

# Consumer satisfaction in mediating perceived value and price towards revisit repurchase intention moderated by personal selling

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## ABSTRACT

Along with the times, many eastern people are accustomed to making bread as a staple food besides rice. This, in turn, makes the bakery business quite developed. Various well-known bakery business brands include BreadTalk. Based on the Top Brand Award, BreadTalk ranks second. BreadTalk offers a variety of attractive products to consumers so they can make repeat purchases. This study aims to examine the relationship between perceived value and price on repurchase intentions through the mediation of consumer satisfaction moderated by personal selling. This research uses quantitative methods. The population in this study are BreadTalk consumers who live in the Bekasi Regency area. The sampling technique in this study was incidental with a sample size of 100 respondents, with research data analysis using the SmartPLS 4.0 program. Based on the results of testing, processing and data analysis that has been carried out previously on Consumer Satisfaction in Mediating Perceived Value and Price Against Repurchase Intentions moderated by Personal Selling (Study on BreadTalk Products in Bekasi Regency) using SmartPLS, it can be concluded as follows the perceived value of Holland Bakery brand products can encourage consumers to make repurchases, prices set on Breadtalk brand products can encourage consumers to make repurchases, the value felt by consumers on Breadtalk brand products causes satisfaction, so it can encourage repurchase, the price set by the manufacturer of the Breadtalk brand product causes satisfaction, so it can encourage repurchase, a high level of consumer satisfaction can encourage consumers to repurchase Breadtalk brand products, the perceived value of consumers on Breadtalk products affects repurchases by moderating personal selling and the price set by the manufacturer for Breadtalk brand products affects repurchases by moderating personal selling.

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## 1. Introduction

Bread for some people, especially for the people of western countries, has become one of the staple foods. But now along with the times, many eastern people have become accustomed to making bread as a staple food also besides rice. This in turn, makes the bakery business quite developed. Various well-known bakery business brands include BreadTalk. BreadTalk, carries a different concept compared to other bakeries in general, paying attention to the appearance of the store which is designed to look exclusive and shows the bakery kitchen to its visitors through transparent glass. Thanks to a good *consumer marketing* strategy, when BreadTalk stores first opened, they were often filled with visitors who were willing to line up to try their products (World Encyclopedia, 2022). This, of course, is one of the attractions that is indeed created so that consumers are interested in buying, and making repeat purchases in the future (Permatasari et al., 2022).

Various bread brands that are quite famous based on Top Brands include Sari Roti, Paroti, Mr. Bread, Holland Bakery, and BreadTalk. Top Brand Award data in the food category, with the first bread brand, Sari Roti with a Top Brand Index of sixty-nine point one percent, while Bread Talk is in second place with a Top Brand Index of one point five percent (Top Brand Award, 2022). Sari Roti is already quite famous compared to Bread Talk, but Bread Talk also continues to develop its business by implementing a marketing strategy, namely showing its kitchen from transparent glass to be able to attract consumers' repeat purchase intentions (World Encyclopedia, 2022).

Repurchase *intention* can be understood as behavior that arises in response to an object. Repurchase intent indicates a customer's desire to make a repeat purchase for the future. Consumers who make repeat purchases or loyal consumers are valuable assets for the company, because many benefits are obtained from consumers who make repeat purchases. This repurchase is based on the satisfaction felt by consumers (Permatasari et al., 2022), and many factors influence these repurchases, including perceived intent and price. Repurchase behavior can be understood as buying activities that are made more than once or several times. From this definition, it can be said that there is an intention from customers to return to buy the same product or service Lupiyoadi in (Permatasari et al., 2022).

In research conducted by (Kinanti et al., 2022) the results of the research show that consumer satisfaction has a positive effect on repeat purchases, while in research conducted by (Ramadhan & Santosa, 2017) in (Tania, 2022) states that customer satisfaction has a negative and insignificant effect on repurchase interest. The gap in these studies is that it shows differences in research results. Consumer satisfaction can be understood as the number or percentage of total consumers who have a very good experience with a company or product and or service exceeding the expected level of satisfaction (Gilboa et al., 2019) in (Kinanti et al., 2022).

Repurchase intention is also influenced by *the marketing mix (7P)*. *Marketing mix (7P)* can be understood as the best step to consider all operational factors, this is because the *marketing mix* looks at various aspects. With the *marketing mix*, it is hoped that business people can develop useful strategies to win the competition. In detail, the variable marketing mix (7P) is *product, price, place, promotion, people, process* and *physical evidence*). *Marketing Mix* is a set of marketing tools that companies use to continuously achieve their marketing goals in the target market (Kotler, 2009) in (Christine & Budiawan, 2017).

Perceived value can be understood as an evaluation made by customers of the differences and benefits obtained and costs incurred, relative to competing offers (Kotler & Armstrong, 2012) in (Atmoko, 2019). The value perceived by consumers will affect repeat purchase intentions (Atmoko, 2019). However, there are other researchers who say that the perceived value of consumers cannot influence consumers to make repurchases (Kinanti et al., 2022). research conducted by (RikaIsti Aisyah, 2019) and (Ibrahim, 2021) stated a positive effect on repurchase intention.

The reality of price in the study, can be understood as the amount billed for a product or service, more broadly the price is the sum of all values provided by customers to benefit from owning or using a product or service (Kotler & Armstrong, 2012) in (Permatasari et al., 2022). (Ali Hasan, 2013) in (Febriansyah & Triputra, 2021), for consumers prices can be understood all forms of monetary costs sacrificed by consumers to obtain, own, utilize a number of combinations of goods and services from a product. For the company, pricing is a way to differentiate its offerings from competitors. Each company, does have different prices but is very competitive. Price perception is how consumers perceive certain prices (high, low, reasonable) have the intention to buy and buy satisfaction. Price perception has two forming factors including reference prices and loose and objective price statements (Schiffman, L., & Kanuk, L. L. 2020). The right price can create consumer satisfaction in a purchase. Pricing on a product will affect repurchase intentions (Permatasari et al., 2022). Other studies say that the price of a product cannot affect repurchases (Febriansyah & Triputra, 2021). Reserch conducted by (Ilham Munif Bahasuan, 2021) and (Aura Nadhifa Salsabila, 2022).

This research gap shows the influence or role of other variables outside of the perceived value and price variables on repurchase intent, namely consumer satisfaction and *personal selling* variables. Consumer satisfaction and *personal selling variables*. Regarding *personal selling*, it is said that personal selling can be understood as interaction between individuals, meeting each other face to face aimed at creating, improving, mastering or maintaining mutually beneficial exchange relationships with other parties (Nashih, 2017) in (Julitawaty et al., 2020) *Personal selling* is part of a marketing strategy, which is an effort to communicate outer tire products to customers. *Personal selling* has principles that must be mastered by sales persons,

including professionalism, power for negotiation and efforts to establish relationships with consumers, both before buying products and after buying products (Julitawaty *et al.*, 2020). Research conducted by (Firah & Siregar, 2023) and (Deagita Winda Palit *et al.*, 2023) stated that personal selling has a positive effect on repurchase intention.

The implication in this study is that if the perceived value of a consumer is positive, it can encourage repurchase intention because the better the perceived value of a product, the higher the consumer's intention to repurchase. Then in determining the price must be done correctly because consumers assume that the price set on a product must be in accordance with the quality provided. In this case consumers will make repeat purchases when they get satisfaction according to their expectations. Consumer satisfaction can be influenced by several factors including value and price. Therefore the authors hope that the results of this research can provide positive benefits for all business people, especially BreadTalk.

## 2. Research Method

This study uses a quantitative approach that emphasizes objective aspects in measuring social phenomena. Quantitative research is research that is used to find answers to problems by carefully measuring certain variables, widely used especially to make theories in a scientific field. In this research there are variables of consumer satisfaction, perceived value, price, repurchase intention and personal selling. The population in this study were all customers who had repurchased BreadTalk bread. The sampling technique in this study is incidental. Incidental sampling technique is a technique of determining the sample by chance or anyone who happens to (accidentally) meet the researcher. The recommended minimum sample size is between 30 and 100 respondents. As for this study, the researcher determined the number of samples, namely as many as 100 respondents.

The purpose of this study was to analyze the perceived value that states Bread Talk brand bakery products will affect repurchase intentions, the price stated Bread Talk brand bakery products will affect repurchase intentions, the perceived value of BreadTalk brand bakery products will affect on repurchase intention through mediation of consumer satisfaction, the price of BreadTalk bread brand products will affect repurchase intentions through mediation of consumer satisfaction, consumer satisfaction with BreadTalk bread brand products will affect repurchase intentions, perceived value of BreadTalk bread brand products will influencing the repurchase intention moderated by personal selling and finally the price of BreadTalk bread brand products will affect the repurchasing intention moderated by personal selling. The data collection technique uses a questionnaire containing statements about the variables studied which are then given to the respondents who have been selected to be answered. Data analysis was performed using the SmartPLS 4.0 program.

## 3. Results And Discussions

### Convergent Validity Test

Convergent Validity (outer model) with reflective indicators can be seen from the collation between indicator values and consyruk, individual indicators are considered reliable if they show a correlation value of  $> 0,70$ . However, at the research development stage, the loading scale of 0,50 to 0,60 is still acceptable.

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

Variables with Indicator	Loading Factor	P-value	Information
NR 1	0.939	0.01	Strong
NR 2	0.787		Strong
NR 3	0.920		Strong
NR 4	0.855		Strong

NR1 has a loading factor of 0.939 and NR2 instrument items have a loading factor of 0.787, NR3 instrument items have a loading factor of 0.920 and NR4 has a loading factor of 0.855. This shows that the highest factor loading value in the Perceived Value (X1) variable is that NR1 items have a strong role, NR2 items have a sufficient role, NR3 items have a strong role and NR4 items have a strong role.

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

Variables with Indicator	Loading Factor	P-value	Information
HG 1	0.874	0.035	Strong
HG 2	0.901		Strong
HG 3	0.912		Strong
HG 4	0.724		Strong

HG1 has a loading factor of 0.874 and HG2 instrument items have a loading factor of 0.901, HG3 instrument items have a loading factor of 0.912 and HG4 has a loading factor of 0.724. This shows that the strongest factor loading value in the Price variable (X2) is that HG1 items have a strong role, HG2 items have a strong role, HG3 items have a strong role and HG4 items have a strong role.

**Table 3.** Repurchase Value convergent validity test results (Y)

Variables with Indicator	Loading Factor	P-value	Information
NPK 1	0.909	0.01	Strong
NPK 2	0.927		Strong
NPK 3	0.571		Strong

NPK1 has a loading factor of 0.909 and NPK2 instrument items have a loading factor of 0.927, NPK3 instrument items have a loading factor of 0.571. This shows that the value of the highest loading factor in the variable Repurchase Value (Y) is that NPK1 items have a strong role, NPK2 items have a strong role, NPK3 items have a strong role.

**Table 4.** Consumer satisfaction convergent validity test results (Z1)

Variables with Indicator	Loading Factor	P-value	Information
KP 1	0.861	0.00	Strong
KP 2	0.863		Strong
KP 3	0.907		Strong
KP 4	0.928		Strong
KP 5	0.846		Strong
KP 6	0.787		Strong

KP1 has a loading factor of 0.830 and KP2 instrument items have a loading factor of 0.877, KP3 instrument items have a loading factor of 0.904 and KP4 has a loading factor of 0.882, KP5 instrument items have a loading factor of 0.846 and KP6 has a loading factor of 0.787. This indicates that the strongest factor loading value on the Consumer Satisfaction variable (Z1) is that KP 1 items have a strong role, KP2 items have a strong role, KP3 items have a strong role and KP4 items have a strong role, KP5 items have a strong role and KP6 items have a strong role.

**Table 5.** Personal selling convergent validity test results (Z2)

Variables with Indicator	Loading Factor	P-value	Information
PS 1	0.920	0.00	Strong
PS 2	0.906		Strong
PS 3	0.929		Strong
PS 4	0.859		Strong

PS1 has a loading factor of 0.920 and PS2 instrument items have a loading factor of 0.906, PS3 instrument items have a loading factor of 0.912 and PS4 has a loading factor of 0.929. This shows that the strongest loading factor value in the Personal selling variable (Z2) is that PS1 items have a strong role, PS2 items have a strong role, PS3 items have a strong role and PS4 items have a strong role.

### Reliability Test Result

Reliability test is carried out to prove the accuracy, consistency and similarity of instruments in measuring a construct. In PLS sem using SmartPLS to measure the reliability of a construct can be done with

two criteria, namely Cronbach's alpha and Composite reliability. However, using Cronbach's alpha to test a construct will give a lower value (under estimate), so it is more advisable to use composite reliability.

**Table 6.** Construct reliability and validity test results

	Cronbach'alpha	Composite Reliability	N of Item
Perceived Value (X1)	0.899	0.911	4
Price (X2)	0.933	0.895	4
Repurchase Intention (Y)	0.746	0.851	3
Customer Satisfaction (Z1)	0.933	0.932	6
Personal Selling (Z2)	0.926	0.932	4

Based on Table 6 shows that the perceived value variable has Cronboach's alpha value of 0.899 and composite reliability value of 0.911, so that the statement used on the perceived value variable is very reliable. The price variable has a cronboach's alpha value of 0.933 and a composite reliability value of 0.895, so it can be said that the statement used in the price variable is very reliable. The repurchase intent variable has a cronboach's alpha value of 0.746 and a composite reliability value of 0.851, so it can be said that the statement used in the repurchase intent variable is very reliable. The consumer satisfaction variable has a cronboach's alpha value of 0.933 and a composite reliability value of 0.932, so it can be said that the statement used in the consumer satisfaction variable is very reliable. The personal selling variable has a cronboach's alpha value of 0.926 and a composite reliability value of 0.932, so it can be said that the statement used in the personal selling variable is also very reliable.

#### Analysis of Goodness of Fit Model

This study performed a Goodness of fit test on a statistical model to see how well the model was built with a series of observations made. Goodness of fit (GOF) testing will produce Average Path Coefficient (APC), Average R- Squared (ARS), Average block VIF values. The results of the Goodness of Fit model test show the results in this study are as presented in Table 7 as follows:

**Table 7.** Analysis of goodness of fit model

No.	Model fit and quality indices	Fit Criteria	Fit Criteria	Information
1	Average path coefficient(APC)	P < 0,05	0.588 P < 0,001	Good
2	Average R-Square (ARS)	P < 0,05	0,703 P < 0,001	Good
3	Average adjusted R-square(AARS)	P <0,05	0,697 P <0,001	Good
4	Average blok VIF (AVIF)	Acceptable ≤ 5; Appropriate ≤ 3,3	4.450	Appropriate

Table 7 shows that the P-value of APC and ARS in this study is <0.001, the independent variable used in this study is good and appropriate to predict the dependent variable of the study. The acquisition of the Average R-Square (ARS) value of 0.703 can be said that the independent variable used has represented 70.3% 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 the model built in this study can be considered appropriate. Based on the results of goodness of fit testing, it is known that the model built by this study is good for explaining the phenomenon studied, and can be used to test hypotheses.

#### Hypothesis Test Result

In this study there are 7 research hypotheses. Based on the results of the path coefficient analysis and p-values, the results of hypothesis testing can be obtained which are described as follows:

**Table 8.** Path coefficient

No	Hypothesis Description	Original Sample (O)	Sample average (M)	Standard deviation (STDEV)	T-statistic (10/STDEV1)
1	Price → Customer Satisfaction	0.588	0.548	0.179	3.281
2	Price → Repurchase Intention	0.340	0.311	0.200	1.697
3	Customer Satisfaction → Repurchase Intention	0.107	0.133	0.196	0.549
4	Perceived value → Customer Satisfaction	0.307	0.347	0.167	1.844
5	Perceived value → Repurchase Intention	0.378	0.367	0.179	2.105
6	Personal Selling → Repurchase Intention	-0.018	-0.011	0.141	0.124

The results of first hypothesis test based on the results of the analysis, the effect of perceived value (X1) on repurchase intention (Y) is shown by obtaining a path coefficient value of 0.548 with a P-Value of <0.001. The acquisition of the coefficient value shows a significant positive influence of the perceived value (X1) on the repurchase intention (Y). This reason is in accordance with the respondent's narrative answer, this is because Breadtalk bread has a distinctive taste. Saying perceived value includes exchanging what has been obtained in consumers and what they have gained from using a product. This research hypothesis is in line with previous research Atmoko in 2019 which concluded that perceived value has a significant effect on repurchase intention.

The results of second hypothesis test based on the results of the analysis, the effect of price (X2) on repurchase intention (Y) is shown by obtaining a path coefficient value of 0.265 with a P-Value of <0.001. The acquisition of the coefficient value shows a significant positive effect of the price (X2) set on the repurchase intention (Y). This reason is in accordance with the respondent's narrative, this is because the price owned by breadtalk is affordable. This test is in accordance with theoretical studies according to Permatasari, saying that price is the cost paid to consumers to acquire, master, and use a product. This research hypothesis is in line with previous research by Kotler and Armstrong which concluded that price has a significant effect on repurchase intention.

Test results of third hypothesis and fourth hypothesis based on the results of the analysis, the effect of perceived value (X1) on repurchase intention (Y) through mediation of consumer satisfaction (Z') is shown by obtaining a path coefficient value of 0.133 with a P-Value of <0.001. The acquisition of the coefficient value shows a significant positive influence of the perceived value (X1) on repurchase intention (Y) through partial mediation of consumer satisfaction (Z'). This reason is in accordance with the respondents' narrative, this is because BreadTalk bread has a good taste and soft texture. This test is in accordance with theoretical studies according to (Handi Irawan, 2008) said customer satisfaction can be understood as Consumer satisfaction can be understood as the number or percentage of total consumers who have a very good experience of a company or product and or service exceeding the expected level of satisfaction. This research hypothesis is in line with previous research by Kinanti in 2022 which concluded that perceived value directly mediated by satisfaction has a significant effect on repurchase intent. Price (X2) against repurchase intention (Y) through mediation of consumer satisfaction (Z') is indicated by obtaining a path coefficient value of 0.223 with a P-Value of <0.001. The acquisition of the coefficient value shows a significant positive influence of price (X2) on repurchase intention (Y) through partial mediation of consumer satisfaction (Z'). This reason is in accordance with the respondent's narrative, this is because the price offered by Holland Bakery products is in accordance with the satisfaction that will be obtained by customers.

The results of fifth hypothesis test based on the results of the analysis, the effect of consumer satisfaction (Z') on the intention to buy back (Y) is shown by obtaining a path coefficient value of 0.200 with a P-Value of <0.001. The acquisition of the coefficient value shows a significant positive influence of consumer satisfaction (Z') on repurchase intention (Y). This reason is in accordance with the respondent's narrative, this is due to the quality of taste possessed by Holland Bakery. This research hypothesis is in line with previous research by Kinanti in 2022 which concluded that satisfaction is positively related to repurchase intention. Repurchase intent can be understood as a person's deliberate decision to purchase a particular product or service based on post-purchase experience of either positive or negative responses.

Test results of sixth hypothesis and seventh hypothesis based on the results of the analysis, the effect of perceived value (X1) on repurchase intention (Y) with moderated personal selling (Z) is shown by obtaining a path coefficient value of -0.24 with a P-Value of <0.001. The acquisition of the coefficient value shows a negative and insignificant influence of the perceived value (X1) on repurchase intention (Y) with partial moderation of personal selling (Z). This reason is in accordance with the respondents' narrative, this is because the quality of taste owned by Holland Bakery is good but the service owned by BreadTalk Bread is not good. This test is in accordance with theoretical studies according to Tjiptono personal selling is a personal presentation of a seller to a company to make sales and build relationships with a consumer. This research hypothesis is in line with previous research by Anggarawati in 2022 which concluded that the moderation effect of personal selling has a positive effect on repurchase intentions. Price (X2) to repurchase intention (Y) with moderated personal selling (Z) is partially indicated by obtaining a path coefficient value of 0.185 with a P-Value of <0.001. The acquisition of the coefficient value shows a significant positive effect of the price (X2) set on the repurchase intention (Y) with partial moderation of personal selling (Z). This reason is in accordance with the respondent's narrative, this is because the standard prices and service owned by Holland Bakery are very friendly.

### Findings in the Research Model

Based on the findings of the research model resulting in a path coefficient analysis and p value from the research model, it can be seen that there are 1) perceived values have a positive effect on repurchase intentions. 2) Price has a positive effect on repurchase intent. 3) perceived value and price affect repurchase intentions through partial mediation of consumer satisfaction. 4) Consumer satisfaction has a positive effect on repurchase intent. 5) Perceived value and price positively affect repurchase intent by partially moderating personal selling. The results show a picture of the research model that has been tested as follows:

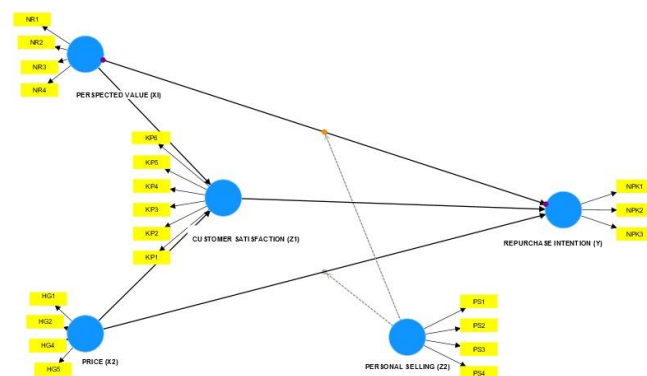


Figure 1. Hypothesis test result

### Discussion

Discussion of data analysis on the role of perceived value of BreadTalk brand products on consumer repurchase intentions: the R-square value of the perceived value variable on repurchase intention is equal to (37.3%), this indicates that the perceived value of the BreadTalk brand product has a positive role on repurchase intention. The positive role of perceived value on repurchase intention is because the quality of taste offered by BreadTalk is very suitable in guaranteeing someone to make a repurchase, according to the respondents' narrative answers. Discussion of data analysis on the role of the price set for BreadTalk brand products on repurchase intentions: the R-square value of the price variable assigned to BreadTalk brand products on repurchase intention is equal to (34%), this indicates that the price of Holland Bakery brand products has a weak role on repurchase intentions. The positive role of price on repurchase intention is due to the relatively affordable price of BreadTalk bread compared to other bakery products, according to the respondents' narrative answers. Discussion of data analysis on the perceived value of BreadTalk brand products will affect repurchase intentions through mediation of consumer satisfaction: The r square value of the perceived value variable for BreadTalk brand products on repurchase intentions through mediation of consumer satisfaction is equal to (30.7%), this shows that the value perceived BreadTalk brand products have a strong role on repurchase intention through the mediation of consumer satisfaction. The strength of the perceived value on repurchase intention through the mediation of consumer satisfaction is due to the taste offered by BreadTalk satisfying the consumer and ultimately the consumer making a repurchase, according to the respondents' narrative answers. Discussion of data analysis on the price set for BreadTalk brand products will affect repurchase intentions through mediation of consumer satisfaction: the R-square value of

the price variable set for BreadTalk brand products on repurchase intentions through mediation of consumer satisfaction is equal to (68.8%). this shows that the price set for Breadtalk brand products has a weak role on repurchase intention through the mediation of consumer satisfaction. The high price on repurchase intention through the mediation of consumer satisfaction is due to the fact that the price offered by BreadTalk is relatively affordable for consumers, according to the respondents' narrative answers. Discussion of data analysis on the consumer satisfaction with BreadTalk brand products on repurchase intentions. the R-square value of the variable level of consumer satisfaction with BreadTalk brand products (10.7%) indicates that the level of consumer satisfaction with BreadTalk bakery products has a weak role in repurchasing intentions. The low level of consumer satisfaction with repurchase intentions is due to BreadTalk outlets providing poor service so they do not repurchase, according to the respondents' narrative answers. Discussion of data analysis on the perceived value of the BreadTalk brand product will affect repurchase intentions with personal selling mediators: the R-square value of the perceived value variable for BreadTalk brand products on repurchase intentions with personal selling mediators is equal to (0.58%) this indicates that the value perceived BreadTalk brand products have a very low positive role on repurchase intentions with personal selling mediators. The low perceived value of repurchasing intentions with personal selling mediators is because BreadTalk has its own taste but there are outlets that have poor service so that consumers do not repurchase, according to the respondents' narrative answers. Discussion of data analysis on the price set for the BreadTalk brand product will affect the repurchase intention with moderation of personal selling: the R-square value of the price variable set for the BreadTalk brand product on the repurchase intention with moderation of personal selling is (0.082%) due to the price offered by BreadTalk relatively cheap but the service provided by BreadTalk is very friendly so that consumers make repeat purchases, according to the respondents' narrative answers.

#### 4. Conclusion

Based on the results of testing, processing and data analysis that has been carried out previously on consumer satisfaction in mediating perceived value and price against repurchase intentions moderated by personal selling (study on BreadTalk Products in Bekasi Regency) using SmartPLS, it can be concluded as follows the perceived value of Breadtalk brand products can encourage consumers to make repurchases, prices set on Breadtalk brand products can encourage consumers to make repurchases, the value felt by consumers on Breadtalk brand products causes satisfaction, so it can encourage repurchase, the price set by the manufacturer of the Breadtalk brand product causes satisfaction, so it can encourage repurchase, high level of consumer satisfaction can encourage consumers to repurchase Breadtalk brand products, the perceived value of consumers on Breadtalk products affects repurchases by moderating personal selling and the price set by the manufacturer for Breadtalk brand products affects repurchases by moderating personal selling.

From the results of this study, it is hoped that producers will be able to improve and maintain the taste so that BreadTalk consumers will repurchase and producers must also be careful in setting the price of a product, it must be in accordance with market conditions. Consumer satisfaction plays a very important role in consumer repurchasing, so producers must be able to improve the quality of their services so that consumers feel satisfied buying a product so that a willingness to repurchase. The author hopes that future researchers can conduct similar research using research objects and a wider population to validate the results of this study supported by a strong theory and increase the number of research references that are able to support the topic under study.

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