
The Influence of Price, Product Quality, and Digital Marketing on Repurchase Intention of 'So Soft' (Environmentally Friendly) Detergent: The Role of Customer Loyalty as an Intervening Variable

Ahmad Masjhur¹, Sigit Hermawan², Rifdah Abadiyah³

Abstract:

This study aims to analyze the impact of price, product quality, and digital marketing on the repurchase interest of the environmentally friendly detergent 'So Soft,' with customer loyalty as an intervening variable. The research was conducted in Sidoarjo District, Sidoarjo Regency, with respondents aged 17-45 years. The research method used is quantitative, with data collection through a questionnaire distributed online via Google Forms, resulting in a sample of 100 respondents. Primary data collection in this study used a Likert Scale questionnaire distribution technique. Data analysis was conducted using SEM-PLS with SmartPLS software. The findings reveal that price, product quality, and digital marketing have a positive and significant effect on purchase interest, both directly and through customer loyalty as a mediating variable. This finding emphasizes the importance of an integrated marketing strategy that considers these three aspects to enhance customer loyalty and encourage purchase interest. The company should focus on competitive pricing, improving product quality, and implementing effective digital marketing strategies to build strong customer loyalty. High customer loyalty, in turn, will increase consumer purchase interest. The study also highlights the crucial role of customer loyalty as a bridge between the company's marketing strategies and consumer purchasing behavior, underscoring the importance of building long-term relationships with customers as a key to business success.

Keywords: Price, Product Quality, Digital Marketing, Repurchase Intention, Customer Loyalty, Environmentally Friendly Detergent

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1. Introduction

In the household cleaning industry, "So Soft (Environmentally Friendly)" detergent has gained significant popularity. However, for the continued success of this product, it is essential for the company to understand the factors that influence consumer repurchase interest (Tanjung et al., 2022). Previous studies have highlighted price,

¹ Magister of Management, Faculty of Business, Law and Social Sciences Universitas Muhammadiyah Sidoarjo, Indonesia. akhmadmasjhur@gmail.com

² Magister of Management, Faculty of Business, Law and Social Sciences Universitas Muhammadiyah Sidoarjo, Indonesia. sigithermawan@umsida.ac.id

³ Magister of Management, Faculty of Business, Law and Social Sciences Universitas Muhammadiyah Sidoarjo, Indonesia. rifdahabadiyah@umsida.ac.id

product quality, and digital marketing as key variables influencing repurchase intention, but there remains a gap in understanding the relationship between these factors and customer loyalty as an intervening variable. Therefore, this study aims to address this gap through a more comprehensive analysis.

Eco-friendly detergents are designed to minimize negative environmental impacts. This development stems from growing concerns over environmental issues and the need to reduce pollution caused by conventional detergents, which often contain harmful chemicals like phosphates and synthetic surfactants (Prata, 2018). In recent decades, increasing awareness of environmental protection has driven the creation of detergents that are safer and more sustainable. These detergents typically use natural, biodegradable ingredients, and are packaged in environmentally friendly materials (Schäfer & Schmidt, 2021; Yusri, 2020). As a result, switching from conventional detergents to eco-friendly alternatives helps reduce the adverse effects on water, soil, and the broader environment (Khulafair, 2024).

Price is a key factor influencing consumer repurchase interest (Sahana & Muni, 2022). An affordable or competitive price can increase repurchase interest, while a high price may deter consumers. Product quality also significantly impacts repurchase intention, with customers more likely to repurchase high-quality products (Rut Winasis & Sabar, 2024). Digital marketing, which plays an increasingly vital role, allows brands to connect with consumers, share product information, and foster strong relationships, thus influencing repurchase interest (Lufiati & Suparna, 2023). Customer loyalty is another important determinant. Consumers who are loyal to the "So Soft" brand are more likely to repurchase the product. Factors like consumer satisfaction, positive experiences, and a strong relationship with the brand contribute to customer loyalty, which in turn acts as an intervening variable linking price, product quality, and digital marketing to repurchase intention (Natalia & Suparna, 2023).

The phenomenon of a positioning gap for So Soft in the East Java market highlights interesting dynamics. Despite its eco-friendly advantages, So Soft faces challenges in capturing a larger market share, largely due to economic factors and consumer behavior. Although consumer awareness of eco-friendly products has grown, the market share of these products remains limited, partly due to low purchasing power and intense competition (Ekapratwi et al., 2018). Despite this, the liquid detergent market in Indonesia shows positive growth, with an annual growth rate of 40.78% (Kabargress.com, 2015), signaling potential for growth if effective marketing and consumer education strategies are implemented.

Previous studies have explored the relationship between competitive pricing and repurchase intention (Santoso, 2015; Wahyudi & Lestari, 2021), but few have investigated the interaction between pricing, product quality, and digital marketing in the context of eco-friendly products. Moreover, previous research has not adequately examined the role of digital marketing as a factor influencing customer loyalty and repurchase intention (Harjanto & Lestari, 2021). Research by Dwivedi et al. (2019) has explored digital marketing strategies in increasing repurchase intention but has

not specifically addressed the "So Soft" eco-friendly detergent. Thus, this study seeks to bridge this gap by analyzing how price, product quality, and digital marketing influence repurchase intention, with customer loyalty serving as an intervening variable.

This research aims to explore the various factors that influence consumer repurchase intention of "So Soft (Environmentally Friendly)" detergent, focusing on price, product quality, and digital marketing, with customer loyalty as an intervening variable. Specifically, the study seeks to determine how price affects repurchase interest, how product quality influences consumer decisions, and how digital marketing plays a role in shaping repurchase intention. Additionally, the research will examine the impact of price, product quality, and digital marketing on customer loyalty, as well as the relationship between customer loyalty and repurchase intention. Moreover, the study aims to understand how customer loyalty mediates the effect of price, product quality, and digital marketing on repurchase intention, thus providing a comprehensive understanding of the factors that drive consumer behavior toward eco-friendly detergents.

2. Theoretical Background

Price

Economic theory states that price is a crucial factor influencing consumer purchasing decisions. Research by (Kotler & Keller, 2022). In the context of the environmentally friendly detergent 'So Soft,' the product price has a significant impact on repeat purchase interest. Research by (Johnson, 2024) shows that competitive prices and alignment with product value can increase consumer repurchase interest.

Product Quality

Product quality has a significant impact on consumer perception of the brand.(Keller, 2021) Study by (Smith & Brown, 2022) it indicates that the quality of the detergent 'So Soft' plays a crucial role in shaping a positive brand image in the eyes of consumers, which in turn affects their repurchase interest.

Product quality is an important factor that affects customers' repurchase interest (Sunaryo & Nanang Suryadi, 2023). In the context of the detergent "So Soft (Eco-Friendly)," product quality can encompass effectiveness in removing stains, the freshness of the scent produced, and whether the product is safe for the environment. High product quality can lead to increased customer satisfaction and encourage repeat purchases. Product quality also becomes crucial in maintaining customer loyalty, as customers are more likely to choose products that provide a good usage experience and satisfactory results.(Fitrianis, Santoso, Andriani, Claudia & Nurfadillah, 2022). Therefore, this study will investigate the effect of product quality on the repurchase intention of 'So Soft (Eco-Friendly)' detergent, considering the role of customer loyalty as an intervening variable.

Digital Marketing

Digital marketing strategies are increasingly becoming a focus in the post-year era (Ryan & Jones, 2023). The research shows that creative and informative digital marketing strategies can enhance consumer awareness and repeat purchase interest.(Smith, 2024)

Digital marketing is a marketing strategy that uses digital media to promote and market products or services to consumers.(Belias, , Rossidis, Ntalakos, & Trihas, 2023). In this study, digital marketing has an impact on the repurchase interest in the 'So Soft (Environmentally Friendly)' detergent with customer loyalty as an intervening variable. Digital marketing makes the 'So Soft' detergent more accessible to consumers through various online platforms, such as websites, social media, or online advertisements. Additionally, digital marketing can provide complete and accurate information about the product to potential customers.(Erwin et al., 2023) Thus, digital marketing can increase consumer repurchase interest in the 'So Soft' detergent and create higher customer loyalty. Therefore, it is important for the company to optimize digital marketing strategies in promoting and marketing the 'So Soft' detergent to enhance repurchase interest and customer loyalty.

Customer Loyalty

Customer loyalty plays a crucial role as an intervening variable that connects these factors with repurchase interest; loyal customers tend to have a high interest in repurchasing a particular brand.(Putra, & Prasetyawati, 2021). In the context of the detergent 'So Soft,' factors such as good customer service and consistent quality can build strong loyalty.(Fresno, Muthiah, Arthananda, Larasati & Istijanto, 2022)

Customer loyalty is an important factor in maintaining business continuity.(Oktavianti, 2023) This also applies in the detergent industry, including the 'So Soft (Eco-Friendly)' detergent. Customer loyalty can be influenced by several factors, including product price, product quality, and digital marketing.(Toton, 2022). This research aims to examine the influence of price, product quality, and digital marketing on repurchase interest in detergent, with customer loyalty as an intervening variable. The research variables are formulated based on an understanding of the importance of these factors in affecting repurchase interest and customer loyalty in the detergent industry.(Siti Nurhasanah et al., 2023) By understanding the influence of these variables, it is hoped that the company can improve their marketing strategies and maintain customer satisfaction.

The Influence of Price on Repurchase Interest of So Soft Detergent (Environmentally Friendly)

Price is one of the key factors affecting consumer repurchase interest in environmentally friendly detergent products like So Soft. Consumers tend to compare So Soft's price with other conventional detergents, considering that eco-friendly products are often perceived as more expensive. If So Soft's price is deemed affordable and commensurate with the benefits it offers, this can increase repurchase interest. Conversely, if the price is considered too high, consumers may switch to cheaper alternatives, even if they are less environmentally friendly.(Haque-Fawzi et

al., 2022) However, consumers with high environmental awareness might be more tolerant of premium prices for eco-friendly products like So Soft. They appreciate the added value of using natural ingredients and the positive impact on the environment.(Kim & Lee, 2023) Therefore, So Soft's pricing strategy needs to consider the balance between price competitiveness and positioning as a premium eco-friendly product. By offering value that matches its price, So Soft can build consumer loyalty and encourage repeat purchases in the long term.

The Influence of Product Quality on Repurchase Interest of So Soft Detergent (Environmentally Friendly)

Product quality plays a crucial role in influencing consumer repurchase interest, especially for products like So Soft detergent that claims to be environmentally friendly. When consumers perceive that a product has good quality, they are likely to be more satisfied and have a positive experience with its use. This can include the detergent's effectiveness in cleaning clothes, its softness on fabrics, a pleasant aroma, and its ability to remain environmentally friendly. Consistent quality that meets consumer expectations can build trust and loyalty towards the So Soft brand. Additionally, in the context of environmentally friendly products like So Soft, product quality also reflects the company's commitment to sustainability.(Rizky Wahyu Septiawan et al., 2023) Environmentally conscious consumers are more likely to make repeat purchases if they believe that the product truly offers ecological benefits without compromising performance. Factors such as biodegradability, the use of natural materials, and recyclable packaging can enhance the perceived quality of the product in the eyes of environmentally aware consumers.(Lindh et al., 2016) Thus, high-quality products that align with environmentally friendly values can significantly increase consumer repurchase interest in So Soft detergent.

The Influence of Digital Marketing on Repurchase Interest of So Soft Detergent (Environmentally Friendly)

Digital marketing has become a key strategy in influencing repeat purchase interest among consumers, including for environmentally friendly products like So Soft. Through various digital platforms such as social media, websites, and email marketing, companies can reach a broader audience and target potential customers more effectively. Well-designed digital campaigns can enhance brand awareness, highlight the advantages of eco-friendly products, and build stronger relationships with customers. This, in turn, can drive repeat purchase interest as consumers become more familiar with and trust the So Soft brand.(Az-Zahra & Sukmalengkawati, 2022) Additionally, digital marketing allows companies to gather valuable customer data and analyze consumer behavior more deeply. With a better understanding of consumer preferences and buying habits, So Soft can tailor its marketing strategies to be more effective in driving repeat purchase interest. For example, through personalized marketing messages, targeted special offers, and digital loyalty programs, the company can enhance customer retention and encourage repeat purchases. Furthermore, digital platforms also enable two-way interactions between the brand and consumers, facilitating direct feedback and building a community around the eco-friendly values embraced by So Soft, thus strengthening emotional bonds and customer loyalty to the product.(Sifwah et al., 2024)

The Influence of Price on Customer Loyalty of So Soft Detergent (Environmentally Friendly)

Price is an important factor that can influence customer loyalty to environmentally friendly detergent products like So Soft. When the price is set at the right level—affordable yet reflective of the product's quality—customers are likely to feel they are getting value for their money. This can encourage repeat purchases and enhance loyalty. However, if the price is perceived as too high compared to the benefits received or other product alternatives on the market, customers might switch to more economical brands.(Yulistiana et al., 2018) On the other hand, So Soft, as an eco-friendly detergent, has its own added value that can justify a premium price to a certain extent. Consumers with high environmental awareness may be willing to pay more for products that align with their values. In this case, a slightly higher price can be acceptable as long as So Soft continues to provide good quality and remains consistent in its commitment to environmental sustainability. However, it is important for the company to remain mindful of customer price sensitivity and ensure that the added value of this eco-friendly product is communicated effectively to consumers to maintain and enhance their loyalty.(Kristiana & Diana Aqmala, 2023)

The Influence of Product Quality on Customer Loyalty of So Soft Detergent (Environmentally Friendly)

Product quality plays a crucial role in building customer loyalty, especially for eco-friendly products like So Soft detergent. Customers who value environmental sustainability tend to be more selective in choosing products and are more likely to remain loyal to brands that consistently meet or exceed their expectations. In the case of So Soft, high product quality combined with its eco-friendly benefits can create significant added value for consumers. This not only fulfills their practical needs for clean clothes but also aligns with their personal values related to environmental protection.(Dewi et al., 2022) Customer loyalty driven by superior product quality can have a long-term positive impact on the So Soft brand. Satisfied customers are more likely to make repeat purchases, recommend the product to others, and even become strong brand advocates. This can lead to sustainable business growth through increased market share and reduced costs of acquiring new customers. Additionally, loyal customers are often more tolerant of price changes and more willing to try new products released by the same brand, providing opportunities for So Soft to further develop its eco-friendly product line.(R. Wulandari & Cashadi, 2022)

Pengaruh Digital Marketing Terhadap Loyalitas Pelanggan Detergent So Soft (Ramah Lingkungan)

Digital marketing has a significant impact on the customer loyalty of the environmentally friendly detergent So Soft. Through effective digital marketing strategies, So Soft can reach a wider audience and target consumers who are environmentally conscious. Digital campaigns allow So Soft to educate customers about the benefits of their eco-friendly products, create brand awareness, and build stronger relationships with consumers. Interactions through social media, informative content, and quick responses to customer questions or complaints help build trust and enhance the overall customer experience. Additionally, digital marketing allows So

Soft to gather valuable customer data, which can be used for personalizing messages and offers.(Sudirjo et al., 2023) By understanding customer preferences and behaviors, So Soft can tailor their marketing strategies to be more effective in retaining customer loyalty. Digital loyalty programs, such as reward points or exclusive deals for loyal customers, can be easily implemented through digital platforms. This not only encourages repeat purchases but also creates a sense of exclusivity among loyal customers. With a strong environmental message and the right digital strategy, So Soft can build a customer base that is not only loyal but also becomes active brand advocates within the online community.(Wibowo, 2024)

The Influence of Customer Loyalty on So Soft (Environmentally Friendly) Repurchase Interest

Customer loyalty has a significant impact on the repurchase interest in So Soft's environmentally friendly products. When customers feel satisfied and loyal to a brand, they are more likely to have a greater desire to make repeat purchases. In the context of So Soft, loyal customers not only value the quality of the products but also appreciate the company's commitment to the environment. This creates a strong emotional bond between the customers and the brand, encouraging them to continue supporting products that align with their values.(Amin, 2023) Additionally, customer loyalty also plays a role in creating positive word-of-mouth, which can expand So Soft's customer base. Loyal customers are more likely to recommend the product to friends and family, thereby increasing awareness and interest in this environmentally friendly product. As a result, not only do existing customers show a high interest in repurchasing, but there is also potential for attracting new customers who are interested in trying and then becoming loyal to So Soft. Thus, customer loyalty becomes a key factor in maintaining and boosting the sales of So Soft's environmentally friendly products in the long term.(Pratiwi & Sayang Telagawathi, 2021)

The Influence of Price on Repurchase Interest of So Soft Detergent (Environmentally Friendly) Through Customer Loyalty as an Intervening Variable

Price is an important factor that can influence consumers' repurchase interest in a product, including eco-friendly detergents like So Soft. In this context, a competitive price that aligns with the quality of the product can encourage consumers to make repeat purchases. However, the relationship between price and repurchase interest is not always direct; it can be mediated by other factors such as customer loyalty. Customer loyalty acts as an intervening variable that can either strengthen or weaken the impact of price on the repurchase interest in So Soft detergent.(Harita, 2022) When consumers are satisfied with the offered price and the quality of the product they receive, they tend to become loyal to the brand. Loyal customers are more likely to make repeat purchases, even when there are price changes within a certain range. Therefore, an appropriate pricing strategy can not only directly increase the likelihood of repeat purchases but also build customer loyalty, which in turn will encourage long-term repeat buying.(Nasrifah, 2022)

The Influence of Product Quality on Repurchase Interest of So Soft Detergent (Environmentally Friendly) Through Customer Loyalty as an Intervening Variable

Product quality plays a crucial role in influencing consumer repurchase interest, especially for eco-friendly products like So Soft detergent. When consumers perceive that a product has good quality, they are likely to feel satisfied and are more inclined to make future repurchases. In the context of eco-friendly detergent, product quality not only includes effectiveness in cleaning clothes but also its impact on the environment. If So Soft is proven to be effective in cleaning while being environmentally friendly, it can enhance consumers' positive perception of the product's quality, which in turn can drive repurchase interest. Customer loyalty acts as an intervening variable in the relationship between product quality and repurchase interest. When consumers consistently feel satisfied with the quality of So Soft, they are likely to become loyal to the brand.(Priti Sera & Blasius Manggu, 2023) Loyal customers are not only more likely to make repeat purchases but also tend to recommend the products to others. This loyalty strengthens the relationship between product quality and repeat purchase interest, as loyal customers are generally more tolerant of price fluctuations or minor changes in the product and are more likely to remain loyal to the So Soft brand in the long term. Thus, focusing on improving product quality can build customer loyalty, which ultimately drives sustained repeat purchase interest.(Wicaksono, 2022)

The Influence of Digital Marketing on Repurchase Interest of So Soft Detergent (Environmentally Friendly) Through Customer Loyalty as an Intervening Variable

Digital marketing has become a key strategy in increasing consumer repurchase interest, including for environmentally friendly products like So Soft detergent. Through various digital platforms, companies can effectively and efficiently communicate messages about the benefits and advantages of their products. A well-targeted digital campaign can enhance consumer awareness about the importance of using eco-friendly products and build a positive image of the So Soft brand as a responsible choice for the environment. This has the potential to encourage consumers to make repeat purchases and recommend the product to others.(Kurniawati, 2022) Customer loyalty plays a crucial role as an intervening variable in the relationship between digital marketing and repeat purchase intention. When digital marketing strategies succeed in creating positive experiences and strengthening the relationship between consumers and the So Soft brand, it can enhance customer loyalty. Loyal customers tend to have an emotional attachment to the brand and are more likely to make repeat purchases. Additionally, they may become brand advocates who voluntarily promote products through social media and word-of-mouth, thereby expanding marketing reach and increasing repeat purchase interest among new consumers.(Riyanto & Muchayatin, 2023)

The Influence of Price, Product Quality and Digital Marketing on Repurchase Interest of So Soft Detergent (Environmentally Friendly) Through Customer Loyalty as an Intervening Variable

In the digital era and with increasing environmental awareness, factors such as price, product quality, and digital marketing strategies play a crucial role in influencing consumer repurchase interest in eco-friendly products like So Soft detergent. These three elements work synergistically to shape consumer perception and experience, which in turn can drive customer loyalty. Competitive pricing that still reflects the product's value, consistent quality that matches its eco-friendly claims, and effective digital marketing strategies that communicate the product's message and value have the potential to create a long-term relationship between consumers and the brand. (Az-Zahra & Sukmalengkawati, 2022) Customer loyalty acts as an intervening variable that bridges the impact of the three factors on repurchase interest. Loyal customers tend to have an emotional bond with the brand and are more likely to make repeat purchases, even in the face of competitive offers from other brands. In the context of eco-friendly So Soft detergent, this loyalty can also be reinforced by the sense of consumer satisfaction in contributing to environmental preservation through their product choices. (Damaiyanti et al., 2023) Thus, understanding and managing the dynamics between price, product quality, digital marketing, and customer loyalty becomes crucial in maintaining and increasing consumer repurchase interest in the eco-friendly detergent product So Soft.

3. Methodology

Types of Research

Penelitian ini, menggunakan metode penelitian kuantitatif dengan menerapkan rumus slovin untuk menentukan besar sampel yang representatif. (Sari et al., 2022) This research adopts a quantitative approach, using Slovin's formula to determine a representative sample size from the studied population. The quantitative method is chosen for its ability to collect data that can be quantified and statistically analyzed, allowing researchers to explore and measure relationships between variables with precision. This approach enables objective hypothesis testing and generalization of results to a broader population, while providing a strong foundation for analyzing the impact of price, product quality, and digital marketing strategies on repurchase interest in So Soft detergent, considering customer loyalty as an intervening variable. By employing this method, the research aims to produce findings that can be validated and contribute to a deeper understanding of the factors influencing consumer behavior in the context of eco-friendly products.

Population and Sample

The population in this study consists of consumers who use the "So Soft (Environmentally Friendly)" detergent in the Sidoarjo area. This study limits the population to consumers with specific characteristics related to the use of the "So Soft (Environmentally Friendly)" detergent. The target population includes individuals who have used this detergent product, with the condition that they have used it at least once. Geographical limitations are also applied, with respondents required to reside in the Sidoarjo area. This criterion is set to ensure that respondents have sufficient experience and knowledge about the product, enabling them to provide valid assessments of the variables studied, such as price, product quality, and the

effectiveness of digital marketing. By restricting the population in this way, the study aims to obtain relevant and accurate data from consumers who are genuinely familiar with the "So Soft (Environmentally Friendly)" detergent, allowing for a more precise analysis of the factors influencing repurchase interest and customer loyalty to the product.

The sample represents all common attributes among the population. In this study, the sampling method used is accidental sampling. This method is chosen as a way to select respondents from the predetermined population. Accidental sampling is a non-probability technique where subjects are chosen due to their accessibility and proximity to the researcher. (Sugiyono, 2019) Respondents will be selected from consumers who are encountered by chance and meet the criteria as users of the "So Soft (Environmentally Friendly)" detergent at the research location specified. The sampling process will continue until the required number, i.e., 100 respondents, is reached. Although this method has limitations in terms of generalizing results, it is considered practical and efficient for this research, especially given the specific characteristics needed from respondents.

To determine the appropriate sample size, the researcher applies the Slovin formula considering the substantial population size due to the large number of the population. The research sample consists of 100 randomly selected respondents to provide feedback on the factors of price, product quality, and digital marketing that influence their repurchase interest. (Ginting et al., 2023) Here's the Slovin's formula used by the researcher. Slovin's formula is used to calculate the required sample size from a population with a specific level of accuracy. The formula is: (Prasetyo & Putri, 2022)

$$n = \frac{N}{1 + N(e^2)}$$

Where:

- n = sample size
- N = population size
- e = margin of error (desired error rate)
- In this study, the margin of error (e) used was 0.10 (10%). So the calculation in determining the sample in this study is as follows:

$$n = \frac{22341}{1 + 100(0.10^2)}$$

$$n = \frac{22341}{224,41}$$

$$n = 99,55$$

After performing the calculations above, the sample size for this study was determined to be 99.55, which was then rounded up to 100 participants. The researchers in this study chose to use a questionnaire featuring a Likert scale. This scale is specifically designed to measure behaviors, opinions, and perceptions of individuals or groups, particularly in relation to social phenomena. (Smith & Brown, 2023) The Likert scale operates on a range of values from 1 to 4, where a rating of 1 indicates strong disagreement and a rating of 4 indicates strong agreement with the

statements presented in the questionnaire.

Data Collection Technique

The data collection technique used in this study is a questionnaire distributed to respondents. The respondents involved in this study are consumers who have used the "So Soft (Eco-Friendly)" detergent. (Kota & Kusumastuti, 2022) This questionnaire contains questions related to product usage experience, pricing, product quality, and the impact of digital marketing on repurchase interest. Additionally, it includes questions about customer loyalty as an intervening variable. The purpose of this questionnaire is to collect data on consumer perceptions of the "So Soft (Eco-Friendly)" detergent and the factors influencing repurchase interest. The primary data collection phase in quantitative research involves the use of questionnaires. (Syahrizal & Jailani, 2023) The distribution of the questionnaire was conducted online through Google Forms and social media channels. The demographics studied include individuals aged 17-45 years living in Sidoarjo Regency, totaling 22,341 individuals. Data collection used a Likert scale with five levels: 1 (Very Poor), 2 (Poor), 3 (Fair), 4 (Good), and 5 (Very Good) (Sugiyono, 2019).

Data Analysis Techniques

To test the relationships between the involved variables, this study uses SEM-PLS (Structural Equation Modeling-Partial Least Squares) application. (Salamun, Tukan & Tutuhatunewa, 2023). The SEM-PLS method is a statistical technique used to analyze structural equation models and understand the relationships between variables. In this study, Slovin's formula is used to determine the sample size needed to achieve the desired level of confidence. (Cheah, Magno, F & Cassia, 2023) The Slovin's formula is a commonly used method for determining the sample size in a large population. (Ika Yuli Novianty et al., 2022) By using a quantitative research method and applying the Slovin formula, this study has a strong framework for collecting and analyzing the required data. Then, by using the SEM-PLS application, this study can analyze the relationships between the involved variables and understand their impact on the repurchase interest in the environmentally friendly So Soft detergent through customer loyalty as an intervening variable. (Sarstedt & Liu, 2024)

The use of PLS (Partial Least Squares) involves measuring the model (outer model) to test the validity and reliability of variables from indicators, measuring the structural model (inner model) to test the effects between latent variables, and hypothesis testing by comparing t-table and t-statistic values. Several measurement criteria used include convergent validity, discriminant validity, composite reliability, and Cronbach's alpha for the outer model, and R-square, Q-square, and GoF (Goodness of Fit) for the inner model. Hypothesis testing is performed by comparing the probability of t-table values and t-statistic values with a significance level of $\alpha = 5\%$. When $t\text{-statistic} > t\text{-table}$, it means the hypothesis is supported or accepted, such as:

- a. If the probability of the result ≥ 0.05 , then the hypothesis is rejected.
- b. If the probability of the result ≤ 0.05 , then the hypothesis is accepted.

Operational Definition**Price (X1)**

The price is the monetary value that consumers must pay to obtain So Soft detergent. This price includes the retail price listed on the product as well as any discounts or promotions that may be offered. (Septiani & Fadillah, 2022) The indicators for price are: (Kotler & Armstrong, 2018)

1. Price Affordability
2. Price Match with Product Quality
3. Price Competitiveness
4. Price Match with Benefits

Product Quality (X2)

The quality of the product is the ability of the detergent 'So Soft' to meet or exceed consumer expectations in terms of cleanliness and garment care. It is assessed based on cleaning effectiveness, environmental friendliness, and impact on clothing. (Nurdianti et al., 2024) The indicators of product quality are: (Rambat, 2015)

1. Performance
2. Reliability
3. Feature
4. Durability

Digital Marketing (X3)

Digital marketing is a strategy for promoting So Soft detergent through digital media and online platforms. This includes social media promotion, online advertising, email marketing, and other digital content aimed at promoting the product. (Haque-Fawzi et al., 2022) The indicators of digital marketing are: (Raga et al., 2021)

1. Interactivity
2. Incentive Programs
3. Site Design
4. Cost/Transaction

Repurchase Interest (Y)

Repurchase interest is the tendency of consumers to buy So Soft detergent again in the future based on previous experience. It is measured by the consumer's intention to make a repeat purchase and recommend the product to others. (Rendy Irwanto & Tjipto Subroto, 2022) The indicators of repurchase interest are: (Hasan, 2018)

1. Transactional Interest
2. Referential Interest
3. Preferential Interest
4. Explorative Interest

Customer Loyalty (Z)

Customer loyalty is the consumer's commitment to continue using So Soft detergent and not switching to other brands. This loyalty is reflected in the frequency of repeat purchases and the positive attitude of consumers towards the So Soft brand. (Mashuri, 2020) The indicators of customer loyalty are: (Tjiptono, 2019)

1. Making Repeat Purchases
2. Recommending to Others
3. Not Intending to Move
4. Talking About Positive Things

4. Empirical Findings/Result

Research Subject Overview

Here is an overview of the research subjects in this study, including their gender, age, and length of employment. Below are the characteristics of the research sample.

Table 1. Characteristics of Research Sample

Characteristics	Amount
Gender	
Female	67
Male	33
Total	100
Age	
20 – 25 years	15
25 – 30 years	36
< 30 years	49
Total	100
Education	
Elementary and Junior High School / Equivalent	36
High School / Equivalent	43
S1 / S2	21
Total	100

Source: Processed data, 2024

This study involves a sample consisting of 100 respondents with diverse characteristics. In terms of gender, there is a dominance of females, with 67 individuals, while the number of male respondents is 33. This composition indicates that the study has a larger representation from the female perspective. Regarding age, the sample is divided into three main groups. The largest group comprises respondents over 30 years old, totaling 49 individuals. The second-largest group includes respondents aged between 25 and 30 years, numbering 36 individuals. Meanwhile, the youngest age group, 20 to 25 years, is represented by 15 individuals. This age distribution shows that the majority of respondents are in adulthood and have relatively mature life experiences.

In terms of educational background, the sample shows an interesting variety. The largest group consists of respondents with high school education or equivalent, totaling 43 individuals. This is followed by a group with elementary and junior high school education or equivalent, comprising 36 individuals. Meanwhile, respondents with higher education (Bachelor's/Master's) amount to 21 individuals. This composition reflects the diversity of educational levels in the sample, which can provide a range of perspectives on the researched topic. The characteristics of the

sample provide a comprehensive picture of the respondents' demographics in the study. The diversity in gender, age, and educational background can enrich the research findings by offering various viewpoints and experiences.

Descriptive Analysis

Table 2. Descriptive Analysis

No	Variable	Average
1	Price	4,065
2	Product Quality	3,865
3	Digital Marketing	3,9675
4	Mina Repurchase	4,015

Source: Processed data, 2024

Descriptive analysis is necessary to provide an overview of how respondents perceive the variables of price, product quality, digital marketing, and repurchase interest. Based on the descriptive statistics shown in Table 2 regarding the research variables, the following can be outlined: Respondents' perception of the price variable received the highest average value of 4.065 (generally, respondents showed a very positive/strong agreement). For the product quality variable, the average was 3.865 (generally, respondents showed agreement/positive response). Meanwhile, respondents' perception of the digital marketing variable had an average of 3.9675 (generally, respondents showed agreement/positive response). Finally, respondents' perception of the repurchase interest variable had an average of 4.015 (generally, respondents showed a very positive/strong agreement). From this descriptive analysis, it can be concluded that respondents have a very positive perception of price and repurchase interest, and a positive perception of product quality and digital marketing. This indicates that all four variables are rated favorably by respondents, with price and repurchase interest receiving particularly high appreciation.

Measurement Model Analysis

The data analysis approach for this research utilizes Partial Least Squares (PLS) based on Smart PLS version 4. Essentially, PLS is a Structural Equation Modeling (SEM) approach that is more comprehensive compared to previous methods. SEM provides a deeper level of analysis by integrating theory and data, and can trace paths through latent variables; hence, SEM is commonly used in social science research.

Outer Model

The purpose of SmartPLS measurement is to determine the relationship between latent variables and various indicators. This measurement model is divided into two tests: validity test and reliability test, as follows:

1. Validity Test

The validity test this time covers several aspects of data testing using the Smart-PLS 4 application to process the data in detail, referring to the references and limitations or requirements of each test. The results obtained from the data processing are as follows:

a. Convergent Validity Test

Convergent Validity testing involves verifying the accuracy of questionnaire statements. This stage includes testing validity, which encompasses convergent validity and AVE (Average Variance Extracted) scores. Convergent Validity testing examines the Outer Loading section, while the AVE score is assessed through Construct Reliability and Validity.

Table 3. Results of Convergent Validity Test (Outer Loading)

	Price	Product Quality	Digital Marketing	Customer Loyalty	Purchase Interest
H1	0.789				
H2	0.806				
H3	0.811				
H4	0.727				
KP1		0.819			
KP2		0.791			
KP3		0.780			
KP4		0.766			
DM1			0.811		
DM2			0.816		
DM3			0.857		
DM4			0.783		
LP1				0.763	
LP2				0.836	
LP3				0.797	
LP4				0.774	
MB1					0.742
MB2					0.717
MB3					0.757
MB4					0.771

Source: Data Processing (2024)

Table 4. Results of the Validity Test of Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Information
Price	0.615	Valid
Product Quality	0.623	Valid
Digital Marketing	0.668	Valid
User Loyalty	0.629	Valid
Purchase Interest	0.558	Valid

Source: Data Processing (2024)

The Convergent Validity Test, as explained in the Data Analysis Techniques, requires that the Outer Loading values exceed the critical value of >0.7 . Referring to Table 1, the Outer Loading values for each loading factor are all marked in "Green," indicating that they have exceeded the specified threshold (>0.7). Furthermore, Table 2 shows that the Average Variance Extracted (AVE) values for each Latent Variable exceed the threshold of >0.5 .

Therefore, it can be concluded that all statement items are considered "Convergent Valid." Additionally, the variables exhibit good convergent validity since the AVE values exceed 50% of the variance explained by the indicators for each latent variable.

b. Discriminant Validity Test

Table 5. Discriminant Validity – Cross Loadings

	Digital Marketing	Price	Product Quality	Customer Loyalty	Purchase Interest
DM1	0.811	0.544	0.720	0.572	0.653
DM2	0.816	0.484	0.642	0.482	0.579
DM3	0.857	0.507	0.616	0.569	0.605
DM4	0.783	0.432	0.571	0.561	0.608
H1	0.499	0.789	0.499	0.520	0.561
H2	0.419	0.806	0.478	0.521	0.596
H3	0.506	0.811	0.597	0.530	0.597
H4	0.468	0.727	0.565	0.486	0.534
KP1	0.644	0.560	0.819	0.576	0.659
KP2	0.545	0.582	0.791	0.581	0.637
KP3	0.644	0.505	0.780	0.511	0.577
KP4	0.641	0.498	0.766	0.494	0.585
LP1	0.540	0.525	0.530	0.763	0.578
LP2	0.523	0.506	0.543	0.836	0.660
LP3	0.523	0.468	0.525	0.797	0.587
LP4	0.543	0.578	0.581	0.774	0.616
MB1	0.491	0.488	0.501	0.547	0.742
MB2	0.518	0.451	0.600	0.468	0.717
MB3	0.591	0.567	0.572	0.603	0.757
MB4	0.625	0.650	0.649	0.662	0.771

Source: Data Processing (2024)

This time, the Discriminant Validity test uses the parameter or criterion of Cross Loadings to conduct the data testing process. The Discriminant Validity test requires that the Cross Loadings values or the construct loadings be greater than their Cross Loadings. As seen from Table 3, the Cross Loadings values for each construct are greater than their Cross Loadings values. Therefore, it can be concluded that all variables are considered 'Discriminant Valid'.

2. Reliability Test

Table 6. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho c)
Digital Marketing	0.834	0.889
Price	0.790	0.864
Product Quality	0.798	0.868
Customer Loyalty	0.803	0.872
Purchase Interest	0.738	0.835

Source: Data Processing (2024)

The Reliability Testing involves tests that generally consist of 2 (two) important aspects, each with specific critical value requirements that must be met, namely: Cronbach's Alpha (>0.7) and Composite Reliability (>0.8). In the following table, it can be confirmed that each variable's value has exceeded the established critical value requirements; therefore, it can be stated that all data are reliable and have passed the reliability test.

Inner Model

After conducting the Feasibility Test of the Instrument (Outer Model) and reviewing the results of the feasibility test above, it can be confirmed that all variables have passed the first stage of testing. Next, the researcher will proceed to the second stage, which is the Structural Model Test (Inner Model). In this second stage, the testing

process is carried out to examine the relationships between latent variables, as shown in the image below:

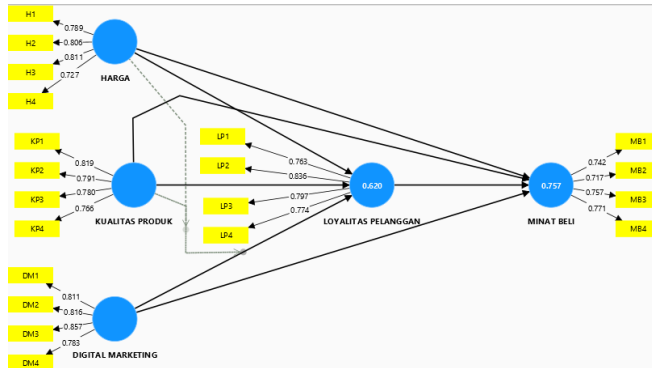


Figure 1. Structural Model Analysis (Inner Model)

Source: Data Processing (2024)

1. Beta Coefficient Value

Beta Coefficient (β) is a parameter that indicates the extent of the influence of an independent variable on a dependent variable. This value shows the strength and direction of the relationship between the two variables. The Beta Coefficient value can be seen in the table below:

Table 7. Beta Coefficient Value Test Results (β)

	Original Sample (O)	Connection
Digital Marketing -> Customer Loyalty	0.376	Positive
Digital Marketing -> Purchase Interest	0.212	Positive
Price -> Customer Loyalty	0.329	Positive
Price -> Purchase Interest	0.235	Positive
Product Quality -> Purchase Decision	0.340	Positive
Product Quality -> Purchase Interest	0.245	Positive
Customer Loyalty -> Purchase Interest	0.306	Positive
Digital Marketing -> Customer Loyalty -> Purchase Interest	0.115	Positive
Price -> Customer Loyalty -> Purchase Interest	0.101	Positive
Product Quality -> Customer Loyalty -> Purchase Interest	0.104	Positive
Price X Product Quality X Digital Marketing -> Customer Loyalty -> Purchase Interest	0.125	Positive

Source: Data Processing (2024)

From the data obtained, there are two indications in this study: all values show positive values, indicating a positive relationship where an increase in the independent variable leads to an increase in the dependent variable.

2. T-test

The T-test is a process for testing data to determine or test the statistical significance of the Beta Coefficient. The T-statistic value is the ratio between the Beta Coefficient and its Standard Error. The Critical Value of this T-Statistic is 1.96 with a p-value (<0.05). Once this value is met, the beta coefficient indicates a significant effect. The results of the T-test can be seen in the table below:

Table 8. T-Test Results

	T statistics (O/STDEV)	P values	Significant (Sig)
Digital Marketing -> Customer Loyalty	3.485	0.001	Significant
Digital Marketing -> Purchase Interest	2.609	0.010	Significant
Price -> Customer Loyalty	2.777	0.007	Significant
Price -> Purchase Interest	2.610	0.010	Significant
Product Quality -> Purchase Decision	2.565	0.012	Significant
Product Quality -> Purchase Interest	2.215	0.029	Significant
Customer Loyalty -> Purchase Interest	2.723	0.008	Significant
Digital Marketing -> Customer Loyalty -> Purchase Interest	2.795	0.006	Significant
Price -> Customer Loyalty -> Purchase Interest	2.001	0.048	Significant
Product Quality -> Customer Loyalty -> Purchase Interest	2.134	0.035	Significant
Price X Product Quality X Digital Marketing -> Customer Loyalty -> Purchase Interest	2.827	0.005	Significant

Source: Data Processing (2024)

Each variable relationship shows a T-statistic value higher than the critical value of 1.96, along with p-values less than 0.05. Therefore, it can be concluded that the Beta Coefficient values from the T-test results are significant (Sig).

3. Determination Coefficient Value (R^2)

The coefficient of determination (R-square) is used to measure the proportion of total variation in the dependent variable that can be explained by the independent variables. The R^2 value ranges from 0 to 1. Chin states that an R^2 result of 0.67 or higher for latent dependent variables in a structural model indicates that the influence of independent variables (the influencing ones) on dependent variables (the ones influenced) is categorized as good. If the result is between 0.33 and 0.67, it is categorized as moderate, and if the result is between 0.19 and 0.33, it is categorized as weak.

Table 9. R-square Test Results (R^2)

	R-Square
Customer Loyalty	0,620
Purchase Interest	0,757

Source: Data Processing (2024)

Based on the R-square (R^2) test results in the table above, it can be concluded that both dependent variables, Customer Loyalty and Purchase Interest, show R^2 values of less than 0. This indicates that the dependent variables can be explained by the independent variables. The R^2 value for Customer Loyalty is 0.620, which can be interpreted as 62%, meaning that the independent variables—Price, Product

Quality, and Digital Marketing—explain 62% of the variation in Customer Loyalty, which falls into the Medium category. The remaining 38% of the influence is explained by other variables not covered in this study. Meanwhile, the R^2 value for Purchase Interest is 0.757, or 75.7%, meaning that the independent variables—Price, Product Quality, and Digital Marketing—explain 75.7% of the variation in Purchase Interest, also falling into the Medium category. The remaining 24.3% of the influence is explained by other variables not covered in this study.

4. Goodness of Fit (GoF)

Goodness of Fit (GoF) is a measure that combines the quality of both the structural and measurement models to assess the overall fit of the model in PLS-SEM. The GoF value ranges from 0 to 1, with the following interpretations: 0.1 (low), 0.25 (moderate), 0.36 (good). In the GoF testing process, the average value of the Communality Index and the average R^2 (Coefficient of Determination) values for the dependent variables in the model are needed. The Communality Index in this context refers to AVE (Average Variance Extracted).

To calculate the Communality Index or AVE for each construct, it is computed as the average of the squared loadings of each indicator on the construct. The formula for calculating the average Communality Index is:

$$\text{Average AVE} = \frac{\sum \text{AVE}}{k}$$

Where :

- $\sum \text{AVE}$ is the sum of all AVE values of the constructs.
- k is the number of constructs in the model.

Next, to calculate the average R^2 for all dependent variables in the model. The formula for calculating the average R^2 value for all dependent variables in the model is as follows:

$$\text{Average } R^2 = \frac{\sum R^2}{m}$$

Where:

- $\sum R^2$ is the sum of all R^2 values for the dependent variable.
- m is the number of dependent variables in the model.

Finally, the last step is to calculate the Goodness of Fit (GoF) value. GoF is the square root of the product of the average AVE and the average R^2 . The formula used to calculate the Goodness of Fit value is as follows:

$$\text{GoF} = \sqrt{\text{Average AVE} \times \text{Average } R^2}$$

After understanding all the formulas used in the Goodness of Fit testing process, the actual GoF testing will be carried out as follows:

$$\begin{aligned} \text{Average AVE} &= \frac{3,093}{5} = 0,6186 \\ \text{Average R}^2 &= \frac{1,337}{2} = 0,6885 \\ \text{Goodness Of Fit} &= \sqrt{(0,6186 \times 0,6885)} = \sqrt{0,4259061} = 0,653 \end{aligned}$$

From the results of the Goodness of Fit test and calculations above, a value of 0.653 was obtained. Thus, it can be concluded that the Goodness of Fit for this research model is considered Good.

5. Q² (Predictive Relevance)

Q², or Predictive Relevance, is a measure used to assess the predictive capability of a model in PLS-SEM. Q² measures how well the observed values can be reconstructed by the model and its parameter estimates. Variables or data are said to predict the model well if Q² > 0, whereas they are considered to not predict the model well if Q² < 0.

Table 10. Q² Test Results (Predictive Relevance)

	Q ² Predict
Customer Loyalty	0,615
Purchase Interest	0,640

Source: Data Processing (2024)

Looking at the Q² (Predictive Relevance) test results above, firstly, the Q² value for Purchase Decision is 0.615. This indicates that the Customer Loyalty variable, influenced by Price, Product Quality, and Digital Marketing variables, can predict the model well and aligns with the research model's depiction in the field because it has a Q² value > 0. Secondly, the Q² value for Purchase Intention is 0.640. This indicates that the Purchase Intention variable, influenced by Price, Product Quality, and Digital Marketing variables, can predict the model well and aligns with the research model's depiction in the field because it has a Q² value > 0.

Hypothesis Testing

In hypothesis testing, there are two influences: the first is Direct Influence Hypothesis Testing, and the second is Indirect Influence Hypothesis Testing. The results of the testing will be explained below:

1. Direct Effect Hypothesis Testing

According to the data analysis conducted using SmartPLS v4, results have been obtained to address the hypotheses described in this study. The hypothesis test will examine the results based on Path Coefficients, T-statistics, and P-values obtained from the calculations performed by SmartPLS using the Bootstrapping technique. The hypothesis can be considered accepted if P-values < 0.05. The results of the Direct Effect Hypothesis Test are as follows:

Table 9. Results of Direct Influence Hypothesis Test

Hypothesis	Path Coefficient	T-values	P-values	Conclusion
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H1	Price -> Purchase Interest	0,235	2.610	0,010	Accepted
H2	Product Quality -> Purchase Interest	0,245	2.215	0.029	Accepted
H3	Digital Marketing -> Purchase Interest	0,212	2.609	0,010	Accepted
H4	Price -> Customer Loyalty	0,329	2.777	0,007	Accepted
H5	Product Quality -> Customer Loyalty	0,340	2.565	0.012	Accepted
H6	Digital Marketing -> Customer Loyalty	0,376	3.485	0,001	Accepted
H7	Customer Loyalty -> Purchase Interest	0,306	2.723	0.008	Accepted

Source: Data Processing (2024)

a. Price on Purchase Intention (H1)

The statistical test results, as shown in Table 9, indicate that the coefficient value for the Price variable on Purchase Intention is 0.235. The T-value is 2.610 > T-table (1.96) with a P-value of 0.010 < Significance Level (< 0.05). This result shows that Price affects Purchase Intention, with Price having a positive and significant impact on Purchase Intention.

b. Product Quality on Purchase Intention (H2)

The statistical test results, as shown in Table 9, indicate that the coefficient value for the Product Quality variable on Purchase Intention is 0.245. The T-value is 2.215 > T-table (1.96) with a P-value of 0.029 < Significance Level (< 0.05). This result shows that Product Quality affects Purchase Intention, with Product Quality having a positive and significant impact on Purchase Intention.

c. Digital Marketing on Purchase Intention (H3)

The statistical test results, as shown in Table 9, indicate that the coefficient value for the Digital Marketing variable on Purchase Intention is 0.212. The T-value is 2.609 > T-table (1.96) with a P-value of 0.029 < Significance Level (< 0.05). This result shows that Digital Marketing affects Purchase Intention, with Digital Marketing having a positive and significant impact on Purchase Intention.

d. Price on Customer Loyalty (H4)

The statistical test results, as shown in Table 9, indicate that the coefficient value for the Price variable on Customer Loyalty is 0.329. The T-value is 2.777 > T-table (1.96) with a P-value of 0.007 < Significance Level (< 0.05). This result shows that Price affects Customer Loyalty, with Price having a positive and significant impact on Customer Loyalty.

e. Product Quality on Customer Loyalty (H5)

The statistical test results, as shown in Table 9, indicate that the coefficient value for the Product Quality variable on Customer Loyalty is 0.340. The T-value is 2.565 > T-table (1.96) with a P-value of 0.012 < Significance Level (< 0.05). This result shows that Product Quality affects Customer Loyalty, with Product Quality having a positive and significant impact on Customer Loyalty.

f. Digital Marketing on Customer Loyalty (H6)

The statistical test results, as shown in Table 9, indicate that the coefficient value for the Digital Marketing variable on Customer Loyalty is 0.376. The T-value is 3.485 > T-table (1.96) with a P-value of 0.001 < Significance Level (<

0.05). This result shows that Digital Marketing affects Customer Loyalty, with Digital Marketing having a positive and significant impact on Customer Loyalty.

g. Customer Loyalty on Purchase Intention (H7)

statistical test results, as shown in Table 9, indicate that the coefficient value for the Customer Loyalty variable on Purchase Intention is 0.306. The T-value is $2.723 > T\text{-table} (1.96)$ with a P-value of $0.008 < \text{Significance Level} (< 0.05)$. This result shows that Customer Loyalty affects Purchase Intention, with Customer Loyalty having a positive and significant impact on Purchase Intention.

2. Indirect Effect Hypothesis Testing

Testing the Hypothesis of Indirect Effects (mediation) is conducted using SmartPLS v4 through the Bootstrap Technique. Then, examine the results of the Hypothesis Test for Indirect Effects in the Specific Indirect Effects section, with the results as follows:

Table 10. Results of Indirect Effect Hypothesis Test

	Hypothesis	Path Coefficient	T-values	P-values	Conclusion
H8	Price -> Customer Loyalty -> Purchase Interest	0,101	2,001	0,048	Accepted
H9	Product Quality -> Customer Loyalty -> Purchase Interest	0,104	2,134	0,035	Accepted
H10	Digital Marketing -> Customer Loyalty -> Purchase Interest	0,115	2,795	0,006	Accepted
H11	Price x Product Quality x Digital Marketing -> Customer Loyalty -> Purchase Interest	0,125	2,827	0,005	Accepted

Source: Data Processing (2024)

a. Price on Purchase Intention through Customer Loyalty (H8)

The statistical test results, as shown in Table 9, reveal that the coefficient value for the Price variable on Purchase Intention through Customer Loyalty is 0.101, where the T-value is 2.001, which is greater than the T-table value (1.96), and the P-value is 0.048, which is less than the significance level (0.05). This result indicates that Price affects Purchase Intention through Customer Loyalty, with Price having a positive and significant effect on Purchase Intention through Customer Loyalty.

b. Product Quality on Purchase Intention through Customer Loyalty (H9)

The statistical test results, as shown in Table 9, reveal that the coefficient value for the Product Quality variable on Purchase Intention through Customer Loyalty is 0.104, where the T-value is 2.134, which is greater than the T-table value (1.96), and the P-value is 0.035, which is less than the significance level (0.05). This result indicates that Product Quality affects Purchase Intention through Customer Loyalty, with Product Quality having a positive and significant effect on Purchase Intention through Customer Loyalty.

c. Digital Marketing on Purchase Intention through Customer Loyalty (H10)

The statistical test results, as shown in Table 9, reveal that the coefficient value for the Digital Marketing variable on Purchase Intention through Customer Loyalty is 0.115, where the T-value is 2.795, which is greater than the T-table value (1.96), and the P-value is 0.006, which is less than the significance level (0.05). This result indicates that Digital Marketing affects Purchase Intention through Customer Loyalty, with Digital Marketing having a positive and significant effect on Purchase Intention through Customer Loyalty.

d. Price x Product Quality x Digital Marketing on Purchase Intention through Customer Loyalty (H11)

The statistical test results, as shown in Table 9, reveal that the coefficient value for the Price x Product Quality x Digital Marketing variable on Purchase Intention through Customer Loyalty is 0.125, where the T-value is 2.827, which is greater than the T-table value (1.96), and the P-value is 0.005, which is less than the significance level (0.05). This result indicates that Price x Product Quality x Digital Marketing affects Purchase Intention through Customer Loyalty, with Price x Product Quality x Digital Marketing having a positive and significant effect on Purchase Intention through Customer Loyalty.

DISCUSSION

Price to Buying Interest (H1)

The results of the statistical test indicate a significant effect of the Price variable on Purchase Interest. The coefficient value of the Price variable on Purchase Interest is 0.235, which suggests a positive relationship between the two variables. This means that every increase in the Price variable will be followed by an increase in consumer Purchase Interest. The significance of the effect of Price on Purchase Interest is reinforced by a T-value of 2.610, which is greater than the T-table value (1.96). Additionally, the obtained P-value of 0.010 is smaller than the established significance level (0.05). Both of these statistical indicators provide strong evidence that the effect of Price on Purchase Interest is not only positive but also statistically significant.

These findings highlight the importance of pricing strategy in influencing consumer purchase interest. In the context of the "So Soft" detergent product, consumers seem to perceive that the product's price is commensurate with the benefits offered, especially considering its positioning as an environmentally friendly product. This is reflected in the highest-rated statement, which indicates that the price of "So Soft" detergent is justified by its benefits as an eco-friendly product. The implication of this finding is that the company needs to carefully consider its pricing strategy. Although price has a positive effect on purchase interest, it is crucial to ensure that the set price remains competitive and aligns with consumers' perceived value. In the case of "So Soft," focusing on the eco-friendly benefits appears to effectively justify the product's price in the eyes of consumers, which in turn boosts their purchase interest.

These research findings are consistent with the study conducted by Tsaniya and Telagawathi titled "The Effect of Product Quality and Price on Consumer Purchase Interest at Nau Coffee Shop in Seririt District." The study's results reveal that Price has a positive and significant impact on consumer purchase interest at Nau Coffee Shop in Seririt District. This indicates that price can influence purchase interest, where

a price aligned with the product's quality can enhance purchase interest at Nau Coffee Shop in Seririt District. Therefore, companies need to pay attention to the pricing set so that it is considered reasonable by consumers (Tsaniya & Telagawathi, 2022).

Product Quality on Purchase Interest (H2)

The statistical test results show a positive relationship between Product Quality and Purchase Interest. The coefficient of the Product Quality variable on Purchase Interest is 0.245, indicating that each increase in product quality is followed by an increase in consumer purchase interest. This suggests that consumers are more inclined to buy products they perceive as high quality. The significance of this relationship is evidenced by a T-value of 2.215, which is greater than the T-table value (1.96), and a P-value of 0.029, which is less than the significance level of 0.05. These results confirm that the effect of Product Quality on Purchase Interest is not only positive but also statistically significant. In other words, we can conclude with a high level of confidence that Product Quality indeed has a significant impact on consumer Purchase Interest.

These findings have important implications for marketing strategies and product development. Companies aiming to increase consumer purchase interest in their products need to focus on improving product quality. In this context, product quality becomes a key factor that can influence consumer purchasing decisions and has the potential to boost sales. The highest-rated statement, "Detergent 'So Soft' effectively removes stains from my clothes," provides additional insights into the aspects of product quality most valued by consumers. The effectiveness of the product in performing its primary function, in this case, removing stains, appears to be a crucial factor affecting consumer perceptions of product quality and, consequently, their purchase interest. This suggests that focusing on improving product performance in addressing specific consumer problems can be an effective strategy to increase purchase interest.

These research results are consistent with the study conducted by Caniago and Rustanto titled "Product Quality in Increasing Consumer Purchase Interest in MSMEs in Jakarta (Case Study of Purchases Through Tokopedia)." The study found that product quality has a significant impact on consumer purchase interest. The coefficient of determination indicates that 72.6% of consumer purchase interest is influenced by product quality, while 27.4% is influenced by other factors not studied. This research is expected to contribute to future studies and be practically beneficial for MSMEs to continually improve their product quality to increase consumer purchase interest (Caniago & Rustanto, 2022).

Digital Marketing on Purchase Interest (H3)

This research reveals a significant relationship between Digital Marketing and consumer Purchase Intention. Based on statistical tests, it was found that the Digital Marketing variable has a positive and significant impact on Purchase Intention. This is indicated by a coefficient value of 0.212, suggesting a positive relationship between the two variables. Furthermore, the analysis shows that the T-value of 2.609 exceeds the T-table value (1.96), reinforcing the conclusion that there is a significant effect of

Digital Marketing on Purchase Intention. Additionally, the obtained P-value of 0.029 is smaller than the established significance level (0.05), further affirming the significance of the relationship between the two variables.

These findings underscore the importance of Digital Marketing strategies in influencing consumer Purchase Intention. Although the initial statement mentioned "Product Quality," it can be interpreted in the overall context as referring to "Digital Marketing." The results indicate that effective digital marketing efforts can positively influence consumers' desire to purchase the products or services offered. Notably, the highest-rated statement in this research is, "The transaction cost for purchasing So Soft products online is very affordable." This indicates that affordable transaction costs in online purchases are an important aspect of Digital Marketing that affects consumer Purchase Intention. This highlights the importance of pricing strategies and transaction convenience in digital marketing activities to enhance consumer purchase interest.

These research results are consistent with the study conducted by Az-Zahra and Sukalengkawati titled "The Impact of Digital Marketing on Consumer Purchase Intention." The research found that for the X variable (Digital Marketing) at Mooda Outfit, the score obtained was 3595, which is between 4420 and 3536. This suggests that most consumers agree that digital marketing is a significant factor affecting their purchase intention towards Mooda Outfit. However, there is a low indicator in digital marketing, namely Mooda Outfit's Instagram content, which is less engaging, leading to lower consumer interest in the products and less active promotion. The correlation test results in this study show a value of 0.780, meaning that digital marketing has a significant influence on consumer purchase intention towards Mooda Outfit (Az-Zahra & Sukmalengkawati, 2022).

Price to Customer Loyalty (H4)

The statistical test results presented show a significant relationship between the Price variable and Customer Loyalty. The coefficient value of the Price variable on Customer Loyalty is 0.329, indicating a positive effect between the two variables. This means that every increase in the Price aspect will be followed by an increase in Customer Loyalty. The significance of this relationship is reinforced by the T-value obtained, which is 2.777. This value is higher than the T-table value of 1.96, indicating that the effect of Price on Customer Loyalty is statistically significant. Furthermore, the P-value obtained is 0.007, which supports this conclusion, as it is smaller than the established significance level of 0.05.

Based on these results, it can be concluded that Price has a positive and significant effect on Customer Loyalty. This implies that the pricing strategy implemented by the company has a direct and meaningful impact on the level of loyalty shown by customers. This finding has important implications for company management in designing pricing strategies. By understanding that price positively affects customer loyalty, companies can optimize their pricing policies not only to increase sales but also to build and maintain long-term customer loyalty.

These findings align with the research conducted by Arianto and Febrian titled “The Effect of Price and Product Quality on Customer Loyalty at PT GV.” The study shows that the calculated t-value is 2.770, the t-table value is 1.660, and the significance value is 0.007, which is less than 0.05. Thus, H_0 is rejected and H_a is accepted. This indicates a significant partial effect between price and customer loyalty, as the calculated t-value > t-table value and the significance value < 0.05 (Arianto & Febrian, 2022).

Product Quality on Customer Loyalty (H5)

The statistical test results indicate a significant relationship between Product Quality and Customer Loyalty. The coefficient value of the Product Quality variable on Customer Loyalty is 0.340, indicating a positive effect between the two variables. This means that an increase in Product Quality is likely to be followed by an increase in Customer Loyalty. The significance of this relationship is supported by a T-value of 2.565, which is greater than the T-table value (1.96). This shows that the effect of Product Quality on Customer Loyalty is statistically significant. Additionally, a P-value of 0.012, which is less than the significance level of 0.05, also supports the conclusion that the relationship between these two variables is significant.

Based on these statistical analysis results, it can be concluded that Product Quality has a positive and significant effect on Customer Loyalty. This means that the higher the quality of the products offered by a company, the more likely customers are to remain loyal to that company. Good product quality can enhance customer satisfaction, which in turn can foster their loyalty. These findings have important implications for business strategy. Companies need to focus on improving and maintaining their product quality as a way to build customer loyalty. Investments in product research and development, strict quality control, and responsiveness to customer feedback can be key steps in improving product quality and, ultimately, customer loyalty.

These findings are consistent with research conducted by Nyonyie, Kalangi, and Tamengkel titled “The Effect of Product Quality on Customer Loyalty of Wardah Cosmetics at Transmart Bahu Manado.” The study's results reveal that a constant value of 3.098 indicates that if Product Quality increases by 3.098, Customer Loyalty will increase by 3.098. The positive regression coefficient of 0.685 shows that good product quality contributes to increased customer loyalty towards Wardah products. The coefficient of determination (R^2) is 0.725 or 72.5%, indicating that the Product Quality variable affects the Customer Loyalty variable, while the remaining 24.5% is influenced by other factors not examined. Furthermore, the t-test analysis shows a significance value of 0.000, which is less than 0.05, indicating that the Product Quality variable (X) has an effect on the Customer Loyalty variable (Y). The t-value of 15.740 exceeds the t-table value of 1.986, thus concluding that Product Quality has a significant effect on Customer Loyalty (Nyonyie et al., 2019).

Digital Marketing on Customer Loyalty (H6)

The results of the statistical test in Table 9 show a significant relationship between Digital Marketing and Customer Loyalty. The coefficient value of the Digital Marketing variable with respect to Customer Loyalty is 0.376, indicating a positive

effect, though not very strong. The T-value obtained is 3.485, which is greater than the T-table value (1.96), indicating that the effect of Digital Marketing on Customer Loyalty is statistically significant. This is further supported by a P-value of 0.001, which is smaller than the significance level of 0.05, reinforcing the significance of this relationship.

Based on these results, it can be concluded that Digital Marketing has a positive and significant impact on Customer Loyalty. This means that the better the implementation of Digital Marketing strategies, the higher the level of Customer Loyalty that can be expected. These findings have important implications for companies in designing their marketing strategies. Investing in Digital Marketing can not only increase brand reach and visibility but also contribute to the formation and strengthening of customer loyalty. Therefore, companies should consider allocating adequate resources to Digital Marketing activities as part of their strategy to build long-term relationships with customers.

This research is consistent with the study conducted by Wulandari, Agung, and Anggraini titled "The Influence of Digital Marketing and Customer Relationship Marketing on Customer Loyalty at The Bali Florist." The study reveals that Digital Marketing has a positive and significant impact on Customer Loyalty at The Bali Florist (H1 accepted). This indicates that higher implementation of Digital Marketing enhances Customer Loyalty at The Bali Florist. Digital Marketing can assist marketers in improving marketing performance and profitability. These digital channels offer opportunities to optimize spending on building relationships with customers, thus increasing their loyalty. The findings suggest that if The Bali Florist's website facilitates easier ordering of flowers and products, and the social networks used by The Bali Florist are effective for interacting with customers, while email information from The Bali Florist helps customers plan the types of flowers and arrangements they want, it can significantly increase customer loyalty towards The Bali Florist (S. Wulandari et al., 2021).

Customer Loyalty to Purchase Intention (H7)

Customer loyalty is an important factor influencing consumer purchase intention. Based on the test results, there is strong evidence that customer loyalty has a positive and significant impact on purchase intention. This is indicated by the coefficient value of the customer loyalty variable on purchase intention being 0.306, suggesting a positive relationship between these two variables. Furthermore, statistical test results show a T-value of 2.723, which is greater than the T-table value (1.96). This strengthens the conclusion that the effect of customer loyalty on purchase intention is statistically significant. Additionally, the P-value obtained is 0.008, which is smaller than the established significance level (0.05), further emphasizing that the relationship between these two variables is not due to chance.

These findings have important implications for marketing strategies and customer relationship management. Given the positive and significant effect of customer loyalty on purchase intention, companies can focus their efforts on enhancing customer loyalty as a way to boost purchase intention. Strategies may include improving

product or service quality, implementing attractive loyalty programs, or enhancing the overall customer experience. In conclusion, these statistical test results provide strong empirical support for hypothesis (H7), which posits that customer loyalty has a positive and significant impact on purchase intention. This underscores the importance of building and maintaining customer loyalty as a key strategy in increasing consumer purchase intention. Companies that successfully foster customer loyalty are likely to see an increase in purchase intention, which can ultimately positively impact overall business performance.

Price to Purchase Interest through Customer Loyalty (H8)

Hypothesis eight (H8) in this study examines the effect of Price on Purchase Intention through Customer Loyalty. The statistical analysis conducted shows interesting and significant results, which can provide valuable insights for marketing strategies and business management. Based on the statistical test results, the coefficient of the Price variable on Purchase Intention through Customer Loyalty is 0.101. This value indicates a positive, although relatively small, effect of Price on Purchase Intention when mediated by Customer Loyalty. This suggests that appropriate pricing strategies can enhance customer loyalty, which in turn can drive purchase intention.

Furthermore, the obtained T-value of 2.001 is greater than the T-table value (1.96), and the P-value of 0.048 is less than the significance level (0.05). These two statistical indicators reinforce the conclusion that the effect of Price on Purchase Intention through Customer Loyalty is not only positive but also statistically significant. This means that the found relationship is not a coincidence but reflects a reliable pattern within the studied population. Based on these findings, it can be concluded that hypothesis H8 is accepted. Price indeed has a positive and significant effect on Purchase Intention through Customer Loyalty. The implication of this result is that companies need to consider pricing strategies not only from the direct perspective of purchase intention but also from how pricing can build customer loyalty, which will ultimately drive purchase intention. Effective pricing strategies can be a powerful tool to enhance customer loyalty and, consequently, increase purchase intention.

Product Quality on Purchase Interest through Customer Loyalty (H9)

The results of the statistical test show a significant relationship between Product Quality and Purchase Intention through Customer Loyalty. The coefficient value of the Product Quality variable on Purchase Intention through Customer Loyalty is 0.104, indicating a positive influence between these two variables. This relationship's significance is reinforced by a T-value of 2.134, which is higher than the T-table value (1.96). This indicates that the difference between the two variables is substantial enough to be considered statistically significant. Additionally, the P-value of 0.035, which is less than the significance level of 0.05, further supports the conclusion that the relationship between these variables is indeed significant.

Based on these analysis results, it can be concluded that Product Quality has a positive and significant impact on Purchase Intention through Customer Loyalty. This means that improving Product Quality can enhance Customer Loyalty, which in turn will increase consumer Purchase Intention towards the product. These findings have

important implications for marketing strategies and product development. Companies need to focus on improving their product quality to build strong customer loyalty. High customer loyalty will then drive greater purchase intention, both for repeat purchases and recommendations to potential new customers. Thus, investing in product quality can provide dual benefits for the company through increased customer loyalty and purchase intention.

Digital Marketing on Purchase Interest through Customer Loyalty (H10)

Digital Marketing has a significant impact on Purchase Intent through Customer Loyalty, based on statistical test results. The coefficient value of the Digital Marketing variable on Purchase Intent through Customer Loyalty is 0.115, indicating a positive relationship between these two variables. This means that an increase in Digital Marketing activities tends to enhance consumer Purchase Intent through improved Customer Loyalty. Further, the statistical test results show a T-value of 2.795, which is greater than the T-table value (1.96). This indicates that the effect of Digital Marketing on Purchase Intent through Customer Loyalty is statistically significant. Additionally, the P-value obtained is 0.006, which is smaller than the established significance level (0.05), further reinforcing the conclusion that the relationship between these variables is indeed significant.

These findings highlight the importance of Digital Marketing strategies in building Customer Loyalty, which in turn can increase Purchase Intent. It suggests that companies that successfully implement effective Digital Marketing strategies can not only enhance their customer loyalty but also indirectly boost consumer Purchase Intent. Based on this analysis, it can be concluded that Digital Marketing has a positive and significant effect on Purchase Intent through Customer Loyalty. This finding has important implications for company marketing strategies, indicating that investment in Digital Marketing can provide dual benefits: increasing customer loyalty and ultimately driving consumer Purchase Intent.

Price, Product Quality and Digital Marketing on Purchase Interest through Customer Loyalty (H11)

Based on the statistical test results, it is found that the combined variables of Price, Product Quality, and Digital Marketing on Purchase Interest through Customer Loyalty show significant results. The coefficient value obtained from this test is 0.125. This value indicates a positive effect of the Price, Product Quality, and Digital Marketing variables on Purchase Interest through Customer Loyalty. Additionally, the T-value obtained is 2.827, which is greater than the T-table value of 1.96. This indicates that the effect of Price, Product Quality, and Digital Marketing on Purchase Interest through Customer Loyalty is statistically significant. In other words, there is strong evidence that these variables significantly influence consumer Purchase Interest through Customer Loyalty.

The P-value obtained from this test is 0.005, which is smaller than the set significance level of 0.05. This result further reinforces the conclusion that the combined effect of Price, Product Quality, and Digital Marketing on Purchase Interest through Customer Loyalty is significant. This means that when price, product quality, and digital

marketing are managed well, customer loyalty will increase, which in turn will enhance purchase interest. Overall, these results indicate that an effective marketing strategy that includes competitive price management, high product quality, and appropriate use of digital marketing not only improves customer loyalty but also has a significant impact on increasing consumer purchase interest. Therefore, companies need to focus on these three aspects to strengthen customer loyalty and ultimately increase sales.

5. Conclusions

The conclusion of the research results shows that all hypotheses, both for direct and indirect effects, are accepted. The testing of direct hypotheses reveals that the variables of Price, Product Quality, and Digital Marketing have a positive and significant impact on Purchase Interest and Customer Loyalty. All coefficient values, T-values, and P-values indicate that these relationships are consistent and statistically significant, highlighting the importance of these three variables in influencing purchase decisions and customer loyalty. Furthermore, the significant effect of Customer Loyalty on Purchase Interest indicates that loyalty is a key factor that can moderate the relationship between price, product quality, and digital marketing with consumer purchase interest. Regarding the indirect effects, the results show that price, product quality, and digital marketing have a significant positive impact on purchase interest through customer loyalty. The coefficient values for the indirect effects confirm that customer loyalty plays a crucial role as a mediator in the relationship between these factors and purchase interest. These findings suggest that companies should focus on strategies that not only directly improve product quality, price, and digital marketing but also build strong customer loyalty to enhance purchase interest. Therefore, companies are advised to optimize all these aspects simultaneously to achieve more effective marketing outcomes and strengthen long-term relationships with customers.

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