

A Study on the Role of Utilitarian Value and Service Quality in Influencing Repurchase Intention with Customer Satisfaction as a Mediating Variable in Rucas. Co Fashion Products

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ARTICLE INFO



ISSN: 2620-6196
Vol. 8 Issue 1 (2025)

Article history:

Received – April 10, 2025

Revised – April 12, 2025

Accepted – April 19, 2025

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Keywords

*Utility Value; Service Quality;
Customer Satisfaction; Repurchase
Intention*

ABSTRACT

Rucas.Co faces challenges in maintaining customer loyalty amid increasingly intense business competition. One of the key factors influencing repurchase intention is utility value and service quality, with customer satisfaction acting as a mediating variable in this relationship. This study aims to analyze the impact of utility value and service quality on repurchase intention, with customer satisfaction as a mediating variable. This research employs a descriptive-analytical quantitative method with a sample size of 100 respondents, determined using Lemeshow's formula. Data were collected through questionnaires and analyzed using Smart-PLS 3.0 to examine the relationships between variables. The results indicate that utility value and service quality have a positive and significant effect on customer satisfaction. Additionally, utility value and service quality positively and significantly influence repurchase intention. Customer satisfaction also has a positive and significant impact on repurchase intention and mediates the relationship between utility value, service quality, and repurchase intention. These findings suggest that customer satisfaction plays a crucial role in enhancing customer loyalty at Rucas.Co.

INTRODUCTION

Indonesia's fashion industry has experienced rapid growth, with its market value projected to reach US\$23.61 billion by 2025 (Statista, 2024). Competition is becoming increasingly intense with the emergence of various local brands that rely on innovative marketing strategies to attract consumer attention. Brands such as Erigo, Roughneck 1991, and Thanksinsomnia have successfully built customer loyalty through digital marketing strategies, collaborations with influencers, and the implementation of scarcity strategies to enhance product exclusivity. This phenomenon reflects a shift in consumer behavior, where buyers are not only seeking quality products but also meaningful experiences and symbolic value in every purchase.

Rucas.Co is one of the local brands that has successfully applied a scarcity-based marketing strategy. Through its "war product" system where products are only sold during limited sessions with no restocks Rucas.Co has managed to create a sense of urgency among customers to purchase before items run out. This strategy has proven effective, as demonstrated by the achievement of a MURI (Indonesian World Records Museum) record after selling over 2,000 products within one hour via e-commerce platforms. Moreover, unique marketing approaches, such as featuring scavengers and parking attendants as models, have further strengthened the brand's image of exclusivity and market differentiation. Marketing strategy serves as a key element in business competition, as it enables companies to adapt to market changes and maintain their competitive edge (Puteri & Anomsari, 2023).

However, although the scarcity strategy can increase a product's appeal, there are challenges that must be considered. Consumers who are unable to obtain the product due to limited stock may experience disappointment, which could potentially reduce their loyalty to the brand. Additionally, the price of

Rucas.Co jeans ranging from IDR 300,000 to IDR 500,000 per unit may serve as a limiting factor for certain market segments, especially amid competition from other brands offering more competitive prices. This indicates that product exclusivity needs to be supported by other factors to maintain long-term customer satisfaction (Kumparan Plus, 2020). A brand name reflects consumers' perceptions of a brand and serves as a key factor in purchase decision-making (Imawan & Setiawan, 2023).

In this study, utilitarian value and service quality are identified as key factors in building customer satisfaction. Utilitarian value not only includes product quality such as material and design but also emotional and symbolic aspects that make consumers feel more exclusive (Cahyaningrum et al., 2022; Mulyana et al., 2024). Meanwhile, service quality including seller responsiveness, ease of transaction, and after-sales service plays a crucial role in shaping the customer experience (Digima, 2024; Iskandar, 2024). If these two factors are well-managed, satisfied customers are more likely to make repeat purchases and remain loyal to the brand.

Research conducted by Jasin et al (2023) and Rizkia and Riptiono (2021) revealed that utilitarian value did not significantly influence repurchase intention. In contrast, a study by Charisma dan Suprpti (2020) found that utilitarian value did have an effect on repurchase intention. Furthermore, Jasin et al. (2023) and Rizkia & Riptiono (2021) also indicated that service quality had no significant effect on repurchase intention. These studies also explained that customer satisfaction did not influence repurchase intention.

This study aims to analyze how utilitarian value and service quality influence customer satisfaction and repurchase intention, both directly and through the mediating role of customer satisfaction. The research questions include whether utilitarian value has a significant effect on customer satisfaction and repurchase intention, as well as whether service quality has a similar impact. In addition, this study also explores the extent to which customer satisfaction mediates the relationship between utilitarian value and service quality on repurchase intention, with a focus on understanding the factors that influence consumer loyalty in repurchase behavior.

RESEARCH METHOD

This study employs a quantitative method to analyze the influence of utility value and service quality on repurchase intention, with customer satisfaction as a moderating variable at Rucas.Co. Data were collected through questionnaires and interviews, with the population consisting of all Rucas.Co customers. The research sample consisted of 100 respondents, determined using the Lemeshow formula due to the unknown population size, as well as the accidental sampling method. Data analysis was carried out using a quantitative approach, which included testing the outer model, inner model, and hypothesis testing. The analytical tool used was SmartPLS, which is capable of explaining complex relationships among variables, including both direct and indirect effects of independent variables on the dependent variable (Nasution et al., 2025).

According to Kusumah (2023), the use of the SmartPLS statistical software in this study is described as follows:

1. Outer Model (Measurement Model)

The outer model describes the relationship between indicators and latent variables. In this study, the type of measurement model used is the reflective outer model. In this model, indicators are used to measure latent variables. The validity and reliability of the instruments are assessed to ensure valid and consistent research results.

- a. Validity Test: Measures how accurately the instrument measures what it is intended to measure. Convergent validity can be assessed through the loading factor (LF), which must be greater than or equal to 0.70 for an indicator to be considered valid.

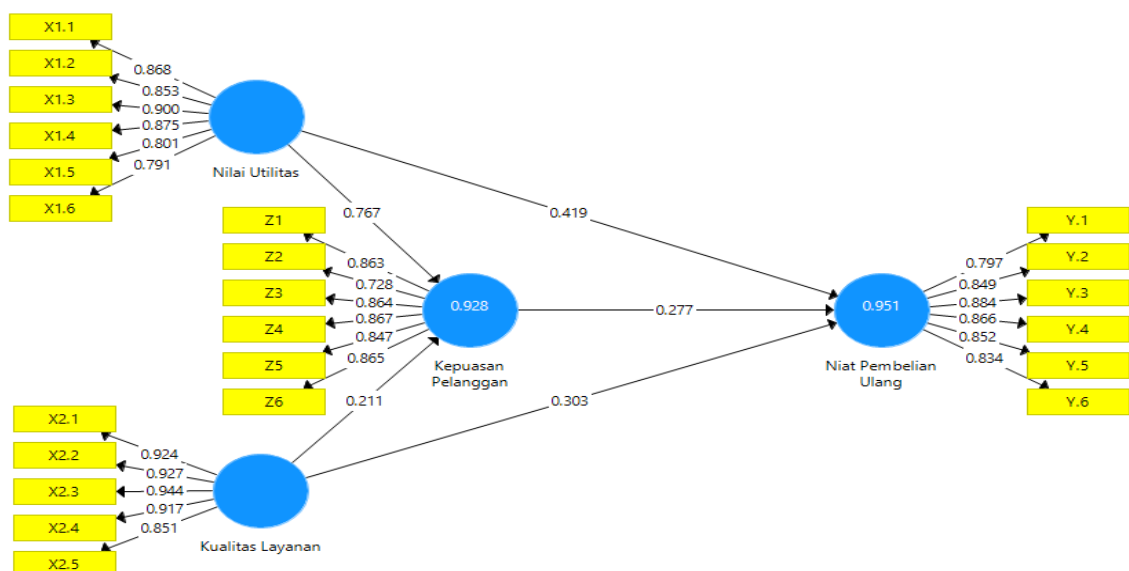
- b. Reliability Test: Measures the consistency of the instrument in repeated measurements. An instrument is considered reliable if it has a composite reliability of ≥ 0.70 .
2. Inner Model (Structural Model)
 - a. The inner model illustrates the relationships among latent variables based on the existing substantive theory. The evaluation is conducted using the following measures: Coefficient of Determination (R^2): Measures the extent to which the independent variables influence the dependent variable. A high R^2 value indicates a strong relationship between variables.
 - b. Predictive Relevance (Q^2): Measures how well the model can predict the dependent variable. A Q^2 value greater than 0 indicates that the model has predictive relevance.
 - c. Multicollinearity Test: Measures the correlation among independent variables. A good model should not exhibit multicollinearity, which can be detected using the Variance Inflation Factor (VIF). If $VIF > 5$, multicollinearity is present.
 - d. Hypothesis Testing and Mediation Effect: Tests the effect between variables using the bootstrapping method. The mediation effect is calculated using the Variance Accounted For (VAF) with the following criteria:
 - $VAF > 0.80$: Full mediation
 - VAF between 0.20 and 0.80: Partial mediation
 - $VAF < 0.20$: No mediation

By using PLS-SEM, the analysis can be conducted more flexibly and is applicable even when the sample size is small and the data are not normally distributed (Ghozali, 2021).

RESULTS AND DISCUSSION

Outer Model Analysis

The analysis stage of the outer model is measured using validity and reliability testing. The following are the results of the outer model analysis in this study:



Picture 2. Analysis Outer Model
 Source: Analysis Results PLS (2025)

Validity Test

a. Convergent Validity

The relationship that explains the connection between latent variables and reflective items is tested through convergent validity (Naisaniya & Saputro, 2024). The loading factor or outer loading value is used in this test. An indicator is considered valid if the convergent validity test shows an outer loading value above 0.7. The outer loading values in this study are as follows:

Tabel 1. Convergent Validity - Outer Loading

	Utility Value	Service Quality	Repurchase Intention	Customer Satisfaction
X1.1	0,868			
X1.2	0,853			
X1.3	0,900			
X1.4	0,875			
X1.5	0,801			
X1.6	0,791			
X2.1		0,924		
X2.2		0,927		
X2.3		0,944		
X2.4		0,917		
X2.5		0,851		
Y.1			0,797	
Y.2			0,849	
Y.3			0,884	
Y.4			0,866	
Y.5			0,852	
Y.6			0,834	
Z1				0,863
Z2				0,728
Z3				0,864
Z4				0,867
Z5				0,847
Z6				0,865

Source: Analysis Results PLS (2025)

It is known that the loading factor values of each variable are greater than 0.7. Therefore, it can be concluded that the research instrument is valid and appropriate for use, and the analysis can proceed to the convergent validity stage. Next, the AVE (Average Variance Extracted) values for each construct can be examined.

Table 2. Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)	Information
Service Quality	0,706	Valid
Repurchase Intention	0,834	Valid
Customer Satisfaction	0,718	Valid
Utility Value	0,721	Valid

Source: Analysis Results PLS (2025)

Based on the table above, it is known that the Average Variance Extracted (AVE) value for each variable is greater than 0.5, indicating that all variables meet the requirements for convergent validity, and this study possesses good data validity.

b. Discriminant Validity

Table 3. Discriminant Validity

Kode	Utility Value	Service Quality	Repurchase Intention	Customer Satisfaction
X1.1	0,868	0,814	0,868	0,831
X1.2	0,853	0,822	0,848	0,802
X1.3	0,900	0,813	0,859	0,847
X1.4	0,875	0,749	0,814	0,844
X1.5	0,801	0,711	0,745	0,778
X1.6	0,791	0,725	0,751	0,783
X2.1	0,825	0,924	0,852	0,831
X2.2	0,834	0,927	0,853	0,832
X2.3	0,856	0,944	0,895	0,854
X2.4	0,840	0,917	0,868	0,837
X2.5	0,803	0,851	0,805	0,800
Y.1	0,797	0,768	0,797	0,783
Y.2	0,829	0,803	0,849	0,829
Y.3	0,823	0,812	0,884	0,840
Y.4	0,845	0,806	0,866	0,839
Y.5	0,794	0,796	0,852	0,769
Y.6	0,793	0,776	0,834	0,791
Z1	0,838	0,775	0,835	0,863
Z2	0,670	0,628	0,648	0,728
Z3	0,827	0,810	0,846	0,864
Z4	0,848	0,792	0,831	0,867
Z5	0,814	0,771	0,819	0,847
Z6	0,826	0,798	0,817	0,865

Source: Analysis Results PLS (2025)

The results in the table above show that all cross-loading factor values for each construct are higher than those for other constructs. Thus, all constructs or latent variables demonstrate good discriminant validity according to the cross-loadings test. This indicates that all indicators are valid and reliable.

Reliability Test

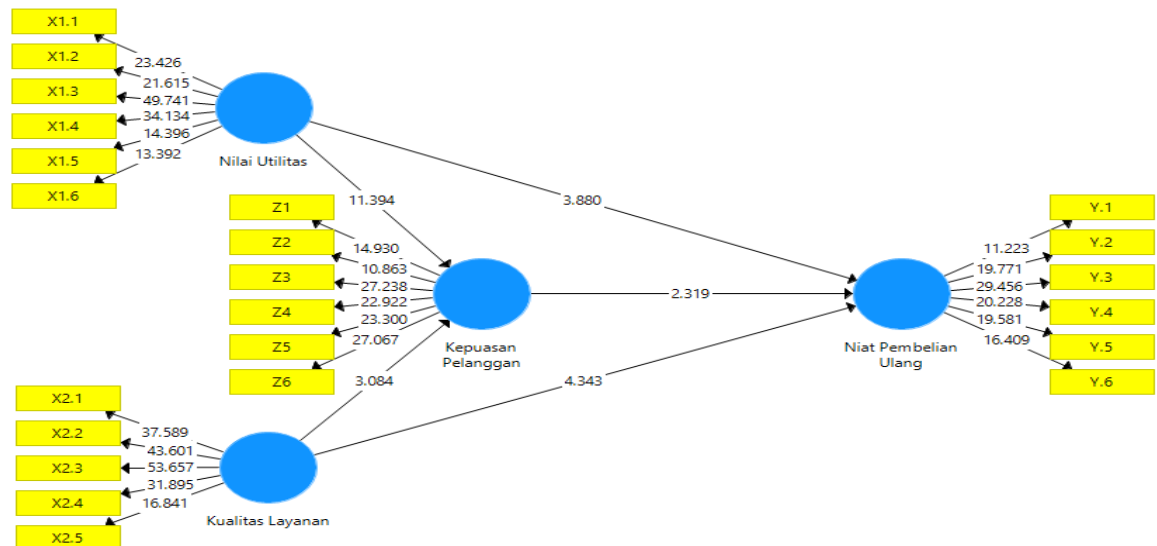
Table 4. Reliability Test

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Service Quality	0,916	0,935
Repurchase Intention	0,950	0,962
Customer Satisfaction	0,921	0,939
Utility Value	0,922	0,939

Source: Analysis Results PLS (2025)

Based on the data in the table, it can be seen that the values of Cronbach's Alpha and Composite Reliability for all research variables are greater than 0.7. These results indicate that each variable meets the requirements for Cronbach's Alpha and Composite Reliability, thus all variables demonstrate a high level of reliability.

Inner Model Analysis



Gambar 3. Analysis Inner Model
Source: Analysis Results PLS (2025)

Uji R-Square

Tabel 5. Uji R-Square

Connection	R Square	R Square Adjusted
Customer Satisfaction	0,928	0,927
Repurchase Intention	0,951	0,949

Source: Analysis Results PLS (2025)

Based on the R-square output above, it can be seen that the R-square value for the customer satisfaction variable is 0.928 or 92.8%, which means that 92.8% of the customer satisfaction variable can be explained by the utility value and service quality variables, while the remaining 7.2% is explained by other factors outside of this research. Furthermore, the R-square value for the repurchase intention variable is 0.951 or 95.1%, indicating that 95.1% of the repurchase intention variable can be explained by the utility value, service quality, and customer satisfaction variables, while the remaining 4.9% is explained by other factors not included in the study. This means that the explanatory power of the independent variables and the mediating variable used in this study is greater than that of other variables not included in the model.

Path Analysis (Direct Hypothesis Testing)

Tabel 6. Path Test

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Utility Value -> Customer Satisfaction	0,767	0,764	0,067	11,394	0,000
Service Quality -> Customer Satisfaction	0,211	0,213	0,069	3,084	0,002
Utility Value -> Repurchase Intention	0,419	0,401	0,108	3,88	0,000
Service Quality -> Repurchase Intention	0,303	0,305	0,07	4,343	0,000
Customer Satisfaction -> Repurchase Intention	0,277	0,293	0,119	2,319	0,021

Source: Analysis Results PLS (2025)

Tabel 7. Indirect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Utility Value -> Customer Satisfaction -> Repurchase Intention	0,212	0,226	0,099	2,135	0,033
Service Quality -> Customer Satisfaction -> Repurchase Intention	0,058	0,061	0,029	1,989	0,047

Source: Analysis Results PLS (2025)

Discussion

The Effect of Utility Value on Customer Satisfaction

The effect of utility value on customer satisfaction shows a p-value of $0.000 < 0.05$ and an original sample value of 0.767. Therefore, it can be concluded that utility value has a significant positive effect on customer satisfaction, and thus, H1 is accepted. Utility value influences customer satisfaction because it reflects the extent to which a product or service is able to meet the needs, desires, or expectations of customers. When customers perceive that a product or service provides benefits that align with their expectations, their level of satisfaction tends to increase (Cahyaningrum et al., 2022). This effect indicates that aspects such as quality, functionality, and the benefits of the product or service are important factors in shaping the customer's perception of the value received, which ultimately impacts their satisfaction. The results of this study are in line with the findings of Cahyaningrum et al. (2022), Jasin et al. (2023), Evelina et al (2020), Rizkia and Riptiono (2021), and Rachim dan Marliani (2024).

The Effect of Service Quality on Customer Satisfaction

The effect of service quality on customer satisfaction shows a p-value of $0.002 < 0.05$ and an original sample value of 0.211. Therefore, it can be concluded that service quality has a significant positive

effect on customer satisfaction, and thus, H2 is accepted. Service quality affects customer satisfaction because it reflects a company's ability to meet customer needs and expectations through the services provided. When customers experience good service such as responsiveness, reliability, empathy, and assurance they tend to feel satisfied with the experience. This relationship shows that the higher the perceived service quality, the greater the level of customer satisfaction. Good service quality fosters trust, comfort, and positive relationships between the customer and the company, all of which contribute to achieving customer satisfaction (Agustin et al., 2021). These findings are consistent with the studies conducted by Jasin et al. (2023) and Rizkia and Riptiono (2021).

The Effect of Utility Value on Repurchase Intention

The effect of utility value on repurchase intention shows a p-value of $0.000 < 0.05$ and an original sample value of 0.419. Therefore, it can be concluded that utility value has a significant positive effect on repurchase intention, and thus, H3 is accepted. Utility value significantly affects repurchase intention because the functional benefits perceived by consumers such as product quality, reasonable pricing, and ease of use can increase satisfaction and trust in a product or service (Charisma & Suprapti, 2020). When consumers perceive that the benefits align with their expectations, they are more likely to be willing to make future purchases. Thus, utility value plays an important role in fostering customer loyalty. This result is in line with the study conducted by Charisma and Suprapti (2020).

The Effect of Service Quality on Repurchase Intention

The effect of service quality on repurchase intention shows a p-value of $0.002 < 0.05$ and an original sample value of 0.303. Therefore, it can be concluded that service quality has a significant positive effect on repurchase intention, and thus, H4 is accepted. Service quality has a significant impact on repurchase intention because good service creates a positive experience for consumers. Factors such as responsiveness, reliability, empathy, and assurance in service delivery can enhance customer satisfaction, making them more likely to repurchase the same product or service (Jaya & Sukaatmadja, 2023). When consumers feel valued and receive services that meet or exceed their expectations, their loyalty increases, which in turn encourages repurchase intention. This finding is consistent with the study conducted by Jaya and Sukaatmadja (2023).

Customer Satisfaction on Repurchase Intention

The effect of customer satisfaction on repurchase intention shows a p-value of $0.021 < 0.05$ and an original sample value of 0.277. Therefore, it can be concluded that customer satisfaction has a significant positive effect on repurchase intention, and thus, H5 is accepted. Customer satisfaction plays an important role in encouraging repurchase intention, as satisfied customers tend to have a positive experience with the products or services they receive. When their needs and expectations are met or even exceeded their trust in the brand increases, creating long-term loyalty. Satisfied customers are more likely to make repeat purchases, which positively impacts business revenue (Angraini, 2023). These findings are consistent with those of Jasin et al. (2023) and Rizkia & Riptiono (2021).

The Effect of Utility Value on Repurchase Intention Through Customer Satisfaction

The effect of utility value on repurchase intention through customer satisfaction shows a p-value of $0.033 < 0.05$ and an original sample value of 0.212. Therefore, it can be concluded that customer satisfaction is able to mediate the effect of utility value on repurchase intention, and thus, H6 is accepted. Utility value influences repurchase intention through customer satisfaction, as customers are more likely to feel satisfied when a product or service provides benefits that meet or even exceed their expectations (Charisma & Suprapti, 2020). When aspects of utility value such as quality, price, or ease of use—are fulfilled, customers tend to be more satisfied, which in turn encourages repeat purchases. In other words, customer satisfaction serves as a mediator that strengthens the relationship between utility value and

repurchase intention, as satisfied customers are more likely to remain loyal to a product or service. These results are in line with the studies conducted by Jasin et al. (2023) and Rizkia & Riptiono (2021).

The Effect of Service Quality on Repurchase Intention Through Customer Satisfaction

The effect of service quality on repurchase intention through customer satisfaction shows a p-value of $0.047 < 0.05$ and an original sample value of 0.058. Therefore, it can be concluded that customer satisfaction is able to mediate the effect of service quality on repurchase intention, and thus, H7 is accepted. Service quality influences repurchase intention through customer satisfaction because good service can create positive experiences that enhance satisfaction. When customers are satisfied with aspects of service quality, such as timeliness, friendliness, and reliability, they tend to have a positive perception of the service provider (Jaya & Sukaatmadja, 2023). This satisfaction then encourages customers to make repeat purchases, as they believe the positive experience will be repeated. Therefore, customer satisfaction becomes a linking factor that strengthens the impact of service quality on repurchase intention. These findings are consistent with the studies by Jasin et al. (2023) and Rizkia & Riptiono (2021).

CONCLUSION

Based on the analysis results, it was found that utility value has a positive and significant effect on both customer satisfaction and repurchase intention. This indicates that the greater the benefits perceived by customers from the products or services offered, the higher their satisfaction and intention to make repeat purchases. In other words, utility value plays a major role in shaping customer decisions. In addition, service quality also has a positive and significant effect on customer satisfaction and repurchase intention, although its impact is not as strong as that of utility value. This confirms that good service remains an important factor in enhancing customer experience and encouraging their loyalty. Furthermore, this study shows that customer satisfaction mediates the influence of both utility value and service quality on repurchase intention. This means that improving customer satisfaction can strengthen the relationship between these factors and customers' repurchase decisions.

These findings address the research problem by demonstrating that both utility value and service quality contribute to increasing customers' repurchase intentions at Rucas.Co, with customer satisfaction acting as a strengthening factor in this relationship. Therefore, Rucas.Co's management should prioritize strategies that enhance utility value, such as offering prices that align with the benefits perceived by customers and developing product features that provide added value. Moreover, improvements in service quality should also be considered, particularly in areas such as service speed, convenience, and responsiveness in handling customer complaints. However, this study has some limitations that should be acknowledged. The research was conducted only on Rucas.Co customers, so the findings may not be generalizable to other companies with different business models. Additionally, the sample size was relatively small, suggesting that future research should involve a larger sample to produce more representative results. From a methodological perspective, this study used a descriptive-analytical quantitative approach, which may not fully capture the psychological or emotional factors that could influence repurchase intention.

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