



THE ROLE OF SALES PROMOTION IN MODERATING THE RELATIONSHIP BETWEEN PRODUCT QUALITY AND REPURCHASE INTENTION FOR MEGAMAN LED LAMPS

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ABSTRACT

Increasing competition in the LED lighting industry encourages companies to understand the factors that influence consumers' repurchase intention. Product quality is one of the factors believed to increase repurchase intention; however, its effect may be strengthened through effective sales promotion. This study aims to analyze the effect of product quality on repurchase intention and examine the role of sales promotion in moderating the effect of product quality on the repurchase intention of Megaman LED consumers in Denpasar City and Badung Regency. This study employed a quantitative approach with a sample of 100 respondents selected using a non-probability sampling technique through purposive sampling. Data were collected through questionnaires using a 5-point Likert scale. The data were analyzed using Moderated Regression Analysis (MRA) with the assistance of SPSS software. The results showed that product quality had a positive but insignificant effect on the repurchase intention of Megaman LED consumers, with a regression coefficient of 0.137 and a significance value of 0.089. The findings also revealed that sales promotion was able to moderate the effect of product quality on repurchase intention, with an interaction coefficient of 0.457 and a significance value of less than 0.001. These findings indicate that sales promotion plays a role in strengthening the effect of product quality on consumers' repurchase intention. This study concludes that product quality has not been able to significantly increase repurchase intention; however, the effect of product quality on repurchase intention can be strengthened through effective sales promotion.

Keywords: Product Quality, Sales Promotion, Repurchase Intention.

1 INTRODUCTION

The lighting industry in Indonesia continues to grow alongside increasing public awareness of energy-efficient solutions. *Light Emitting Diode* (LED) lamps represent one of the most energy-efficient lighting technologies, offering longer service life and greater environmental sustainability than conventional lighting technologies. These developments have encouraged companies to enhance their competitiveness by providing high-quality products that meet consumer needs (Azis Prasajo et al., 2020). LED lamps are widely recognized for their superior energy efficiency

compared with conventional lighting, resulting in their increasing adoption (Husnayain et al., 2023). According to the Indonesian Ministry of Energy and Mineral Resources, LED lamps account for the largest proportion of lighting used in the residential sector compared with other types of lighting (Kementerian ESDM, 2021). Furthermore, Statistics Indonesia (BPS) estimated that Bali's population would reach approximately 4.46 million in 2025 (BPS, 2025), indicating substantial market potential for the lighting industry, including *Megaman* LED lamps.

The increasing competition within the LED lighting industry has compelled companies not only to attract new customers but also to retain existing ones. Repurchase intention has become a critical indicator of business sustainability because it reflects consumers' willingness to purchase the same product repeatedly. Repurchase intention refers to a consumer's tendency to repurchase a product based on previous purchasing and consumption experiences (Schiffman & Kanuk, 2014). Based on preliminary field observations conducted by the researchers at several electrical supply stores in Denpasar City and Badung Regency, consumers generally purchase LED lamps based on functional requirements, such as wattage, rather than specific brands. Purchasing decisions are also strongly influenced by salespeople's recommendations and ongoing sales promotions. This situation presents a challenge for *Megaman* in maintaining customer loyalty amid the wide range of competing brands available in the market.

The AIDA (*Attention, Interest, Desire, Action*) model explains that effective marketing strategies can attract consumers' attention, stimulate interest, create desire, and ultimately encourage purchasing behavior (Tjiptono & Chandra, 2016; Wahda et al., 2024). In the context of this study, product quality serves as a key factor in fostering consumer interest and confidence in a brand, thereby encouraging repurchase intention. However, in highly competitive markets, product quality alone may not be sufficient to retain customers. Therefore, additional marketing strategies are required to strengthen the influence of product quality on consumers' repurchase intention.

One marketing strategy that has the potential to reinforce the relationship between product quality and repurchase intention is sales promotion. Sales promotion refers to a company's efforts to stimulate consumer demand by offering various incentives designed to increase product purchases (Venu et al., 2022). When implemented effectively, sales promotions can enhance consumer attention and strengthen consumers' willingness to make repeat purchases (Kotler & Armstrong, 2015). For *Megaman*, which has not yet become a top-of-mind brand among consumers, sales promotion functions not only as a tool for increasing short-term sales but also as a strategy to strengthen the effect of product quality on consumers' repurchase intention.

Previous studies have consistently demonstrated that product quality has a positive and significant effect on repurchase intention (Bayuadi et al., 2025; Malakiano & Ahmadi, 2025; Rosdianti & Firdaus, 2024; Muliawan & Shiratina, 2024; Fransiskus et al., 2024; Tarigan et al., 2024). Furthermore, sales promotion has been found to strengthen the relationship between product quality and repurchase intention (Kerti et al., 2023; Yulida et al., 2023; Alfonsius & Nicola, 2024; Aprina Puteri & Nurcholis, 2024). Nevertheless, studies examining sales promotion as a moderating variable in the context of LED lighting products, particularly *Megaman* LED lamps in Denpasar City and Badung Regency, remain limited. Therefore, this study aims to analyze the effect of product quality on consumers' repurchase intention and examine the moderating role of sales promotion in the relationship between product quality and repurchase intention among consumers of *Megaman* LED lamps in Denpasar City and Badung Regency.

The significance of this study lies in its contribution to understanding the effect of product quality on repurchase intention and the moderating role of sales promotion among consumers of *Megaman* LED lamps in Denpasar City and Badung Regency. The findings are expected to provide practical insights for companies in developing more effective marketing strategies while also contributing to the existing marketing literature by addressing the limited empirical evidence regarding the moderating role of sales promotion in strengthening the relationship between product quality and repurchase intention.



Figure 1: Conceptual Framework of the Study

1.1 Hypothesis Development

Product quality refers to a product's ability to satisfy consumers' needs and expectations through various dimensions, including features, performance, durability, reliability, and serviceability. The higher the level of product quality perceived by consumers, the greater their likelihood of making repeat purchases. Previous studies by Bayuadi et al. (2025), Malakiano and Ahmadi (2025), Rosdianti and Firdaus (2024), Muliawan and Shiratina (2024), Fransiskus et al. (2024), and Tarigan et al. (2024) consistently found that product quality has a positive and significant effect on consumers' repurchase intention.

H1: *Product quality has a positive and significant effect on the repurchase intention of Megaman LED lamp consumers.*

Sales promotion is a marketing strategy designed to provide consumers with incentives that encourage purchasing behavior. When implemented consistently and appropriately, sales promotions can enhance consumers' perceived value, thereby strengthening their confidence in making repeat purchases (Aprina Puteri & Nurcholis, 2024). Previous studies by Kerti et al. (2023), Yulida et al. (2023), and Alfonsius and Nicola (2024) demonstrated that sales promotion strengthens the relationship between product quality and consumers' repurchase intention. Therefore, the more effective a company's sales promotion activities are, the stronger the positive effect of product quality on repurchase intention is expected to be.

H2: *Sales promotion positively moderates the relationship between product quality and the repurchase intention of Megaman LED lamp consumers.*

2 RESEARCH METHODS

This study employed a quantitative approach using a causal associative research design. This approach was selected because the study aims to examine the causal relationship between product quality and repurchase intention, with sales promotion serving as a moderating variable (Sugiyono, 2021). The research was conducted in Bali Province, specifically in Denpasar City and Badung Regency. These locations were selected because *Megaman* LED lamps are widely distributed through electrical supply stores in both areas, which also have relatively high levels of economic activity and population density, making them suitable for obtaining research respondents (BPS, 2025).

The study population comprised all consumers who had previously purchased *Megaman* LED lamps in Denpasar City and Badung Regency. Since the exact population size was unknown, it was treated as an *unknown population* (Sugiyono, 2021). The sample was selected using a non-probability sampling technique with a purposive sampling approach (Sugiyono, 2021). Based on the 14 measurement indicators used in this study, a sample size of 100 respondents was determined, which satisfies the recommended minimum sample size for quantitative research (Sujarweni, 2022). Respondents were required to meet the following criteria: (1) currently enrolled in or having completed at least senior high school education or its equivalent, (2) residing in Denpasar City or Badung Regency, (3) having been exposed to *Megaman* LED lamp sales promotions, and (4) having previously purchased *Megaman* LED lamps.

The study utilized both primary and secondary data. Primary data were collected through a structured questionnaire employing a five-point Likert scale, while secondary data were obtained from the relevant literature, previous studies, and official publications issued by Statistics Indonesia (BPS) of Bali Province (Sugiyono, 2021). The research model consisted of product quality as the independent variable, repurchase intention as the dependent variable, and sales promotion as the moderating variable. Data were analyzed using descriptive statistics and inferential statistics through Moderated Regression Analysis (MRA) with IBM SPSS Statistics Version 27. Prior to hypothesis testing, the regression model was evaluated using the normality, multicollinearity, and heteroscedasticity tests to ensure that all classical regression assumptions were satisfied.

3 RESULTS

This study involved 100 respondents who were consumers of *Megaman* LED lamps in Denpasar City and Badung Regency. Based on gender, the respondents consisted of 51% females and 49% males. In terms of age, the majority of respondents were between 23 and 29 years old (34%), followed by those aged 45 years and above (32%), 30–36 years (17%), 37–44 years (11%), and 16–22 years (6%). Regarding educational attainment, most respondents held a bachelor's degree (71%), followed by senior high school or equivalent (15%), while diploma and postgraduate degree holders each accounted for 7%.

Based on occupation, the majority of respondents were entrepreneurs (44%) and private-sector employees (43%), whereas students, civil servants, and respondents with other occupations accounted for 7%, 3%, and 3%, respectively. In terms of monthly income, most respondents earned IDR 5,000.000 or more (60%), followed by those earning between IDR 3,000.000 and less than IDR 5,000.000 (34%), and those earning between IDR 1,000.000 and less than

IDR 3,000.000 (6%). These characteristics indicate that the majority of respondents belonged to the productive age group and possessed relatively high levels of education and income, suggesting that they were capable of providing representative evaluations of product quality, sales promotion, and repurchase intention regarding *Megaman* LED lamps.

The respondents' demographic characteristics provide an overview of the consumer profile of *Megaman* LED lamps, which serves as the focus of this study. Subsequently, validity and reliability tests were conducted to ensure that the research instrument was appropriate for data analysis. Table 1 presents the results of the validity test.

Table 1: Results of the Instrument Validity Test

Indicators	<i>Pearson Correlation</i>	Information
Product Quality (X)		
X1	0.891	Valid
X2	0.752	Valid
X3	0.719	Valid
X4	0.647	Valid
X5	0.849	Valid
Repurchase Intention (Y)		
Z1	0.854	Valid
Z2	0.715	Valid
Z3	0.862	Valid
Z4	0.814	Valid
Z5	0.798	Valid
Sales Promotion (Z)		
Y1	0.926	Valid
Y2	0.769	Valid
Y3	0.765	Valid
Y4	0.874	Valid

Source: Processed Data, 2026.

The validity test results indicate that all measurement items for the product quality, sales promotion, and repurchase intention variables have Pearson correlation coefficients greater than 0.30. Therefore, all questionnaire items are considered valid and suitable for measuring their respective constructs (Sugiyono, 2021).

Table 2: Results of the Instrument Reliability Test

No	Variables	<i>Cronbach's Alpha</i>	Information
1	Product quality	0.834	Reliable
2	Sales promotion	0.868	Reliable
3	Repurchase intention	0.853	Reliable

Source: Processed Data, 2026.

Reliability test results indicate that all variables have Cronbach's Alpha values greater than 0.60; thus, all research instruments are deemed reliable and suitable for use as data collection tools (Sujarweni, 2022). The research instruments, having met the validity and reliability requirements, were subsequently used for descriptive analysis and hypothesis testing.

Descriptive analysis was conducted to provide an overview of respondents' perceptions regarding the variables of product quality, sales promotion, and repurchase intention. The descriptive analysis results for each variable are presented in Table 3.

Table 3: Results of Descriptive Analysis of Variables

No	Variables	Average	Information
1	Product quality	3.16	Quite High
2	Sales promotion	2.97	Quite High
3	Repurchase intention	2.98	Quite High

Source: Processed Data, 2026.

The product quality variable obtained a mean score of 3.16, while sales promotion and repurchase intention recorded mean scores of 2.97 and 2.98, respectively. All three variables fall into the moderately high category, indicating that respondents generally perceived the quality of *Megaman* LED lamps, the company's sales promotion activities, and their own intention to repurchase the product positively. These findings suggest that the product quality and sales promotion strategies implemented by the company are perceived as sufficiently effective in encouraging consumers' repurchase intention toward *Megaman* LED lamps.

Hypothesis testing was conducted using Moderated Regression Analysis (MRA) to examine the effect of product quality on repurchase intention and to investigate the moderating role of sales promotion. The results of the MRA are presented in Table 4.

Table 4: Results of the Moderated Regression Analysis (MRA)

Variables	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.059	0.074		41.549	<0.001
Product Quality (X)	0.137	0.079	0.151	1.720	0.089
Sales Promotion (Z)	0.170	0.070	0.215	2.429	0.017
Interaction (Product Quality x Sales Promotion)	0.457	0.081	0.496	5.680	<0.001

Source: Processed Data, 2026.

Based on Table 4, product quality has a regression coefficient of 0.137 with a significance value of 0.089, indicating no significant effect on repurchase intention. Sales promotion has a regression coefficient of 0.170 with a significance value of 0.017, demonstrating a positive and significant effect on repurchase intention. The interaction variable between product quality and sales promotion has a regression coefficient of 0.457 with a significance value of <0.001; thus, sales promotion is shown to moderate the effect of product quality on the repurchase intention of *Megaman* LED lamp consumers. The positive interaction regression coefficient indicates that sales promotion plays a role in strengthening the relationship between product quality and repurchase intention.

The accuracy of the moderated regression analysis results is supported by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The results of the classical assumption tests are presented in Table 5.

Table 5: Normality Test Results

Information	<i>Unstandardized Residual</i>
N	100
Test Statistic	0.078
Asymp. Sig. (2-tailed)	0.144

Source: Processed Data, 2026.

The Asymp. Sig. (2-tailed) value in the normality test is 0.144, which is greater than 0.05. This result indicates that the residuals in the regression model are normally distributed; thus, the regression model satisfies the normality assumption.

Table 6: Multicollinearity Test Results

Variables	Collinearity Statistics	
	Tolerance	VIF
Product Quality (X)	0.964	1.037
Sales Promotion (Z)	0.951	1.052
Interaction (Product Quality x Sales Promotion)	0.977	1.023

Source: Processed Data, 2026.

All variables have Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values less than 10. These results indicate that the regression model does not exhibit multicollinearity, thereby satisfying the multicollinearity assumption.

Table 7: Heteroskedasticity Test Results

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.555	0.046		12.157	<0.001
Product Quality (X)	0.070	0.049	0.144	1.412	0.161
Sales Promotion (Z)	-0.026	0.043	-0.061	-0.596	0.552
Interaction (Product Quality x Sales Promotion)	0.038	0.050	0.078	0.768	0.444

Source: Processed Data, 2026.

All variables exhibited significance values greater than 0.05; therefore, the regression model did not suffer from heteroscedasticity. These results indicate that the regression model satisfied the classical assumptions and was suitable for use in the research analysis.

The regression model, having met the classical assumptions, was subsequently used to test the research hypotheses individually via the t-test. The t-test results were obtained through Moderated Regression Analysis (MRA) and are presented in Table 4.

Based on the t-test results, product quality had a significance value of 0.089, indicating no significant effect on repurchase intention. Consequently, the first hypothesis (H1) stating that product quality has a positive and significant effect on repurchase intention— was rejected. Sales promotion had a significance value of 0.017, indicating a positive and significant effect on repurchase intention. The interaction variable between product quality and sales promotion showed a significance value of <0.001; thus, sales promotion was proven to moderate the effect of product quality on repurchase intention. Therefore, the second hypothesis (H2) stating that sales promotion moderates the effect of product quality on repurchase intention was accepted.

Table 8: F-Test Results (Simultaneous Test)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	19.947	3	6.649	12.750	<0.001
Residual	50.065	96	0.522		
Total	70.012	99			

Source: Processed Data, 2026.

Simultaneous hypothesis testing was conducted using the F-test to determine the combined effect of product quality, sales promotion, and the interaction between these two variables on repurchase intention. The F-test results are presented in Table 8.

Based on the F-test results, an F-value of 12.750 was obtained with a significance value of <0.001 . This significance value is less than 0.05, indicating that product quality, sales promotion, and the interaction between product quality and sales promotion simultaneously influence repurchase intention. These results also indicate that the regression model is suitable for use in the study.

Table 9: Coefficient of Determination Test Results (R^2)

R	R Square	Adjusted R Square
0.534	0.285	0.263

Source: Processed Data, 2026.

4 DISCUSSION

The R^2 value of 0.285 indicates that product quality, sales promotion, and their interaction explain 28.5% of the variance in repurchase intention, while the remaining 71.5% is explained by other factors outside the research model. The adjusted R^2 value of 0.263 indicates that, after adjusting for the number of variables included in the model, the model explains 26.3% of the variance in repurchase intention.

Based on the results of the analysis, it can be concluded that sales promotion acts as a moderating variable in the relationship between product quality and the repurchase intention of *Megaman* LED lamp consumers in Denpasar City and Badung Regency. This conclusion is supported by the interaction term between product quality and sales promotion, which is statistically significant ($p < 0.001$) and has a positive regression coefficient. These findings indicate that sales promotion strengthens the positive effect of product quality on repurchase intention, making the relationship between the two variables stronger as the effectiveness of sales promotion increases.

The results of the first hypothesis test indicate that product quality does not have a significant effect on the repurchase intention of *Megaman* LED lamp consumers. This is evidenced by a significance value of 0.089, which exceeds the 0.05 threshold; therefore, H1 is rejected. These findings suggest that a high level of product quality alone is insufficient to encourage consumers to repurchase *Megaman* LED lamps. One possible explanation is that consumers tend to purchase LED lamps based on functional considerations, such as wattage, product availability, price, and salespeople's recommendations, rather than brand preference. This finding is consistent with the preliminary field observations, which revealed that consumers primarily select LED lamps based on wattage requirements and recommendations from sales personnel. The results do not fully support the argument proposed by Tjiptono and Chandra (2016) and are inconsistent with the findings of Bayuadi et al. (2025), Malakiano and Ahmadi (2025), Rosdianti and Firdaus (2024), Muliawan and Shiratina (2024), Fransiskus et al. (2024), and Tarigan et al. (2024). However, the findings are consistent with those of Permatasari et al. (2024) and Nugraha et al. (2023), who reported that product quality has a positive but statistically insignificant effect on repurchase intention.

The results of the second hypothesis test demonstrate that sales promotion significantly moderates the relationship between product quality and repurchase intention among *Megaman* LED lamp consumers. This is evidenced by the significance value of the interaction term ($p < 0.001$), which is below the 0.05 significance level; therefore, H2 is supported. The positive regression coefficient indicates that sales promotion strengthens the positive influence of product quality on repurchase intention. These findings can be explained using the AIDA (Attention–Interest–Desire–Action) model, which suggests that consumers progress through the stages of attention, interest, desire, and action before making a purchase decision. In this study, high product quality creates favorable consumer perceptions of the product, while sales promotion attracts consumers' attention and enhances their interest, thereby increasing their intention to repurchase. These findings indicate that product quality alone may not be sufficient to maximize consumers' repurchase intention; however, when supported by effective sales promotion, the positive influence of product quality on repurchase intention becomes significantly stronger. The findings are consistent with the arguments of Aprina Puteri and Nurcholis (2024) and the empirical evidence reported by Kerti et al. (2023), Yulida et al. (2023), and Alfonsius and Nicola (2024), all of whom found that sales promotion strengthens the effect of product quality on consumers' repurchase intention.

5 CONCLUSION

The findings indicate that product quality does not have a significant effect on the repurchase intention of *Megaman* LED lamp consumers in Denpasar City and Badung Regency; therefore, the first hypothesis is rejected. In contrast, sales promotion significantly moderates the relationship between product quality and repurchase intention by strengthening the effect of product quality on consumers' intention to repurchase. These findings suggest that product quality alone is insufficient to encourage repurchase intention, whereas its influence becomes stronger when supported by effective sales promotion strategies.

Recommendations

Accordingly, the company is recommended to maintain the quality of *Megaman* LED lamps while enhancing the effectiveness of its sales promotion programs through attractive promotional activities, such as price discounts, reward programs, and special promotional offers, to stimulate consumers' repurchase intention. Future studies are encouraged to incorporate additional variables that may influence repurchase intention, such as price, brand image, customer satisfaction, and consumer trust, given that the proposed research model explains only 28.5% of the variance in repurchase intention.

STATEMENTS ON COMPLIANCE WITH ETHICAL STANDARDS

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The authors declare no conflicts of interest regarding this manuscript.

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