

The Effect of Perceived Product Quality and Perceived Price on Repurchase Intention Mediated by Customer Satisfaction: A Study of Gatsby Perfume Users in Greater Bandung

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Abstract

The intensifying competition in Indonesia's men's fragrance industry has increasingly pressured the competitive position of well-established brands, including Gatsby, which recorded a consistent decline in its Top Brand Index throughout 2023–2025 amid the growth of competitors such as Evangeline and Morris. This study aims to examine the influence of Perceived Product Quality and Perceived Price on Repurchase Intention, both directly and through the mediation of Customer Satisfaction, among Gatsby perfume users in the Greater Bandung area. A quantitative approach employing descriptive and associative methods was used in this study. Data were collected through a structured questionnaire distributed to 100 respondents selected using purposive sampling. The research instrument was found to be valid and reliable, and the data satisfied all classical assumptions required for regression analysis. Data were analyzed using Multiple Linear Regression and the Sobel test with the assistance of IBM SPSS Statistics. The results show that Perceived Product Quality and Perceived Price each have a positive and significant effect on both Customer Satisfaction and Repurchase Intention, Customer Satisfaction also has a positive and significant effect on Repurchase Intention, and Customer Satisfaction is shown to significantly mediate the influence of Perceived Product Quality and Perceived Price on Repurchase Intention. These findings indicate that consumers are more inclined to repurchase Gatsby perfume when the product quality is perceived as good, the price is considered fair, and their satisfaction is formed through expectation confirmation. This study offers practical insight for PT Mandom Indonesia in formulating strategies to improve product quality, pricing, and customer-satisfaction reinforcement in order to strengthen consumers repurchase intention.

Keywords:

Perceived Product Quality; Perceived Price; Customer Satisfaction; Repurchase Intention; Gatsby Perfume.

1. INTRODUCTION

The perfume and fragrance industry is one of the segments within the beauty and personal care industry that has shown consistent and significant growth, both globally and nationally. Globally, the perfume market was valued at IDR 932 trillion in 2024 and is projected to grow to IDR 1,285 trillion by 2032, reflecting an average annual growth rate (Compound Annual Growth Rate/CAGR) of 4.10%. This growth is driven by a fundamental shift in how consumers perceive perfume from a mere body-scenting product to a lifestyle symbol and a medium of self-identity expression. The Eau de Parfum (EDP) segment recorded the largest market share at 39.2% in 2024, reflecting consumer preference for high-quality fragrances with longer-lasting scent retention (Annabel et al., 2025).

The growth of the global perfume industry has also significantly affected market expansion in Indonesia. According to Kompas Market Insight data, perfume and fragrance sales on Indonesian e-commerce platforms

reached IDR 4 trillion in 2024 and increased to IDR 6.1 trillion in 2025, a 53% rise from the previous period, with the men's fragrance segment serving as the main growth driver through the highest increase of 70% (Kompas Market Insight, 2026). Alongside this rising demand, competition within Indonesia's fragrance industry has intensified, as reflected in the growth of cosmetics and fragrance business operators from 726 in 2020 to 1,500 by October 2025, an increase of more than 106% over five years (Kemenperin, 2025). This condition requires every brand to continuously innovate, build strong quality perceptions, and establish appropriate pricing strategies in order to sustain consumer satisfaction and repurchase intention.

Amid this competition, Gatsby stands as one of the long-established men's fragrance brands that has built a strong competitive position in Indonesia. Gatsby is a product of PT Mandom Indonesia Tbk, first launched in Indonesia in 1980, and has consistently ranked first in the Top Brand Index (TBI) for the Eau de Parfum subcategory for three consecutive years from 2023 to 2025 (Top Brand Award, 2025). Nevertheless, TBI data over the same period show a consistent declining trend, as presented in Table 1.

Table 1. Top Brand Index for the Men's Eau de Parfum Category in Indonesia, 2023–2025

Brand Name	2023	2024	2025
Gatsby	32,90	30,50	27,40
Evangeline	17,50	20,00	21,40
Morris	11,30	12,40	15,90

Source: Top Brand Award (2025).

As shown in Table 1, Gatsby's TBI declined consistently from 32.90 in 2023 to 27.40 in 2025, a 16.72% drop from its peak, alongside the positive growth trend of its main competitors, Evangeline and Morris. Given that one of the components forming the TBI is future intention that is, consumers' tendency to reuse a product in the future this decline in Gatsby's TBI can be interpreted as an indication of weakening consumer repurchase intention relative to its competitors (Frontier Research, 2025). This indication is further reinforced by the emergence of negative consumer comments on TikTok and the Shopee marketplace, stating that Gatsby's fragrance is perceived as less suited to the taste of younger consumers suggesting a gap between the perceived Perceived Product Quality and consumers' pre-purchase expectations.

This PPhenomenon underscores the theoretical relevance of the Expectation-Confirmation Theory (ECT) proposed by Oliver (1980) as a foundation for explaining how Customer Satisfaction is formed through the cognitive process of comparing consumers' initial expectations (pre-purchase expectation) with the actual performance of the product as perceived (perceived performance). When perceived performance meets or exceeds expectations, positive disconfirmation occurs, resulting in satisfaction; conversely, when performance falls short of expectations, negative disconfirmation occurs, resulting in dissatisfaction. Within the ECT framework, Perceived Product Quality and Perceived Price are positioned as components of perceived performance, which are then compared against consumers' initial expectations to produce Customer Satisfaction, which in turn determines Repurchase Intention. Pradana (2022) applied ECT within the context of Indonesian e-commerce and demonstrated a positive relationship among expectation confirmation, satisfaction, and repurchase intention, while Raahim et al. (2025) confirmed the relevance of ECT for Fast-Moving Consumer Goods products in emerging markets.

A number of prior studies show inconsistent findings regarding the influence of Perceived Product Quality on Customer Satisfaction and Repurchase Intention. Purnamasari & Fadli (2024) demonstrated that Perceived Product Quality significantly influences Customer Satisfaction but has no direct effect on Repurchase Intention for cosmetic products in Jabodetabek, whereas Diana & Azizah (2024) and Kumar et al. (2024) found a significant positive effect of Perceived Product Quality on Repurchase Intention. Agustin et al. (2025) even found that Perceived Product Quality had no significant effect on Repurchase Intention. Similar inconsistencies are also found regarding price perception: Zakiana & Rivai (2025) and Mahardhika et al. (2023) found a significant positive effect of price perception on Customer Satisfaction and Repurchase Intention, whereas Fuzir & Rahman (2020) found the strength of this relationship to be relatively weak within the fast-food industry in Malaysia.

The role of Customer Satisfaction as a mediating variable has likewise not been proven consistent. Jibrani et al. (2025) and Reggiana & Hermina (2025) demonstrated that Customer Satisfaction is a significant mediator between both Perceived Product Quality and price perception with Repurchase Intention, whereas Noviandari & Fachrodji (2024) found that Customer Satisfaction only partially mediates the relationship of Perceived Product Quality and does not mediate the relationship between price perception and Repurchase Intention in the context of cosmetic products. This empirical gap indicates that the mediating mechanism of Customer Satisfaction is context-dependent, and therefore needs to be examined specifically within the context of men's perfume products in Indonesia.

Greater Bandung, which encompasses the City of Bandung, the City of Cimahi, Bandung Regency, and West Bandung Regency, was selected as the research location because it is a metropolitan area with a population exceeding 8 million and a Human Development Index (HDI) above the national average (Badan Pusat Statistik, 2024; BPS Provinsi Jawa Barat, 2025), indicating a level of purchasing power that supports the consumption of lifestyle products, including perfume. The large population of highly educated young people

in this area also creates a promising market segment for men's fragrance products, consistent with the 70% growth of this segment in 2025. Greater Bandung was chosen because it is one of the biggest metropolitan areas in West Java and has a lot of young people, who are the main customers for Gatsby perfume. The area also has a high level of buying power and people use a lot of personal care items, which makes it a good place to study how often customers buy again.

Overall, the inconsistency of prior research findings regarding the influence of Perceived Product Quality and Perceived Price on Repurchase Intention both directly and through the mediation of Customer Satisfaction combined with the PPhenomenon of Gatsby's declining Top Brand Index amid competitive pressure, creates the research gap underlying this study. The novelty of this study lies in testing the mediating model of Customer Satisfaction specifically within the context of Gatsby men's perfume products in Greater Bandung using the Expectation-Confirmation Theory framework, which has not been widely applied to sensory-experience-based personal care product categories such as perfume. Based on the foregoing, this study aims to examine the influence of Perceived Product Quality and Perceived Price on Repurchase Intention, both directly and through the mediation of Customer Satisfaction, among Gatsby perfume users in Greater Bandung. Even though past research shows that how customers see the product's quality, how they feel about the price, and how satisfied they are all affect whether they will buy the product again, the actual results from studies still vary a lot depending on the type of product. Some research said that how good people think a product is doesn't directly influence whether they buy it again, but other studies found that there is a clear link between product quality and the desire to buy again. Similarly, the role of customer satisfaction in influencing outcomes has given mixed results, especially when it comes to products that rely on sensory experiences. There is not much research available that specifically looks at men's fragrances in Indonesia. This study looks at a gap in research by exploring how customer satisfaction plays a role in the connection between how customers see product quality, how they feel about the price, and their desire to buy the product again among users of Gatsby perfume in Greater Bandung. Even though previous studies show that customers' views on product quality, their feelings about the price, and their satisfaction all influence whether they will buy the product again, the real results from these studies can be very different depending on the kind of product. Some studies say that how much people like a product doesn't always mean they will buy it again, but other research shows that the quality of a product does affect how much people want to buy it again. Customer satisfaction's impact on results has been inconsistent, especially for products that depend on sensory experiences. There is not a lot of research that focuses on men's fragrances in Indonesia. This study examines a missing area in research by looking at how customer satisfaction affects the link between how customers view product quality, their feelings about the price, and their wish to buy the product again among users of Gatsby perfume in Greater Bandung. Based on the theoretical foundation and prior empirical studies, this study proposes the conceptual framework presented in Figure 1.

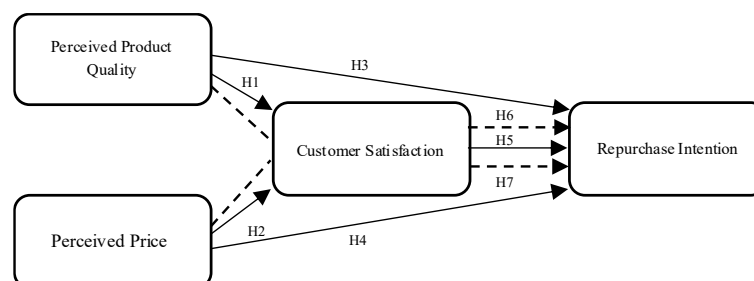


Figure 1. Conceptual Model

Based on the conceptual framework and literature review, the following hypotheses are proposed:

- H1: Perceived Product Quality has a positive effect on Customer Satisfaction.
- H2: Perceived Price has a positive effect on Customer Satisfaction.
- H3: Perceived Product Quality has a positive effect on Repurchase Intention.
- H4: Perceived Price has a positive effect on Repurchase Intention.
- H5: Customer Satisfaction has a positive effect on Repurchase Intention.
- H6: Customer Satisfaction mediates the positive effect of Perceived Product Quality on Repurchase Intention.
- H7: Customer Satisfaction mediates the positive effect of Perceived Price on Repurchase Intention.

2. RESEARCH METHOD

2.1. Measurement

This study employs a quantitative research approach using descriptive and associative methods. The descriptive approach is used to describe respondents' perceptions of Perceived Product Quality, Perceived

Price, Customer Satisfaction, and Repurchase Intention, while the associative approach is used to examine the causal relationships among the independent, mediating, and dependent variables.

The population of this study consists of consumers who have purchased and used Gatsby perfume products in the Greater Bandung area, covering the City of Bandung, the City of Cimahi, Bandung Regency, and West Bandung Regency. The sample was selected using a purposive sampling technique based on predetermined criteria: respondents residing in Greater Bandung, having purchased and used Gatsby perfume at least once within the past six months, and being at least 17 years of age. Primary data were collected through a structured questionnaire distributed online using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

2.2. Questionnaire and Measurement Items

The questionnaire consisted of two parts. The first part collected respondents' demographic information, while the second part measured the research variables. The measurement indicators for Perceived Product Quality, Perceived Price, Customer Satisfaction, and Repurchase Intention were adapted from established theories and previously validated studies, then modified to fit the context of Gatsby perfume as a sensory-experience-based personal care product. All measurement items used a five-point Likert scale. The measurement items used in this study are presented in Table 2.

Table 2. Questionnaire and Measurement Items

Construct	Item Code	Item
Perceived Product Quality (X1)	PPQ1	Gatsby perfume's scent lasts long on my body after application.
	PPQ2	The scent produced by Gatsby perfume feels strong throughout the day.
	PPQ3	The packaging design of Gatsby perfume has an attractive appearance.
	PPQ4	The quality of Gatsby perfume matches the claims stated on the product.
Perceived Price (X2)	PP1	The price of Gatsby perfume is affordable (in line with my purchasing power).
	PP2	The price I pay for Gatsby perfume is commensurate with the product quality I experience.
	PP3	The benefits I obtain from using Gatsby perfume are in line with the price I pay.
	PP4	The price of Gatsby perfume is more competitive compared to similar men's perfume products from other brands.
Customer Satisfaction (Z1)	CS1	I feel pleased with the performance of Gatsby perfume, as it meets my expectations.
	CS2	I feel pleased with the performance of the Gatsby perfume product I use.
	CS3	I feel proud because the performance of Gatsby perfume approaches the ideal perfume profile I envisioned.
	CS4	I feel pleased because the benefits I experience from Gatsby perfume exceed my initial expectations.
Repurchase Intention (Y1)	RI1	I plan to purchase Gatsby perfume again in the future.
	RI2	I am willing to recommend Gatsby perfume to people around me.
	RI3	I prefer Gatsby perfume over other men's perfume brands.
	RI4	I am interested in learning about new Gatsby perfume variants launched on the market.

Source: Adapted by the author from Garvin (1988); Schiffman & Wisenblit (2019); Fornell (1992); Oliver (1980); Ferdinand (2014); Hellier et al. (2003).

2.3. Data Collection Procedure

This study employs a quantitative research method with a survey approach to analyze the influence of Perceived Product Quality and Perceived Price on Repurchase Intention, both directly and through the mediation of Customer Satisfaction, among Gatsby perfume users in Greater Bandung. The research instrument was developed based on operational definitions and variable indicators derived from relevant theories and prior studies. Prior to the main data collection process, the questionnaire's validity and reliability were first tested through a pilot test to ensure that each item was capable of accurately and consistently measuring the intended research variable. Subsequently, the questionnaire was distributed online to respondents who met the research criteria namely, individuals residing in Greater Bandung who had purchased and used Gatsby perfume at least once within the past six months. Once data collection was complete, all respondent answers were screened to remove incomplete or invalid entries, followed by data coding and processing for statistical analysis. Data that

met the requirements were subsequently analyzed using multiple linear regression with the assistance of IBM SPSS Statistics software to test the research hypotheses. This series of research procedures was carried out systematically to ensure that the data used in the analysis met the requirements of validity, reliability, and suitability for hypothesis testing.

2.4. Data Analysis

The collected data were analyzed using IBM SPSS Statistics. Prior to hypothesis testing, the research instrument was evaluated through a Validity Test and a Reliability Test to ensure that all measurement items were valid and reliable. Subsequently, a Classical Assumption Test consisting of a normality test, a multicollinearity test, and a heteroscedasticity test was conducted to ensure that both regression models satisfied the required assumptions.

Hypothesis testing was performed using Multiple Linear Regression analysis with two structural equations: Equation 1 tested the influence of Perceived Product Quality and Perceived Price on Customer Satisfaction, while Equation 2 tested the influence of Perceived Product Quality, Perceived Price, and Customer Satisfaction on Repurchase Intention. Partial effects were analyzed using the t-test, while the coefficient of determination (R^2) was calculated to determine the proportion of variance in the dependent variable explained by its independent variables. In addition, the mediating role of Customer Satisfaction in explaining the relationship between Perceived Product Quality and Perceived Price with Repurchase Intention was tested using the Sobel test. The level of significance used in this study was 5% ($\alpha = 0.05$).

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Characteristics

Table 3. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Age	17-22 years	65	65%
	23-28 years	31	31%
	> 28 years	4	4%
	Total	100	100%
Gender	Male	82	82%
	Female	18	18%
	Total	100	100%
Domicile	City of Bandung	20	20%
	City of Cimahi	55	55%
	Bandung Regency	7	7%
	West Bandung Regency	18	18%
	Total	100	100%
Educational Attainment	Senior High School/Vocational School	89	89%
	Diploma (D3)	2	2%
	Bachelor's Degree (S1)	9	9%
	Postgraduate (S2/S3)	0	0%
	Total	100	100%
Occupation	Student (secondary)	2	2%
	Student (university)	86	86%
	Entrepreneur	3	3%
	Private Employee	8	8%
	Civil Servant	1	1%
	Total	100	100%
Monthly Income	Rp 1.000.000	54	54%
	Rp 1.000.000 - Rp 3.000.000	26	26%
	Rp 3.000.001 - Rp 5.000.000	8	8%
	Rp 5.000.001 - Rp 10.000.000	10	10%
	Rp 10.000.000	2	2%
	Total	100	100%

Source: Data processed by the author (2026).

A total of 100 valid responses were successfully collected and used in this study. All respondents satisfied the predetermined sample criteria, namely individuals residing in Greater Bandung who had purchased and used Gatsby perfume at least once within the past six months.

Based on age characteristics, the majority of respondents were aged 17–22 years (65%), followed by respondents aged 23–28 years (31%), while only 4% of respondents were above 28 years old. This finding indicates that Gatsby perfume users in Greater Bandung are dominated by the young adult age group, which is consistent with Gatsby's positioning as a men's fragrance brand that has historically targeted teenage and young adult consumers.

In terms of gender, respondents were dominated by males (82%) compared to females (18%). This dominance is consistent with Gatsby's positioning as a men's fragrance (male grooming) brand, although the fairly notable proportion of female respondents suggests that purchases are also made by women as part of household or gift-purchasing decisions.

Based on domicile, the majority of respondents were from the City of Cimahi (55%), followed by the City of Bandung (20%), West Bandung Regency (18%), and Bandung Regency (7%). This distribution indicates that the research data reached the entire scope of Greater Bandung as defined in the population criteria, although dominated by respondents from the City of Cimahi.

Based on educational attainment, the majority of respondents were high school/vocational school graduates (89%), while 9% of respondents held a bachelor's degree and 2% held a diploma. This distribution is consistent with the age characteristics of the respondents, dominated by the 17–22-year age group, as well as their occupational status, most of whom were still university students. In terms of occupation, university students dominated the respondent count at 86%, followed by private employees at 8%, entrepreneurs at 3%, secondary-school students at 2%, and civil servants at 1%. The dominance of respondents with student status indicates that most respondents have relatively limited purchasing power, meaning that price perception may serve as an important consideration in the decision to repurchase Gatsby perfume.

This characteristic is further supported by the distribution of respondents' monthly income. More than half of respondents (54%) had an income of less than IDR 1,000,000 per month, followed by 26% of respondents with an income between IDR 1,000,000 and IDR 3,000,000 per month. Only a small proportion of respondents had an income above IDR 5,000,000 per month (12%). This income distribution reflects the financial characteristics of respondents, dominated by secondary-school and university students, and provides important context for understanding how perceptions of product quality and price fairness shape satisfaction and repurchase intention toward Gatsby perfume.

3.1.2. Validity and Reliability Test

Prior to hypothesis testing, the research instrument was first tested through a pilot test involving 30 initial respondents using IBM SPSS Statistics. The validity test was conducted using the Corrected Item-Total Correlation approach (Pearson Product Moment). An item statement was declared valid if the calculated correlation coefficient (r -calculated) was greater than the r -table value of 0.361 ($df = n - 2 = 28$; $\alpha = 0.05$). The reliability test was then conducted using the Cronbach's AIPPa coefficient, whereby a construct was declared to have an adequate level of reliability if its Cronbach's AIPPa value exceeded 0.60 (Sekaran & Bougie, 2017).

Table 4. Measurement Model Evaluation

Construct	Item Code	Pearson Correlation	Cronbach's AIPPa	Conclusion
Perceived Product Quality (X1)	PPQ1	0,846	0,807	Valid and Reliable
	PPQ2	0,762		Valid and Reliable
	PPQ3	0,772		Valid and Reliable
	PPQ4	0,805		Valid and Reliable
Perceived Price (X2)	PP1	0,865	0,878	Valid and Reliable
	PP2	0,862		Valid and Reliable
	PP3	0,846		Valid and Reliable
	PP4	0,857		Valid and Reliable
Customer Satisfaction (Z1)	CS1	0,901	0,868	Valid and Reliable
	CS2	0,810		Valid and Reliable
	CS3	0,824		Valid and Reliable
	CS4	0,831		Valid and Reliable
Repurchase Intention (Y1)	RI1	0,886	0,940	Valid and Reliable
	RI2	0,927		Valid and Reliable
	RI3	0,941		Valid and Reliable
	RI4	0,928		Valid and Reliable

Source: Data processed by the author ($n = 30$; r -table = 0.361).

The pilot test results show that all 16 item statements had a Corrected Item–Total Correlation value greater than the r -table value of 0.361. These results indicate that every indicator is declared valid and suitable for measuring the intended construct. Furthermore, the reliability test results using the Cronbach's AIPPa coefficient, with a threshold value of ≥ 0.60 in reference to Sekaran and Bougie (2017), show that all four research variables possess an adequate level of internal consistency: Perceived Product Quality at 0.807,

Perceived Price at 0.878, Customer Satisfaction at 0.868, and Repurchase Intention at 0.940. Once the instrument was confirmed to be valid and reliable, the questionnaire was distributed to the 100 respondents comprising the main study sample. The data obtained were then used to conduct the classical assumption test and the hypothesis testing.

3.1.3. Classical Assumption Test

The classical assumption test was conducted prior to the Multiple Linear Regression analysis to ensure that both proposed regression models met the required statistical assumptions. This test comprised a normality test, a multicollinearity test, and a heteroscedasticity test.

Table 5. Classical Assumption Test Results

Test	Equation	Variable/Result	Criteria	Conclusion
Normality (Kolmogorov-Smirnov)	Equation 1 (Z1)	Asymp. Sig. = 0,200	> 0,05	Normal Distribution
	Equation 2 (Y1)	Asymp. Sig. = 0,200	> 0,05	Normal Distribution
Multicollinearity	Equation 1	X1: Tolerance 0,936; VIF 1,069	VIF < 10	No Multicollinearity
	Equation 1	X2: Tolerance 0,936; VIF 1,069	VIF < 10	No Multicollinearity
	Equation 2	X1: Tolerance 0,746; VIF 1,341	VIF < 10	No Multicollinearity
	Equation 2	X2: Tolerance 0,790; VIF 1,266	VIF < 10	No Multicollinearity
	Equation 2	Z1: Tolerance 0,630; VIF 1,587	VIF < 10	No Multicollinearity
	Equation 2	Z1: Tolerance 0,630; VIF 1,587	VIF < 10	No Multicollinearity
Heteroskedastisitas (Glejser)	Equation 1	X1: Sig. = 0,538; X2: Sig. = 0,254	> 0,05	No Multicollinearity
	Equation 2	X1: Sig. = 0,612; X2: Sig. = 0,788; Z1: Sig. = 0,962	> 0,05	No Multicollinearity

Source: Data processed by the author (n = 100).

The normality test was conducted using the Kolmogorov–Smirnov Test. The results indicate that the residuals of both regression models are normally distributed, as the Asymp. Sig. (2-tailed) value of 0.200 exceeds the significance level of 0.05. Thus, the normality assumption is satisfied for both Equation 1 and Equation 2.

Multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF) values. The results show that all independent variables in both equations have VIF values below 10, indicating no multicollinearity among the independent variables.

Furthermore, the heteroscedasticity test using the Glejser approach shows that the significance values of all independent variables in both equations exceed 0.05, indicating the absence of heteroscedasticity. Thus, both regression models satisfy all classical assumptions and are suitable for further Multiple Linear Regression analysis.

3.1.4. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of Perceived Product Quality and Perceived Price on Customer Satisfaction, as well as the influence of Perceived Product Quality, Perceived Price, and Customer Satisfaction on Repurchase Intention among Gatsby perfume users in Greater Bandung. The regression analysis was performed using IBM SPSS Statistics. The regression models used in this study are stated as follows:

$$\text{Equation 1: } Z1 = \alpha + \beta_1 X1 + \beta_2 X2 + \varepsilon_1$$

$$\text{Equation 2: } Y1 = \alpha + \beta_3 X1 + \beta_4 X2 + \beta_5 Z1 + \varepsilon_2$$

Where:

Z1 = Customer Satisfaction

Y1 = Repurchase Intention

X1 = Perceived Product Quality

X2 = Perceived Price

3.1.5. Hypothesis Testing Analysis

The Partial Hypothesis Test (t-test) was conducted to examine the influence of each independent variable individually on its respective dependent variable. A hypothesis is accepted if the significance value (Sig.) is less than 0.05, indicating that the independent variable in question has a statistically significant effect.

Table 6. Regression Results for Equation 1 (Dependent Variable: Customer Satisfaction/Z1)

Variabel	Coefficient (B)	t-test	Sig. (p-value)	Hypothesis	Result
(Constant)	4,616	2,777	0,007	-	-
Perceived Product Quality (X1)	0,401	4,975	0,000	H1	Accepted
Perceived Price (X2)	0,327	4,230	0,000	H2	Accepted

Source: Data processed by the author (n = 100).

Table 7. Regression Results for Equation 2 (Dependent Variable: Repurchase Intention/Y1)

Variabel	Coefficient (B)	t-test	Sig. (p-value)	Hypothesis	Result
(Constant)	1,995	1,169	0,245	-	-
Perceived Product Quality (X1)	0,423	4,738	0,000	H3	Accepted
Perceived Price (X2)	0,214	2,582	0,011	H4	Accepted
Customer Satisfaction (Z1)	0,245	2,441	0,016	H5	Accepted

Source: Data processed by the author (n = 100).

The results of the partial hypothesis test show that Perceived Product Quality and Perceived Price significantly influence Customer Satisfaction, with significance values below 0.05. Thus, H1 and H2 are accepted. In Equation 2, Perceived Product Quality, Perceived Price, and Customer Satisfaction are also shown to significantly influence Repurchase Intention, so H3, H4, and H5 are accepted.

These findings indicate that consumer satisfaction with Gatsby perfume is influenced by their perceptions of product quality and price fairness, while consumers' intention to repurchase is influenced by perceived product quality, perceived price, and previously formed satisfaction.

3.1.6. Mediation Test (Sobel Test)

The mediation test was conducted to determine whether Customer Satisfaction mediates the influence of Perceived Product Quality and Perceived Price on Repurchase Intention. The test was performed using the Sobel test at a significance level of 5% ($\alpha = 0.05$).

Table 8. Sobel Test Results

Mediation Path	Test Statistic	Std. Error	p-value	Result
X1 → Z1 → Y1	2,196	0,045	0,028	H6 Accepted
X2 → Z1 → Y1	2,122	0,038	0,034	H7 Accepted

Source: Data processed by the author using a Sobel test calculator (n = 100).

The mediation test results show that the p-values for both paths are below 0.05, indicating that Customer Satisfaction significantly mediates the influence of both Perceived Product Quality and Perceived Price on Repurchase Intention. Thus, H6 and H7 are accepted. Because the direct effects of Perceived Product Quality and Perceived Price on Repurchase Intention in Equation 2 remained significant after Customer Satisfaction was included in the model, this mediating role is classified as partial mediation.

3.2. Discussion

This section discusses the research findings by interpreting the hypothesis test results in relation to the theoretical framework and prior empirical studies. The discussion focuses on the influence of Perceived Product Quality and Perceived Price on Repurchase Intention, both directly and through the mediation of Customer Satisfaction, among Gatsby perfume users in Greater Bandung. Each hypothesis is analyzed individually to explain the relationships among variables and to evaluate the consistency of the findings with existing literature.

3.2.1. The Influence of Perceived Product Quality on Customer Satisfaction

The findings show that Perceived Product Quality has a positive and significant effect on Customer Satisfaction ($t = 4.975$; Sig. = 0.000), with the highest standardized beta coefficient among the independent variables in Equation 1 ($\beta = 0.414$). This result is consistent with Oliver (1980), who argued that satisfaction is formed through a confirmation process between perceived product performance and consumers' pre-purchase expectations. In this study, respondents who rated Gatsby perfume's scent longevity, fragrance performance, and claim accuracy as good exhibited higher levels of satisfaction. This finding is consistent with Purnamasari & Fadli (2024) and Agustin et al. (2025), both of whom found a strong positive effect of Perceived Product Quality on Customer Satisfaction within the personal care product category. From a manager's point of view, it's important to keep the perfume's scent lasting longer, make sure the smell is the same every time, and

improve the quality of the packaging. These steps help make customers happier with the Gatsby perfume. The current results agree with recent research from Kumar et al. (2024), Zakiana and Rivai (2025), Reggiana and Hermina (2025), and Lin and Chen (2025), showing that customer satisfaction still plays a key role in explaining why customers buy again in different types of consumer products.

3.2.2. The Influence of Perceived Price on Customer Satisfaction

The results show that Perceived Price has a positive and significant effect on Customer Satisfaction ($t = 4.230$; $\text{Sig.} = 0.000$), supporting Monroe's (1990) view that consumer price evaluation is subjective and formed relative to the perceived benefits received. Perceived Price recorded a beta coefficient of 0.352, indicating that consumers who perceive Gatsby's price as commensurate with the quality and benefits received tend to exhibit higher satisfaction. This finding is consistent with Zakiana & Rivai (2025), who confirmed a positive relationship between price perception and customer satisfaction, but differs from Fuzir & Rahman (2020), who found a relatively weak relationship within the fast-food industry—a difference that may be explained by the more hedonic nature of perfume products, in which price fairness is felt to have a greater impact on satisfaction. Fair pricing needs to be kept consistent because young consumers are very careful about whether the price is fair when they decide if something is worth the cost. The current results agree with recent research from Kumar et al. (2024), Zakiana and Rivai (2025), Reggiana and Hermina (2025), and Lin and Chen (2025), showing that customer satisfaction still plays a key role in explaining why customers buy again in different types of consumer products.

3.2.3. The Influence of Perceived Product Quality on Repurchase Intention

The findings show that Perceived Product Quality has a positive and significant effect on Repurchase Intention ($t = 4.738$; $\text{Sig.} = 0.000$; $\beta = 0.412$), making it the strongest predictor in Equation 2. This result is consistent with Diana & Azizah (2024) and Kumar et al. (2024), who demonstrated that consumers' evaluation of product quality directly drives repurchase intention. However, this finding differs from Purnamasari & Fadli (2024), who found no direct effect of Perceived Product Quality on Repurchase Intention for cosmetic products in Jabodetabek. This discrepancy may be attributed to the sensory-experience-based nature of perfume as a product, in which quality perception is felt directly with every use, thereby exerting a stronger influence on repurchase intention compared to other functional cosmetic products. These results show that how good the product is still the main reason why customers want to buy Gatsby perfume again. The current results agree with recent research from Kumar et al. (2024), Zakiana and Rivai (2025), Reggiana and Hermina (2025), and Lin and Chen (2025), showing that customer satisfaction still plays a key role in explaining why customers buy again in different types of consumer products.

3.2.4. The Influence of Perceived Price on Repurchase Intention

Perceived Price is shown to have a positive and significant effect on Repurchase Intention ($t = 2.582$; $\text{Sig.} = 0.011$; $\beta = 0.218$), albeit with a smaller contribution compared to Perceived Product Quality. This finding is consistent with Mahardhika et al. (2023), who found that price perception significantly influences repurchase intention. This suggests that although price is not the primary determinant, Gatsby consumers still consider price fairness as part of their evaluation before deciding to repurchase, consistent with the concept of perceived price put forward by Monroe (1990). The current results agree with recent research from Kumar et al. (2024), Zakiana and Rivai (2025), Reggiana and Hermina (2025), and Lin and Chen (2025), showing that customer satisfaction still plays a key role in explaining why customers buy again in different types of consumer products.

3.2.5. The Influence of Customer Satisfaction on Repurchase Intention

Customer Satisfaction is shown to have a positive and significant effect on Repurchase Intention ($t = 2.441$; $\text{Sig.} = 0.016$; $\beta = 0.231$), consistent with the Expectation-Confirmation Theory framework, which asserts that satisfaction formed through expectation confirmation directly determines consumers' post-purchase behavior (Oliver, 1980). This finding is consistent with Pradana (2022) and Lin & Chen (2025), who demonstrated that customer satisfaction has a positive effect on repurchase intention across various industry contexts. This suggests that Gatsby consumers who experience positive disconfirmation tend to exhibit stronger transactional, referential, preferential, and exploratory intentions toward the product (Ferdinand, 2014). Therefore, the company needs to focus on improving customer satisfaction as a key strategy to keep customers loyal over the long term. The current results agree with recent research from Kumar et al. (2024), Zakiana and Rivai (2025), Reggiana and Hermina (2025), and Lin and Chen (2025), showing that customer satisfaction still plays a key role in explaining why customers buy again in different types of consumer products.

3.2.6. The Mediating Role of Customer Satisfaction

The Sobel test results show that Customer Satisfaction significantly mediates the influence of both Perceived Product Quality ($p = 0.028$) and Perceived Price ($p = 0.034$) on Repurchase Intention. This finding is consistent with Jibran et al. (2025) and Reggiana & Hermina (2025), who demonstrated Customer Satisfaction to be a significant mediator between both quality and price perception with repurchase intention.

However, this finding differs from Novindari & Fachrodji (2024), who found that Customer Satisfaction does not mediate the relationship between price perception and repurchase intention in the context of cosmetics. This discrepancy reinforces the argument that the mediating mechanism of Customer Satisfaction is context-dependent and varies by product category. Because the direct effects of Perceived Product Quality and Perceived Price on Repurchase Intention remained significant after Customer Satisfaction was included in the model, the mediation mechanism in this study is partial in nature that is, Perceived Product Quality and Perceived Price influence Repurchase Intention both directly and through the prior formation of Customer Satisfaction. Overall, these findings carry managerial implications for PT Mandom Indonesia. Given that Perceived Product Quality has the largest contribution to both Customer Satisfaction and Repurchase Intention, whether directly or through mediation, the company needs to prioritize refining fragrance quality in line with younger consumers' preferences, without neglecting a competitive pricing strategy and a sustained customer-satisfaction enhancement program, in order to strengthen Gatsby's position amid its declining Top Brand Index trend. The current results agree with recent research from Kumar et al. (2024), Zakiana and Rivai (2025), Reggiana and Hermina (2025), and Lin and Chen (2025), showing that customer satisfaction still plays a key role in explaining why customers buy again in different types of consumer products.

3.2.7. Managerial Implications

The results offer several important lessons for managers at PT Mandom Indonesia. The company should focus on product quality as its main way to stay ahead of competitors. This can be done by making the fragrance last longer, ensuring the scent is the same every time, and improving the packaging. These changes will help attract and please younger customers better. Second, keeping prices competitive and fair is important because most Gatsby users don't have a lot of money to spend. Third, to improve customer satisfaction, we should focus on managing expectations so that the product's performance always meets or goes beyond what customers expect. In the end, using a consistent marketing approach that focuses on the quality of the product and the good price can help Gatsby become more competitive in the market and make customers more likely to buy again, especially as the competition in Indonesia's men's fragrance market is getting stronger.

4. CONCLUSION

This study examined the influence of Perceived Product Quality and Perceived Price on Repurchase Intention, both directly and through the mediation of Customer Satisfaction, among Gatsby perfume users in Greater Bandung. Based on the results of Multiple Linear Regression analysis and the Sobel test using IBM SPSS Statistics, the findings show that Perceived Product Quality and Perceived Price each have a positive and significant effect on Customer Satisfaction. Furthermore, Perceived Product Quality, Perceived Price, and Customer Satisfaction are also each shown to have a positive and significant effect on Repurchase Intention. Further mediation test results confirm that Customer Satisfaction significantly mediates the influence of both Perceived Product Quality and Perceived Price on Repurchase Intention. Accordingly, all seven research hypotheses (H1–H7) are accepted.

These findings indicate that consumers are more inclined to repurchase Gatsby perfume when they perceive the product quality as good, the price as fair and commensurate with the benefits received, and when the perceived product performance meets or exceeds their expectations prior to purchase, thereby forming satisfaction. Therefore, improving these three aspects product quality, price fairness, and customer satisfaction is essential for strengthening consumers repurchase intention toward Gatsby perfume.

From a managerial perspective, PT Mandom Indonesia, as the producer of Gatsby, needs to continuously evaluate and refine the fragrance quality, scent longevity, and packaging design of its products to better align with younger consumers' preferences, given that the majority of respondents in this study were aged 17–22 years and held student status with relatively limited purchasing power. In addition, the company needs to maintain price fairness and competitiveness relative to competitors such as Evangeline and Morris, and design programs that strengthen customer satisfaction through consistent expectation confirmation, in order to drive repurchase intention and improve Gatsby's position amid the declining Top Brand Index trend observed during the 2023-2025 period.

This study has several limitations. First, this study only covers Gatsby perfume users residing in Greater Bandung, so the results may not necessarily be generalizable to other regions in Indonesia. Second, this study only examines three antecedent variables of Repurchase Intention namely, Perceived Product Quality, Perceived Price, and Customer Satisfaction leaving a proportion of variance unexplained by the model. Third, the coefficient of determination (R^2) values and F-test results for both regression equations could not be fully presented in this study due to the limited availability of the SPSS Model Summary and ANOVA outputs, and it is therefore recommended that these be completed in a subsequent revision. In addition, the cross-sectional design employed in this study limits the ability to observe changes in consumer perceptions over time. Future studies are encouraged to adopt longitudinal research designs to better capture the dynamic nature of customer satisfaction and repurchase intention

This study shows that the Expectation–Confirmation Theory works well in explaining why customers might want to buy men's fragrance products again. Customer satisfaction has a major influence in connecting how much customers think the product is good, how they feel about the price, and whether they want to buy the product again. This means that when people decide to buy Gatsby perfume again, they first think about how well the product works and if the price seems fair. These results add to what we know about how people make buying decisions and also give real advice to PT Mandom Indonesia on how to make their products more competitive in a fast-changing market for fragrances.

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