumers do not need to worry about storing the products for a long time. Furthermore, UD. Rizky Assila Ulfa's printed stone products have a distinct advantage over competitors' products. UD. Rizky Assila Ulfa's printed stone products have passed laboratory tests with satisfactory results, which is what gives consumers confidence that the products offered are of guaranteed quality.

Consumer Repurchase Intention

In process processing data show that quality variables product influence on consumer repurchase intention as measured by a questionnaire with 20 indicator items that have been tested and declared valid. The results of the study indicate that simultaneously, product availability, price, and product quality have a significant influence on Consumer repurchase intention. This research aligns with previous research conducted by Rizal Nur Qudus & Sri Amelia (2022), which found that product quality and price positively influence consumer repurchase intention. Research conducted by Yani & Subandoro (2022) also found that product availability and price accuracy positively influence consumer purchasing decisions.

These results reflect that the better the availability of products, the price and quality of the products offered will further increase consumer purchasing interest in the product. In practice, based on the results of field analysis, the price, quality and availability of crackers have a significant influence on consumer repurchase interest. All indicators are able to meet consumer expectations and desires so that customers feel satisfied which has an impact on high customer loyalty to UD. Rizky Assila Ulfa which meets their expectations and desires as consumers, so this can increase

consumer repurchase interest in UD. Rizky Assila Ulfa products. Because it turns out from the results of this study that product availability, price, and product quality are important factors that influence the level of consumer repurchase interest, UD. Rizky Assila Ulfa must pay more attention to these factors. Product availability must still be considered and improved consistently. The price of the printed stone must remain adjusted to the quality of the product offered and of course can compete with competitors.

CONCLUSION

Based on the results of the research conducted and discussed previously, it can be concluded as follows; 1) product availability influences consumer repurchase interest at UD. Rizky Assila Ulfa. The availability of products provided by a company can increase a person's interest in making a repurchase. Better product availability will increase consumer purchasing interest. Conversely, poorer product availability will decrease consumer purchasing interest. 2) price does not influence consumer repurchase interest at UD. Rizky Assila Ulfa. These results indicate that pricing strategy is an important factor in attracting consumer interest to buy. The better the implementation of the pricing strategy, the more it will attract consumers to buy the cosmetic product. However, consumers feel that the price offered by UD. Rizky Assila Ulfa is higher than competitors' prices so that consumers are reluctant to repurchase UD. Rizky Assila Ulfa products. 3) product quality influences consumer repurchase interest at UD. Rizky Assila Ulfa. These results reflect that improving product quality is very important. If the company can implement product quality improvement, the company will be able to continue to satisfy consumers and can increase the number of consumers interested in purchasing the product. 4) Product availability, price, and product quality together influence the repurchase interest of UD. Rizky Assila Ulfa consumers. These results reflect that the better the product availability, price, and quality of the product offered will further increase consumer purchasing interest in the product.

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