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The Influence of Product Quality and Price Perception on Repurchase Interest with Customer Satisfaction as a Mediating Variable

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Abstract

Intense competition in the food and beverage industry requires brands to maintain repurchase interest by delivering product quality and price value that meet consumer expectations and foster customer satisfaction. This study aims to determine the effect of product quality and price perception on repurchase interest, with customer satisfaction as a mediating variable. This study involved samples and populations with a minimum age of 17 years and above, who had purchased and consumed drinks. The number of respondents in this study was determined to be 77, collected using purposive sampling, which is included in the non-probability sampling category. Data analysis used SPSS 24. The results of the study found that product quality has a significant effect on customer satisfaction, price perception has a significant effect on customer satisfaction, product quality has a significant effect on repurchase interest, price perception has no significant effect on repurchase interest, customer satisfaction plays a mediating role in the influence of product quality on repurchase interest, and customer satisfaction plays a mediating role in the influence of price perception on repurchase interest. These findings provide implications in formulating strategies to improve product quality, price perception, and customer satisfaction to encourage repurchase interest.

Keywords

Customer Satisfaction, Price Perception, Product Quality, Repurchase Interest.

1. Introduction

The food and beverage industry is one of the important sectors contributing to Indonesia's economic growth and industrial development (Candra et al., 2023). Its continued expansion is also reflected in the sector's performance during 2025. The food and beverage industry grew by 6.15% in the second quarter of 2025. In the first quarter, the sector contributed 41.15% to non-oil and gas Gross Domestic Product (GDP) and 7.2% to national GDP, while its annual growth reached 6.04% (Adri, 2025). These figures indicate that the food and beverage sector continues to perform well and has considerable market potential. Nevertheless, sectoral growth does not necessarily guarantee that individual brands can maintain consumer demand, particularly in highly competitive product categories.

The carbonated beverage market illustrates this competitive condition. Consumers have access to various brands, flavors, packaging formats, and price points, encouraging manufacturers to continually strengthen the value consumers perceive (Syahrizal & Sigarlaki, 2024). One of the brands competing in this market is Big Cola, a carbonated beverage produced by PT AJE and introduced to Indonesia in 2010 (Eng & Purba, 2025). Big Cola initially attracted consumers through its relatively affordable price positioning. However, its subsequent market performance suggests that price advantages alone may not be sufficient to maintain consumers' interest in repurchasing. Data from the Top Brand Index show that Big Cola's index decreased from 5.60% in 2023 to 5.20% in 2024 and further to 4.50% in 2025 (Top Brand Index, 2025), as shown in Table 1. Because the Top Brand Index incorporates top-of-mind awareness, last usage, and future interest, the decline indicates weakening consumer responses toward the brand, including interest in consuming the product again.

Table 1. Top Brand Index Fizzy Drinks Category (2023-2025)

No.	Brand	TBI 2023	TBI 2024	TBI 2025
1	Coca-Cola	37.70	35.40	36.90
2	Fanta	28.90	24.70	27.60
3	Sprite	18.50	21.10	18.10
4	Pepsi	5.40	7.40	11.60
5	Big Cola	5.60	5.20	4.50

This condition is also associated with concerns regarding Big Cola's product quality, particularly its packaging and product design. Eng and Purba (2025) reported that Big Cola's packaging was perceived as less contemporary and less attractive in terms of visual elements, logo, color combination, and packaging functionality. The relatively large 1-liter and 3-liter bottle sizes may also reduce practicality for consumers. These conditions matter because product quality can shape consumers' evaluations and subsequent repurchase interest. Ahmad and Hafidh (2024) found that product quality is associated with repurchase interest, while Herlansyah and Sigarlaki (2025) similarly found that product quality influences repurchase interest among UHT milk consumers.

Price perception may also influence consumers' evaluations and repurchase interest. When consumers perceive prices as reasonable, affordable, and consistent with the benefits received, they may develop more favorable evaluations of the product. Kulsum et al. (2025) found that price perception positively and significantly affects repurchase interest, while Welsa et al. (2021) reported an insignificant relationship between price perception and repurchase interest. Price perception may also contribute to customer satisfaction, as consumers evaluate the benefits received relative to the price paid.

Customer satisfaction may therefore link product evaluations with repurchase interest. Candra et al. (2023) found that product quality contributes to customer satisfaction, which in turn relates to repurchase interest. Prasetya and Nurmansyah (2024) also demonstrated the relevance of customer satisfaction in the relationship between product quality and repurchase interest. Similarly, Maolana and Marliani (2025) and Syahrizal and Sigarlaki (2024) found that customer satisfaction mediates the relationship between product quality and repurchase interest. Winasis and Sabar (2024) and Amalia and Nurtiahiadi (2024) found that customer satisfaction mediates the relationship between price perception and repurchase interest.

However, previous studies have mostly examined product quality and price perception as separate determinants of repurchase interest, while their combined effects through customer satisfaction remain less explored, particularly among Big Cola consumers. This study addresses this gap by integrating product quality and price perception as antecedents of repurchase interest, with customer satisfaction as a mediator. This integrated framework provides a more comprehensive perspective on repurchase interest amid Big Cola's declining Top Brand Index performance. Accordingly, this study examines the effects of product quality and price perception on repurchase interest and the mediating role of customer satisfaction.

2. Literature Review and Hypothesis Development

2.1. Product Quality, Price Perception, and Customer Satisfaction

Expectation Confirmation Theory (ECT) provides the underlying theoretical framework for this study's conceptual model. Oliver's (1980) ECT explains customer satisfaction as the result of comparing initial expectations with the actual performance of a product or service. Satisfaction occurs when perceived performance meets or exceeds expectations, creating positive confirmation. In this context, product quality and price perception represent important factors that can shape consumers' evaluations of their consumption experience. Tjiptono (2016) defines product quality as consumers' evaluation of a product's advantages and disadvantages in relation to their expectations or needs. Similarly, Maryanto (2021) explains that product quality reflects the actual condition of a product, where quality products meet established standards and qualifications and perform their intended functions. From the ECT perspective, product quality contributes to confirmation when the product's actual performance meets or exceeds consumer expectations, thereby increasing satisfaction. Empirical studies by Sunarya and Jamaludin (2022), Syahrizal and Sigarlaki (2024), and Ahmad and Hafidh (2024) found that product quality has a positive and significant effect on customer satisfaction. Thus, better perceived product quality is expected to increase customer satisfaction.

Price perception also relates to the comparison between consumer expectations and the value received. Aningtyas (2022) describes price perception as consumers' understanding of the costs required to obtain a product or service by considering its value and benefits. Ramdhani and Widyasari (2022) similarly view it as consumers' interpretation of price information in determining the amount of money required for a purchase. When perceived price is reasonable and consistent with the benefits received, positive confirmation may occur, increasing satisfaction. This relationship is supported by Amalia and Nurtiahiadi (2024) and Maolana and Marliani (2025), who found that price perception positively and significantly affects customer satisfaction. Therefore, the following hypotheses are proposed:

H1: Product quality has a positive effect on customer satisfaction.

H2: Price perception has a positive effect on customer satisfaction.

2.2. Product Quality, Price Perception, and Repurchase Interest

Product quality is an important consideration in shaping consumers' willingness to repurchase a product. Consumers who perceive that a product consistently delivers good quality and meets their expectations are more likely to consider purchasing it again in the future. Positive experiences with product quality can strengthen consumers' confidence in the product and reduce uncertainty when making subsequent purchasing decisions. Jaisy and Hafidh (2025) found that product quality has a positive and significant effect on repurchase interest. Nurtjahjadi (2024) supports this finding, showing that product quality also positively and significantly influences repurchase interest. These findings indicate that improvements in perceived product quality may encourage stronger consumer interest in repurchasing. Therefore, higher product quality is expected to contribute positively to repurchase interest.

Price perception is also an important factor that may influence consumers' decisions to repurchase. When consumers perceive that the price of a product is reasonable, affordable, and consistent with the benefits obtained, they may develop a favorable evaluation that encourages future purchasing decisions. Appropriate price perception can therefore strengthen consumers' willingness to maintain a relationship with a product or brand. Kulsum et al. (2025) found that price perception has a positive and significant effect on repurchase interest. Similarly, Andriani and Nurtjahjadi (2025) reported that price perception significantly influences repurchase interest. These findings suggest that more favorable price perceptions are associated with stronger repurchase interest. Thus, price perception is expected to have a positive effect on repurchase interest.

H3: Product quality has a positive effect on repurchase interest.

H4: Price perception has a positive effect on repurchase interest.

2.3. Customer Satisfaction on Repurchase Interest

Customer satisfaction refers to the consumer's evaluation of whether the performance of a product or service meets their prior expectations. Tufahati et al. (2021) explained that customer satisfaction arises from comparing perceived performance with expectations after consuming or using a product or service. Consumers tend to feel satisfied when the experience meets or exceeds their expectations, whereas performance below expectations may result in dissatisfaction. Similarly, Ramdhani and Widyasari (2022) described customer satisfaction as a feeling of pleasure or disappointment that emerges after consumers use a product and evaluate whether its performance corresponds with their expectations.

Repurchase interest refers to consumers' tendency or willingness to purchase a product again or continue using a particular brand in the future. Syahrizal and Sigarlaki (2024) defined repurchase interest as consumers' readiness to repurchase a product or continue using a brand, while Herinama and Setiawan (2024) emphasized that it may arise from positive previous experiences and satisfaction. Consistent with Oliver (1980), satisfied consumers are more likely to repeat their consumption behavior because positive experiences encourage future purchasing decisions. Empirically, Lestari et al. (2023) found that customer satisfaction has a positive and significant effect on repurchase interest, indicating that higher satisfaction is associated with stronger interest in repurchasing. Therefore, customer satisfaction is expected to positively influence repurchase interest.

H5: Customer satisfaction has a positive effect on repurchase interest.

2.4. Customer Satisfaction as a Mediating Variable

ECT explains that customer satisfaction emerges from an evaluation of the relationship between initial expectations and the actual performance or consumption experience an individual perceives (Oliver, 1980). When the experience meets or exceeds consumers' initial expectations, positive confirmation occurs and contributes to satisfaction. In the context of food and beverage products, this satisfaction may extend beyond the immediate consumption experience and influence consumers' subsequent behavioral responses, including their interest in repurchasing. Thus, customer satisfaction can serve as a mechanism through which consumers' evaluations of product attributes and price translate into repurchase interest.

Regarding product quality, consumers who perceive a product as reliable, consistent, and capable of meeting their expectations are more likely to feel satisfied, which can then strengthen their interest in purchasing the product again. Maolana and Marliani (2025) found that customer satisfaction mediates the effect of product quality on repurchase interest. Syahrizal and Sigarlaki (2024) further supported this finding, demonstrating a similar mediating role of customer satisfaction in the relationship between product quality and repurchase interest. Price perception can also contribute to satisfaction when consumers perceive the price as reasonable and consistent with the benefits received. Winasis and Sabar (2024) found that customer satisfaction mediates the influence of price perception on repurchase interest. Similarly, Amalia and Nurtiahiadi (2024) confirmed that customer satisfaction mediates this relationship.

H6: Customer satisfaction mediates the effect of product quality on repurchase interest.

H7: Customer satisfaction mediates the effect of price perception on repurchase interest.

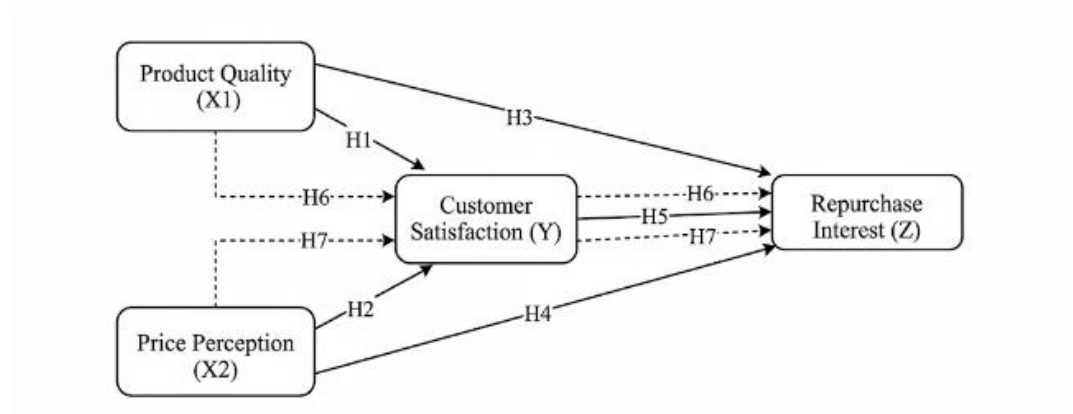


Figure 1. Conceptual Model

Figure 1 illustrates the proposed research framework, which examines the relationships among product quality, price perception, customer satisfaction, and repurchase interest. Product quality is expected to influence consumers' evaluations of the product and, in turn, shape their satisfaction and willingness to repurchase. Similarly, price perception reflects how consumers assess the fairness and value of the price, which may affect both customer satisfaction and repurchase interest. Customer satisfaction is positioned as a mediating variable through which product quality and price perception may indirectly influence repurchase interest, while both variables are also expected to directly affect consumers' repurchase decisions.

3. Methods

This study uses a quantitative approach to analyze the influence of product quality and price perception on repurchase interest, with customer satisfaction as a mediating variable for Big Cola drinks in Greater Bandung. The data collection instrument is a Google Form-based questionnaire that uses a Likert scale. The study population includes male and female consumers domiciled in Greater Bandung, with a minimum age of 17 years and above who have previously purchased and consumed Big Cola drinks at least twice in the past month. The age criteria are determined based on the assumption that they are cognitively competent enough to complete the statements contained in the questionnaire. The sample in this study is 5 times the number of indicators (15 indicators); although the target sample size is at least 75 respondents, the researcher determined 77 respondents. The sample selection methodology used is purposive sampling, which is included in non-probability sampling.

The indicators used in this study are based on several previous studies. Product quality is measured through five indicators: color, appearance, portion, aroma, and flavor (Shidqi & Nurmansyah, 2024). Price perception is measured through three indicators: price affordability, price suitability with purchasing power, and price suitability with expectations (Nurtjahjadi & Budianti, 2023). Customer satisfaction is measured through three indicators: feelings of fulfilled expectations, perceived decision accuracy, and perceived experience (Herlansyah & Sigarlaki, 2025). Meanwhile, repurchase interest is measured through four indicators: transactional interest, referential interest, preferential interest, and exploratory interest (Febrianto, 2021).

Before the analysis, the instrument was tested for validity and reliability to ensure data quality. The classical assumption tests carried out included normality tests, multicollinearity tests, and heteroscedasticity tests. Data analysis was conducted using multiple linear regression in SPSS version 24. Mediation testing was conducted using the Sobel Test method using an online calculator developed by Preacher and Hayes (2004). The research location was in Greater Bandung, and a conceptual model was designed to identify the relationship between variables that influence consumer repurchase interest in Big Cola.

4. Results

The results present the characteristics of respondents and the findings of the hypothesis testing to examine the relationships among product quality, price perception, customer satisfaction, and repurchase interest in Big Cola beverages. The analysis provides an empirical basis for assessing both the direct and mediating effects among the study variables.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Age	17–22 years	43	55.8
	23–28 years	28	36.4
	35–40 years	2	2.6
	≥40 years	4	5.2
Gender	Female	54	70.1
	Male	23	29.9
Residence	Bandung Regency	28	36.4
	Bandung City	26	33.8
	Cimahi City	17	22.1
	West Bandung Regency	6	7.8
Occupation	University student	47	61.0
	School student	9	11.7

Characteristics	Category	Frequency	Percentage (%)
	Entrepreneur	7	9.1
	Private-sector employee	6	7.8
	Others	6	7.8
	Civil servant	2	2.6
Monthly Income	< IDR 1,500,000	44	57.1
	IDR 1,500,000–5,000,000	26	33.8
	> IDR 5,000,000	7	9.1
Purchase and Consumption Frequency	Twice within the last month	77	100.0
Awareness of Big Cola	Aware	77	100.0

Table 2 presents the characteristics of the 77 respondents. Most respondents were aged 17–22 years (55.8%) and 23–28 years (36.4%), with females accounting for 70.1% and males 29.9%. Geographically, most respondents lived in Bandung Regency (36.4%) and Bandung City (33.8%), followed by Cimahi City (22.1%) and West Bandung Regency (7.8%). In terms of occupation, university students dominated the sample (61%), followed by school students (11.7%), entrepreneurs (9.1%), private-sector employees (7.8%), others (7.8%), and civil servants (2.6%). Monthly income was predominantly below IDR 1,500,000 (57.1%), followed by IDR 1,500,000–5,000,000 (33.8%) and above IDR 5,000,000 (9.1%). All respondents were aware of Big Cola and had purchased and consumed it twice within the last month (100%). These characteristics provide the demographic, geographic, and behavioral context for interpreting the subsequent data analysis.

Table 3. Validity and Reliability Test Results

Variable	Item	r-count	Cronbach's Alpha	Information
Product Quality (X1)	X1.1	0.455	0.660	Valid & Reliable
	X1.2	0.654		
	X1.3	0.693		
	X1.4	0.675		
	X1.5	0.770		
Price Perception (X2)	X2.1	0.756	0.647	Valid & Reliable
	X2.2	0.883		
	X2.3	0.680		
Customer Satisfaction (Y)	Y1	0.754	0.704	Valid & Reliable
	Y2	0.813		
	Y3	0.826		
Repurchase Interest (Z)	Z1	0.763	0.731	Valid & Reliable
	Z2	0.660		
	Z3	0.792		
	Z4	0.763		

All research instruments were valid and reliable. All questionnaire items had calculated r values exceeding the r table value of 0.2638, confirming their validity. The reliability test also showed that all variables had Cronbach's Alpha values above 0.60. Table 3 presents the validity and reliability test results for all research instruments. All questionnaire items are considered valid because their r-count values range from 0.455 to 0.883, exceeding the r-table value of 0.263. The Cronbach's Alpha values for product quality (0.660), price perception (0.647), customer satisfaction (0.704), and repurchase interest (0.731) indicate that all variables meet the reliability criterion. Therefore, all questionnaire items demonstrate adequate validity and reliability and are considered suitable for further statistical analysis to examine the relationships among the variables included in the research model.

In order to facilitate descriptive analysis, it is necessary to categorize, there are five interval classes from the lowest to the highest score, category 1 with a score between 1.00-1.80 is very bad, category 2 with a score between 1.81-2.60 is bad, category 3 with a score between 2.61-3.40 is neutral, category 4 with a score between 3.41-4.20 is good, and category 5 with a score between 4.21-5.00 is very good

Table 4. Descriptive Analysis

Variable	Item	Mean	Variable Average	Criteria
Product Quality (X1)	X1.1	4.1688	4.012	Good
	X1.2	3.9870		
	X1.3	4.1818		
	X1.4	3.7143		
	X1.5	4.0130		
	Total	20.0649		
Price Perception (X2)	X2.1	4.3766	4.151	Good
	X2.2	4.0390		
	X2.3	4.0390		
	Total	12.4546		
Customer Satisfaction (Y)	Y1	3.7532	3.826	Good
	Y2	3.8312		
	Y3	3.8961		
	Total	11.4805		
Repurchase Interest (Z)	Z1	3.8961	3.795	Good
	Z2	3.8831		
	Z3	3.5195		
	Z4	3.8831		
	Total	15.1818		

Table 4 presents the descriptive analysis based on responses from 77 respondents. All variables were categorized as good based on their respective average scores. Product quality obtained the highest item mean of 4.1818, with a variable average of 4.012. Price perception recorded a variable average of 4.151, indicating favorable perceptions among respondents. Customer satisfaction obtained an average of 3.826, while repurchase interest recorded an average of 3.795. These results indicate that respondents generally perceived product quality, price, customer satisfaction, and repurchase interest positively, as all variables met the good category criteria.

Table 5. Normality Test Results

Description	Asymp. Sig
Equation 1	0.096
Equation 2	0.200

Based on Table 5, it is known that the results of the classical assumption test from the first equation, namely for the variables product quality and price perception towards customer satisfaction, obtained the results of the normality test with a significance value of $\text{sig} = 0.096 > 0.05$. The second equation, namely for the variables product quality, price perception, and customer satisfaction towards repurchase interest, obtained the results of the normality test with a significance value of $\text{sig} = 0.200 > 0.05$, which shows that the data are normally distributed.

Table 6. Multicollinearity & Heteroscedasticity Test Results

Model	Equation 1		Equation 2		Equation 1	Equation 2
	Tolerance	VIF	Tolerance	VIF	Sig	Sig
Product Quality	0.707	1.414	0.591	1.692	0.388	0.253
Price Perception	0.707	1.414	0.652	1.534	0.620	0.094
Customer Satisfaction	-	-	0.627	1.595	-	0.060

Table 6 presents the results of the multicollinearity and heteroscedasticity tests. For Equation 1, product quality and price perception have tolerance values of 0.707 and VIF values of 1.414. For Equation 2, the tolerance and VIF values are 0.591 and 1.692 for product quality, 0.652 and 1.534 for price perception, and 0.627 and 1.595 for customer satisfaction, respectively. All tolerance values exceed 0.10, while all VIF values are below 10. These results indicate that multicollinearity is not present in either regression equation. The heteroscedasticity test also shows significance values above 0.05 for all variables in both equations, namely 0.388 and 0.253 for Equation 1 and 0.620, 0.094, and 0.060 for Equation 2. Therefore, the regression models do not exhibit heteroscedasticity, indicating that the assumption of homoscedasticity is satisfied.

The heteroscedasticity test of the first equation shows the significance values for each variable: product quality (0.388) and price perception (0.620). Furthermore, the second equation shows the significance values for each variable: product quality (0.253), price perception (0.094), and customer satisfaction (0.060) Sig.> 0.05, the regression model is free from heteroscedasticity, meaning there are no independent variables that affect the absolute residual value.

Table 7. Path Relationship Results

Equation	Path Relationship	β	t	Sig.
Equation 1	Constant $\rightarrow$ Customer Satisfaction	1.518	0.998	0.322
	Product Quality (X1) $\rightarrow$ Customer Satisfaction (Y)	0.300	3.815	0.000
	Price Perception (X2) $\rightarrow$ Customer Satisfaction (Y)	0.317	2.500	0.015
Equation 2	Constant $\rightarrow$ Repurchase Interest	-0.310	-0.235	0.815
	Product Quality (X1) $\rightarrow$ Repurchase Interest (Z)	0.369	4.994	0.000
	Price Perception (X2) $\rightarrow$ Repurchase Interest (Z)	-0.084	-0.739	0.462
	Customer Satisfaction (Y) $\rightarrow$ Repurchase Interest (Z)	0.794	7.947	0.000

Table 7 presents the results of the path analysis examining the effects of product quality and price perception on customer satisfaction, as well as their effects on repurchase interest through customer satisfaction. The first regression equation is $Y = 1.518 + 0.300X1 + 0.317X2$. The results indicate that product quality has a positive and significant effect on customer satisfaction, as its coefficient is positive and the significance value is below 0.05. Similarly, price perception has a positive and significant effect on customer satisfaction, indicating that better perceptions of price are associated with higher customer satisfaction.

The second regression equation is $Z = -0.310 + 0.369X1 - 0.084X2 + 0.794Y$. The results show that product quality has a positive and significant effect on repurchase interest, while customer satisfaction also has a positive and significant effect on repurchase interest. In contrast, price perception has a negative and

statistically insignificant effect on repurchase interest because its significance value exceeds 0.05. These findings indicate that product quality and customer satisfaction directly contribute to repurchase interest, whereas price perception does not have a significant direct effect.

Table 8. Sobel Test Results

Mediation Path	a	b	Sa	Sb	t-value	P-value
Product Quality → Customer Satisfaction → Repurchase Interest	0.300	0.794	0.079	0.100	3.425	0.000
Price Perception → Customer Satisfaction → Repurchase Interest	0.317	0.794	0.127	0.100	2.381	0.017

Based on Table 8, customer satisfaction has a mediating role in the influence of product quality and price perception on repurchase interest. The results of the Sobel test produce a t-value for customer satisfaction as a mediator of the influence of product quality on repurchase interest of 3.425, greater than the t-table value of 1.992. Meanwhile, the results of the Sobel test produce a t-value for customer satisfaction as a mediator of the influence of price perception on repurchase interest of 2.381, greater than the t-table value of 1.992. This shows that customer satisfaction can mediate the influence of product quality and price perception on repurchase interest.

5. Discussion

The findings show that product quality positively and significantly influences customer satisfaction among Big Cola consumers in Greater Bandung. This indicates that consumers tend to experience higher levels of satisfaction when they perceive the quality of Big Cola products as meeting their expectations. Product quality may be reflected in the product's taste, freshness, consistency, packaging, and its ability to provide the benefits consumers expect. This finding supports the research by Purnami et al. (2023) and Syahrizal and Sigarlaki (2024), which found that product quality positively and significantly influences customer satisfaction. Therefore, maintaining and improving product quality is important for creating favorable consumer experiences and strengthening satisfaction with Big Cola products.

In addition to product quality, price perception also has a positive and significant influence on customer satisfaction. This finding indicates that consumers' perceptions of whether the price paid is reasonable, affordable, and appropriate in relation to the benefits received can contribute to their satisfaction with Big Cola drinks. When consumers perceive the price as offering appropriate value, they are more likely to feel satisfied with their purchasing experience. This result is consistent with previous research by Hermawan et al. (2021) and Maolana and Marliani (2025), which showed that price perception has a positive and significant effect on customer satisfaction. Thus, a favorable price perception can contribute to the formation of positive consumer evaluations of Big Cola products.

The findings also show that product quality positively and significantly influences repurchase interest. Consumers who perceive Big Cola as having good product quality are more likely to be interested in purchasing the product again. This suggests that positive experiences with the beverage's quality can encourage consumers to consider Big Cola as an alternative for future purchases. This result is in line with the findings of Krisna et al. (2023) and Jaisy and Hafidh (2025), which stated that product quality has a positive and significant effect on repurchase interest. In contrast, price perception does not significantly affect repurchase interest. This finding indicates that consumers' perceptions of price alone are not sufficient to directly encourage their interest in repurchasing Big Cola. This result

is consistent with Welsa et al. (2021) and Fadillah and Ludiya (2024), who found that price perception did not positively affect repurchase interest. This may indicate that consumers consider other factors, particularly product-related experiences, when deciding whether to repurchase.

Furthermore, customer satisfaction positively and significantly influences repurchase interest. Higher satisfaction with Big Cola products is associated with greater interest in making repeat purchases. This finding supports Lestari (2023), who found that customer satisfaction positively and significantly influences repurchase interest. Customer satisfaction therefore represents an important factor connecting consumers' previous experiences with their future purchasing interests. The mediation results also demonstrate that customer satisfaction mediates the influence of product quality on repurchase interest. This finding supports Syahrizal and Sigarlaki (2024) and Maolana and Marliani (2025), indicating that good product quality can enhance satisfaction, which subsequently contributes to consumers' interest in repurchasing Big Cola products. Finally, customer satisfaction also mediates the influence of price perception on repurchase interest. This result is consistent with Amalia and Nurtiahiadi (2024) and Winasis and Sabar (2024), suggesting that although price perception does not directly influence repurchase interest, a favorable perception of price can contribute to satisfaction, which subsequently encourages consumers to consider repurchasing Big Cola products.

6. Conclusion

This study concludes that product quality and price perception have positive and significant effects on customer satisfaction among Big Cola consumers in Greater Bandung. Product quality also has a positive and significant effect on repurchase interest, whereas price perception does not have a significant direct effect on repurchase interest. Furthermore, customer satisfaction positively influences repurchase interest and mediates the effects of both product quality and price perception on repurchase interest. These findings indicate that customer satisfaction represents an important mechanism through which product-related evaluations can contribute to consumers' interest in repurchasing Big Cola.

The study provides scientific implications for marketing management literature by strengthening understanding of the relationships among product quality, price perception, customer satisfaction, and repurchase interest, particularly in the carbonated beverage industry. From a managerial perspective, PT AJE Group should maintain and improve product quality, particularly product appearance and aroma consistency, while considering more attractive and practical packaging designs. Management should also maintain price levels that are consistent with consumers' perceived value and purchasing power. In addition, consistent product quality and effective distribution can strengthen customer satisfaction and support repeat purchases.

This study is limited to Big Cola consumers in Greater Bandung, with a relatively small sample of 77 respondents, which limits the generalizability of the findings to other regions and beverage brands. Future research could involve larger samples and broader geographical coverage to obtain more comprehensive findings. Further studies may also incorporate other relevant variables, such as brand image, promotion, brand trust, or perceived value, to provide a broader understanding of factors influencing customer satisfaction and repurchase interest.

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