

# The moderation role of sales promotion on perspected value and price on repurchase intention by mediation of dunkin donat customer satisfaction

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**ABSTRACT**

Western culture has entered Indonesia, not only in clothing and fashion, but in all areas including food. Rice which is the main food of Indonesian people has now been replaced with wheat. This study aims to examine and find the relationship between perceived value and price on repurchase intention through mediation of consumer satisfaction moderated by sales promotions. The number of respondents in this study amounted to 104 respondents with the characteristics of respondents who had consumed and purchased Dunkin Donuts in the Bekasi Regency area. The taking of this population is non-probability sampling and the technique of taking respondents is purposive. This research was processed using a regression technique, which was processed using SmartPLS 4 Software. This research proves: 1) The perceived value of Dunkin Donuts consumers can encourage repurchase intentions on Dunkin Donuts products. 2) Pricing of Dunkin Donuts products cannot encourage consumers to repurchase. 3) Dunkin Donuts consumer satisfaction can mediate perceived value to encourage consumers to repurchase. 4) Consumer satisfaction is sufficient to mediate the prices set for Dunkin Donuts products on the repurchase intention of Dunkin Donuts consumers. 5) A high level of consumer satisfaction can encourage consumer intentions to repurchase. 6) Sales promotion can play a role in strengthening the perceived value of Dunkin Donuts consumers' repurchase intention. 7) Sales promotion has a direct role on repurchase intention so that it cannot strengthen the price relationship on repurchase intention.

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**1. Introduction**

Western culture has entered Indonesia, not only in clothing and fashion, but in all areas including food. Rice which is the main staple food of the Indonesian people has now been replaced with wheat which incidentally is the staple food of westerners, one of which is the United States. Reporting from CNBC Indonesia in 2022, Dwi Andreas Santosa as General Chair of the Association of Seed Banks and Indonesian Farmer Technology (AB2TI) said that the decline in per capita rice consumption. The US Department of Agriculture predicts that in Indonesia wheat flour consumption will increase by 32 kg per capita in the 2020/2021 period, up 1 kg in the previous year. Due to urbanization and changing times, as well as the spread of various processed food products, there has been an increase in the consumption of wheat-based products such as pizza, bread and donuts. *Populix* conducted a survey of the list of the most popular dessert outlets in Indonesia in 2021 and donuts were in the top positions, Jco and Dunkin Donuts with 94% and 91% percentages (DIVA ANGELIA, 2022). Jco Donuts was founded in 2005 by Johnny Andrean in Indonesia. Dunkin Donuts was founded in

1950 by William Rosenberg in Quincy, Massachusetts (United States of America) and Dunkin Donuts was first present in Indonesia in 1985.

The presence of donut shops circulating throughout Indonesia, Jco Donuts and Dunkin Donuts, these two outlets have always been rivals and have been competing for a long time. Top Brand aims for donut shops with the Jco brand to reach the top position for five consecutive years of fifty-one point nine percent in 2022. Dunkin Donuts ranks second in donut shop market share with the highest percentage obtained in 2020 with forty-three point three percent, previously in 2019 only thirty-nine point nine percent continued to increase significantly from 2019 - 2020 with thirty-nine point nine percent, forty-two point six percent, forty-three point three percent, and then Dunkin Donuts continued to decline in 2021-2022 with a percentage gain of thirty-eight point five percent and then fell again thirty-seven point seven percent. The position of Dunkin Donuts that is left behind from Jco Donuts, where Dunkin Donuts is a donut shop that was born and established earlier compared to Jco Donuts donut shops in its place of origin and Indonesia, this phenomenon becomes very interesting to analyze.

The lagging position of Dunkin Donuts shows that there has been a decline in repurchases of Dunkin Donuts products. Repurchase intention is understood as a decision that someone plans to repurchase a product or service through positive or negative responses by considering the experiential situation that occurs after shopping (Hellier et al., 2003) in (Afika Putri Anjani, 2021). Repurchase intention can be measured using indicators including: 1) Preferential Interest, 2) Transactional Interest, 3) Exploratory Interest, 4) Referential Interest (Hellier et al., 2003) in (Afika Putri Anjani, 2021). Repurchase intention as a description of consumer actions that are felt after the purchase of a product that has previously been consumed or purchased (Ain & Ratnasari, 2015) in (Mahendrayanti & Wardana, 2021). Repurchase intention can also be understood as consumer behavior that is satisfied with the purchase experience that has been made which is sometimes influenced by other factors, such as recommendations from other parties and reputation (Janes & Sasser, 1995) in (Tresna et al., 2019). Someone will make a repurchase as a form of positive customer experience satisfaction.

Consumer satisfaction is the extent to which a product can be felt in meeting the demands of consumer expectations. Consumer satisfaction can be understood as the level of one's feelings after experiencing the benefits of a company's products and performance compared to the expectations of the consumers themselves (Wibowo & Hery, 2012) in (Steven, Hery Winoto Tj, 2021). Consumer satisfaction is described as a feeling of satisfaction or pleasure for a product that can meet the needs and desires of consumers that are fun (Chen & Chang, 2012) in (Susanti, 2020). Consumer satisfaction is understood as a transactional activity by evaluating the first purchase or having positive feelings from the last purchase experience (R. L. Oliver, 1993) in (Bintarti & Kurniawan, 2017). Consumer satisfaction is described as a feeling of satisfaction when receiving good quality and service, always using and buying products and recommending them to others and fulfilling consumer satisfaction expectations after buying products (Irawan, 2002) in (Salim et al., 2020). Consumer satisfaction can be measured by several indicators including 1) Feelings of satisfaction, 2) Always buying products, 3) Will recommend to others, 4) Fulfillment of customer expectations after buying products (Irawan, 2002) in (Salim et al., 2020). Data findings based on research results (Salim et al., 2020) explain that consumer satisfaction has a significant positive effect on repurchase intention. Products with good taste value can create consumer satisfaction.

The value of taste that is owned and offered by Dunkin Donuts is that it has an unquestionable taste, has a soft donut that is not hollow and has a fuller and denser texture compared to other donut brands, a large size suitable for filling the stomach, and has various kinds of toppings. and cute characters. Meanwhile, the taste value offered by Jco Donuts has donuts that are fluffy and soft and also has premium toppings and various types, but has thinner donuts. Perceived value can be understood to indicate a product or service value that is assessed by customers in making purchases for profit or loss (Ryu et al., 2008) in (Tresna et al., 2019). Perceived value can also be understood as a customer perception gap between what they get and what they pay or sacrifice (Micu et al., 2019) in (Miao et al., 2021). Perceived value can be understood as an image in which consumers exchange what they receive and give in using a product (Woodruff, 1997) in (Satriandhini et al., 2019). Perceived value can be measured through several indicators including 1) Quality, 2) Benefits, 3) Ability (Woodruff, 1997) in (Satriandhini et al., 2019). Perceived value has a positive and significant effect on repurchase intentions based on research results (Miao et al., 2021). But it is inversely proportional to the results of the study (Mohc. Velian Muhajir, 2021) stating that perceived value has no effect on repurchase intentions. The difference in taste offered by the two products is a difference in price.

Prices set by Dunkin Donuts products are relatively more expensive, starting from ten thousand rupiah for one pcs and one hundred eight thousand nine hundred rupiah for the package price. Meanwhile, Jco Donuts has a much cheaper set price of nine thousand rupiah for one pcs and eighty-six thousand rupiah for the package price. Price can be understood as an exchange rate that can be equated with money for the benefits of products or services received and has a beneficial effect on producers (Rosmalia & Koesworodjati, 2019) in (Thenie Elzae Ongkowijoyo, 2022). Price is understood to be one part of the product which is taken into consideration when assessing a product (Thabit & Raewf, 2018) in (Antonius Satria Hadi, 2021). Price can be understood as a cost that is sacrificed by a consumer to master, achieve, and utilize a product (Ali Hasan, 2018) in (Qudus & Amelia, 2022). Prices can be measured through indicators including 1) Price affordability, 2) Price compatibility with product quality, 3) Price competitiveness, 4) Price compatibility with benefits (Ali Hasan, 2018) in (Qudus & Amelia, 2022). Based on the results of the study (Qudus & Amelia, 2022) price has an effect on repurchase intention, in contrast to research results (Aypar & Bahman, 2018) stating that price has no effect on repurchase intention.

The research gap or what is commonly called the GAP research above shows that there are other variables apart from the perceived value variable and price on repurchase intention. Dunkin Donuts conducts sales promotions in the form of promotions by giving discounts for every multiple purchases, as well as holding promotions through Instagram social media accounts by holding Instagram photo contests with prizes of millions of rupiah in vouchers to commemorate the 32 year anniversary of Dunkin Donuts. Meanwhile, sales promotion is carried out by Jco Donuts in collaboration with gojek partners and digital advertising on the official Jco website, and public relations. Sales promotion is described as an activity that provides various motivations for parties to make purchases (Peter & Donnelly, 2013) in (Munte et al., 2022). Sales promotion can be understood as an activity to attract new customers and provide gifts to old consumers to increase purchasing power and loyalty, increase the level of short-term sales volume for a wider market share in the long term (Alma, 2013), (I Putu Adi Sastrawan, 2021). Promotion progress can be measured using indicators in the form of 1) Discounts, 2) Vouchers, 3) Prizes, 4) Bonuses (Alma, 2013) in (I Putu Adi Sastrawan, 2021). This research was conducted with the aim that it would be useful to increase knowledge in the field of marketing management, especially regarding perceived value, price perceptions, through consumer satisfaction with sales promotions on repurchase intentions for readers of scientific papers.

## 2. ResearchMethod

The population in this study were all people or consumers who had purchased and consumed Dunkin Donuts in the sub-districts of North Cikarang, West Cikarang, East Cikarang, South Cikarang, Bekasi Regency, with an age limit of 17 to 60 years. So with these conditions the technique of taking respondents is purposive sampling. This means that the study population is non-probability sampling because we do not know the number of respondents. So the size of the number of respondents we took was 50 – 500 respondents with reference (Imam Ghazali, 2021). This research method uses quantitative methods by distributing questionnaires to respondents. Quantitative methods can be understood as research that produces discoveries using statistical calculations (Imam Ghazali, 2021). The data that has been collected is processed using a regression technique, which is processed using SmartPLS software.

## 3. ResultsAndDiscussions

The data that has been collected will be tested for feasibility by testing data analysis using Partial Least Square (PLS) software in this study, as follows:

### Outer Model

#### Validity test result

##### a. Convergent Validity Test Results Perceived Value XI

**Table 1.** Perceived value convergent validity test (X1)

X1 variable with indicator	Loading Factor	P-Value	Information
X1. 1	0.848	0.000	Strong
X1. 2	0.892	0.000	Strong
X1. 3	0.756	0.000	Strong
X1. 4	0.833	0.000	Strong

*Source: Results of 2023 Primary Data Processing*

Based on the results of the perceived value convergent validity test (X1) with the indicator X1.1 having a loading factor value of 0.848, the indicator item X1.2 with a loading factor of 0.892, the indicator item X1.3 with a loading factor of 0.756, and the indicator item X1. 4 with a loading factor of 0.833, this shows that all indicators on the perceived value variable (X1) have a strong role.

b. Price Convergent Validity Test Results X2

**Table 2.** Price convergent validity test (X2)

X2 variables with indicators	Loading Factor	P-Value	Information
X2.1	0.916	0.000	Strong
X2.2	0.817	0.000	Strong
X2.3	0.897	0.000	Strong
X2.4	0.924	0.000	Strong

Source: Results of 2023 Primary Data Processing

Based on the results of the price convergent validity test (X2) with the X2.1 indicator having a loading factor value of 0.916, the X2.2 indicator item with a loading factor of 0.817, the X2.3 indicator item with a loading factor of 0.897, and the X2.4 indicator item with loading factor of 0.924, this shows that all indicators on the Price variable (X2) have a strong role.

c. Convergent Validity Test Results Repurchase intention (Y)

**Table 3.** Convergent validity test repurchase intention (Y)

Y variable with indicators	Loading Factor	P-Value	Information
Y1.1	0.893	0.000	Strong
Y1.2	0.825	0.000	Strong
Y1.3	0.819	0.000	Strong
Y1.4	0.887	0.000	Strong

Source: Results of 2023 Primary Data Processing

Based on the results of the convergent validity test Repurchase intention (Y) with the Y1.1 indicator having a loading factor value of 0.893, the Y1.2 indicator item with a loading factor of 0.825, the Y1.3 indicator item with a loading factor of 0.819, and the Y1 indicator item. 4 with a loading factor of 0.887, this shows that all indicators in the variable Repurchase intention (Y) have a strong role.

d. Convergent Validity Test Results Consumer Satisfaction (Z')

**Table 4.** Convergent validity test of consumer satisfaction (Z')

Z'variable with indicators	Loading Factor	P-Value	Information
Z'1.1	0.907	0.000	Strong
Z'1.2	0.891	0.000	Strong
Z'1.3	0.894	0.000	Strong
Z'1.4	0.831	0.000	Strong

Source: Results of 2023 Primary Data Processing

Based on the results of the convergent validity test of consumer satisfaction (Z') with the indicator Z'1.1 having a loading factor value of 0.907, item indicator Z'1.2 with a loading factor of 0.891, indicator item Z'1.3 with a loading factor of 0.894, and item indicator Z' 1.4 with a loading factor of 0.831, this shows that all indicators in the consumer satisfaction variable (Z') have a strong role.

e. Convergent Validity Test Results Sales promotion(Z)

**Table 5.** Sales promotion validity test(Z)

Z variable with indicator	Loading Factor	P-Value	Information
Z1.1	0.906	0.000	Strong
Z1.2	0.922	0.000	Strong
Z1.3	0.826	0.000	Strong
Z1.4	0.852	0.000	Strong

Source: Results of 2023 Primary Data Processing

Based on the results of the convergent validity test of *Sales promotion* (Z) with the Z1.1 indicator having a loading factor value of 0.906, the Z1.2 indicator item with a loading factor of 0.922, the Z1.3 indicator item with a loading factor of 0.826, and the Z1.4 indicator item with a loading factor of 0.852, this shows that all indicators in the *Sales promotion* (Z) variable have a strong role.

### Reliability test result

**Table 6.** Construct reliability and validity

	Cronbach's alpha	Composite Reliability	N of Items
Price Dunkin Donuts (X2)	0.911	0.938	4
Consumer Satisfaction (Z')	0.904	0.933	4
Repurchase Intention (Y)	0.879	0.917	4
Perceived value (X1)	0.853	0.901	4
Sales Promotion (Z)	0.900	0.930	4

Based on Table 6 it shows that the perceived value variable (X1) has a Cronbach's alpha value of 0.853 and a Composite Reliability value of 0.901, so it can be said that the questions used on the perceived value variable (X1) are very reliable. The price variable (X2) has a Cronbach's alpha value of 0.911 and a Composite Reliability value of 0.938, so it can be said that the questions used on the price variable (X2) are very reliable. The repurchase intention variable (Y) has a Cronbach's alpha value of 0.879 and a Composite Reliability value of 0.917, so it can be said that the questions used on the repurchase intention variable (Y) are very reliable. The consumer satisfaction variable (Z') has a Cronbach's alpha value of 0.904 and a Composite Reliability value of 0.933, so it can be said that the questions used on the consumer satisfaction variable (Z') are very reliable. The *sales promotion* variable (Z) has a Cronbach's alpha value of 0.900 and a Composite Reliability value of 0.930, so it can be said that the questions used in the *sales promotion* variable (Z) are very reliable.

### Inner Model

**Table 7.** Results of the goodness of fit test for the research model

No.	Model fit and quality indices	Kriteria Fit	Results	Information
1	Average Path Coefficient (APC)	P < 0.05	0.034 P < 0.001	Good
2	Average R-Square (ARS)	P < 0.05	0.773 P < 0.001	Good
3	Average Adjusted R-Square (AARS)	P < 0.05	0.759 P < 0.001	Good
4	Average block VIT (AVIF)	Acceptable <= 5, appropriate <= 3.3	2.904	In accordance

Source: Primary Data, processed in 2022

Table 7 shows that the p-value of APC and ARS in this study is less than <0.001, the independent variables used in this study are good and are appropriate for predicting the dependent variable of the study. Obtaining an Average R-Square (ARS) value of 0.773 can be said that the independent variable used has represented 77% as a predictor of the dependent variable, while the rest is influenced by other variables outside the study. The AVIF value is less than 3.3 so that the model built in this study can be considered appropriate. Based on the results of the Goodness of Fit test, it is known that the model built by this research is good for explaining the phenomenon being studied, and can be used to conduct hypothesis testing.

### Hypothesis Test Result

**Table 8.** Hypothesis test

	Original sample (O)	Sample average (M)	Standard deviation (STDEV)	T statistic ((O/STDEV))	(P values)
(X2) -> (Z')	0.244	0.242	0.088	2.788	0.005
(X2) -> (Y)	-0.013	0.008	0.136	0.094	0.925
(Z) -> (Y)	0.388	0.368	0.183	2.125	0.034
(X1) -> (Z')	0.685	0.689	0.082	8.390	0.000
(X1) -> (Y)	0.448	0.419	0.154	2.905	0.004
(Z) -> (Y)	0.120	0.143	0.097	1.229	0.219
(Z)x (X2) -> (Y)	-0.125	-0.099	0.104	1.197	0.231
(Z) x (X1) -> (Y)	0.104	0.084	0.119	0.874	0.382

(X2) -> (Z') -> (Y)	0.095	0.090	0.059	1610	0.107
(X1) -> (Z') -> (Y)	0.266	0.255	0.132	2012	0.044

Source: Primary Data, processed in 2022

In this study there are seven research hypotheses. Based on the results of the analysis of the path coefficients and p-values, the results of hypothesis testing can be obtained which are described as follows:

#### First Hypothesis Test Results

Based on the results of the path coefficient value of 0.448 with p-values of 0.004. The acquisition of the coefficient value indicates a positive and significant effect of perceived value (X1) on repurchase intention (Y). This is in line with research (Satriandhini et al., 2019), (Tresna et al., 2019), (Ivana Iskandar, 2021), and in accordance with the theory of Woodruff 1997 expert in the article (Satriandhini et al., 2019) which says Perceived value is an image in which consumers exchange what they receive and give in using a product.

#### Second Hypothesis Test Results

Based on the results of the path coefficient value of -0.013 with p-values of 0.925. The acquisition of the coefficient value indicates that there is a negative and insignificant effect of the price variable (X2) on repurchase intention (Y). The result of the rejection of the price variable on the variable of repurchase intention is because the consumer's intention to repurchase is based on the presence of consumer satisfaction and attitude factors that are the determinants (R. Oliver, 1980) in (Aypar & Bahman, 2018). This is in line with research (Aypar & Bahman, 2018). The results that have been obtained by respondents argue that consumers ignore and do not make prices for consumers to repurchase because the prices set by Dunkin Donuts are in accordance with the quality of the products offered, the mean average results obtained the lowest indicator lies in the price affordability indicator, that the price set on Dunkin Donuts products are still not reached by consumers.

#### Third Hypothesis Test Results

Based on the results of the path coefficient value of 0.266 with p-values of 0.044. The acquisition of the coefficient value indicates a positive and significant influence of the perceived value variable (X1) on repurchase intention (Y) through the mediation of consumer satisfaction (Z'). This is in line with research (Miao et al., 2021), (Susanti, 2020), and in accordance with the theory of expert Irawan in the book Modern Marketing Management, Fourth Edition, which was published in 2002 in the article (Salim et al., 2020), who said consumer satisfaction is described as a feeling of satisfaction when receiving good quality and service, always using and buying products and recommending them to others and fulfilling expectations of consumer satisfaction after buying a product.

#### Fourth Hypothesis Test Results

Based on the results of the path coefficient value of 0.095 with p-values of 0.107. The acquisition of the coefficient value indicates that there is a relatively small positive effect of the price variable (X2) on repurchase intention (Y) through the mediation of consumer satisfaction (Z'). This is in line with research (Salim et al., 2020), (Salsabila et al., 2022), (Steven, Hery Winoto Tj, 2021), and in accordance with the theory of Irawan's experts in the book Modern Marketing Management, Fourth Edition, published 2002 in the article (Salim et al., 2020), which says that consumer satisfaction is described as a feeling of satisfaction when receiving good quality and service, always using and buying products and recommending them to others and fulfilling consumer satisfaction expectations after buying a product.

#### Fifth Hypothesis Test Results

Based on the results of the path coefficient value of 0.388 with p-values of 0.034. The acquisition of the coefficient value indicates that there is a positive and significant influence of the mediating variable of consumer satisfaction (Z') on the variable of repurchase intention (Y). This is in line with research (Afika Putri Anjani, 2021), (Fawzee et al., 2019), (Susanto et al., 2021), and in accordance with expert theory Hellier et al 2003 in the article (Afika Putri Anjani, 2021) Repurchase intention is understood as a decision that someone plans to repurchase a product or service through positive or negative responses by considering the experiential situation that occurs after shopping.

#### Results of the sixth hypothesis test

Based on the results of the path coefficient value of 0.104 with p-values of 0.044. The acquisition of the coefficient value indicates a positive and significant effect of the perceived value variable (X1) on the repurchase intention variable (Y) moderated by the sales promotion variable (Z). This is in line with research

(Azmi Maulida, 2021), (Munte et al., 2022), (I Putu Adi Sastrawan, 2021), and in accordance with the theory of Alma's experts in the book *Marketing Management and Service Marketing* which was published in 2012 saying sales Promotion can be understood as an activity to attract new customers and provide gifts to old customers to increase purchasing power and loyalty, increase the level of short-term sales volume for a wider market share in the long term.

#### **Seventh Hypothesis Test Results**

Based on the results of the path coefficient value of -0.125 with p-values of 0.107. The acquisition of the coefficient value indicates a negative and insignificant effect of the price variable (X2) on the repurchase intention variable (Y) moderated by the sales promotion variable (Z). The results of this study were not accepted as a variable sales promotion as a moderator between price and repurchase intention, because sales promotion as a moderator predictor, so it has a direct role on repurchase intention. This is in line with research (Azmi Maulida, 2021), (Munte et al., 2022), (I Putu Adi Sastrawan, 2021). The negative role of sales promotion as price moderation on repurchase intention indicates that sales promotion has a direct role on repurchase intention, so that according to the theory of Alma's expert in the book *Marketing Management and Service Marketing* published in 2012, sales promotion can be understood as an activity to attract customers. and provide gifts to existing customers to increase purchasing power and loyalty, increase short-term sales volume levels for a wider market share in the long term.

#### **Discussion**

The R-square value of the perceived value variable on repurchase intention is 0.448. This shows that the perceived value of Dunkin Donuts products on repurchase intentions has a fairly positive role on repurchase intentions because the better the taste value offered by Dunkin Donuts, the greater the possibility that consumers will have repurchase intentions.

The R-square value of the price variable on repurchase intention is -0.013. This shows that the pricing of Dunkin Donuts products on repurchase intentions has a negative role on repurchase intentions because the products offered by Dunkin Donuts are of high quality so that consumers ignore and do not mind the price because the prices set by Dunkin Donuts are in accordance with product quality. The R-square value of the perceived value variable on repurchase intention through the mediation of consumer satisfaction is 0.266. This shows that the perceived value of Dunkin Donuts products on repurchase intentions through the mediation of consumer satisfaction has a positive role on repurchase intentions because the higher the level of consumer satisfaction based on the taste value offered by Dunkin Donuts products, the greater the consumer's intention to make a repurchase intentions. The R-square value of the price variable assigned to repurchase intention through the mediation of consumer satisfaction is 0.095. This shows that the price set for Dunkin Donuts products on repurchase intentions through the mediation of consumer satisfaction has a relatively small positive role on repurchase intentions because consumers prefer product quality that meets expectations. The R-square value of the perceived value variable on repurchase intention moderated by sales promotion is equal to 0.104. This shows that consumer satisfaction with Dunkin Donuts products on repurchase intentions has a positive role on repurchase intentions because the higher the level of consumer satisfaction with the quality of Dunkin Donuts products in meeting expectations, the greater the likelihood of consumer intentions to repurchase. The R-square value of the perceived value role variable for Dunkin Donuts products on repurchase intentions moderated by sales promotion is equal to 0.104. This shows that the perceived value of Dunkin Donuts products on repurchase intentions moderated by sales promotion has a moderate positive role on repurchase intentions because the relationship between sales promotion can strengthen the relationship between perceived value on repurchase intentions where attractive promos are added. with the good taste value of Dunkin Donuts products, it is likely that it will increase consumer intentions to repurchase. The R-square value of the price variable assigned to Dunkin Donuts products on repurchase intentions moderated by sales promotion is -0.125. This shows that the price set for Dunkin Donuts products on repurchase intentions moderated by sales promotion has a moderate negative role on repurchase intentions because some consumers do not follow Dunkin Donuts product promos and the promos are not always there.

#### **4. Conclusion**

Based on the results of the research and discussion previously described, it can be concluded that: 1) The perceived value of Dunkin Donuts consumers can encourage repurchase intentions for Dunkin Donuts products. 2) Pricing of Dunkin Donuts products cannot encourage consumers to repurchase, this is because

the products offered by Dunkin Donuts are of high quality so consumers ignore and do not mind the price because the prices set by Dunkin Donuts are in accordance with product quality. 3) Dunkin Donuts consumer satisfaction can mediate perceived value to encourage consumers to repurchase. 4) Consumer satisfaction can mediate the price set for Dunkin Donuts products on the repurchase intention of Dunkin Donuts consumers, this is because consumers prefer product quality that meets expectations. 5) A high level of consumer satisfaction can encourage consumer intentions to repurchase. 6) *Sales promotion* can play a role in strengthening the perceived value of Dunkin Donuts consumer repurchase intentions. 7) *Sales promotion* has a direct role on repurchase intention so that it cannot strengthen the price relationship on Dunkin Donuts consumers' repurchase intention because some consumers do not follow Dunkin Donuts product promos and the promos are not always there. For future researchers, it is hoped that they can expand the object of research and add other research variables so that further research will get more generalized results. Suggestions for producers or companies are producers must maintain and continue to increase the level of customer satisfaction to make repurchases, either through the value of the quality taste of the product or in price setting and stability, this can be used as an advantage in competing with other competitors.

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