

UDC 332

THE INFLUENCE OF CUSTOMER SATISFACTION AND PERCEIVED VALUE ON REPURCHASE: THE ROLE OF ATTITUDE AS MEDIATING VARIABLE – A STUDY ON ACER LAPTOP CUSTOMERS IN DENPASAR CITY

Crisilia Ayu Rai*, Widagda K. I G. Ngurah Jaya Agung

Faculty of Economics and Business, University of Udayana, Bali, Indonesia

*E-mail: raiayu92@gmail.com

ABSTRACT

Customers will have a more discriminating attitude in paying attention to the quality of laptop products, which might lead to repurchases, because the times are getting more sophisticated, and the importance of supporting technology tools such as laptops. The purpose of this research is to investigate and explain the role that consumer attitudes play in mediating the relationship between customer happiness and perceived value as it relates to repurchase intentions of Acer laptop goods in the city of Denpasar. This study was carried out in the city of Denpasar, utilizing the category of having purchased or used Acer laptop products. The number of samples utilized was 130 respondents, and the technique of sampling employed was purposive sampling. The distribution of questionnaires, combined with various path analysis methods, and the use of the SPSS program were used to collect the necessary data for the study. According to the findings of this research, customer satisfaction and perceived value have a positive and significant effect on repurchase; customer attitudes have a positive and significant effect on repurchase; customer attitude is a mediating variable that influences customer satisfaction and perceived value; and customer attitudes have a positive and significant effect on repurchase. The findings of this study suggest that increasing consumer repurchases can be accomplished by focusing on factors such as customer satisfaction, perceived value, and customer attitudes.

KEY WORDS

Customer satisfaction, perceived value, customer attitude, repurchase.

With the existence of ever-more-advanced technology, the development of the times is accelerating; however, it cannot be isolated from the existence of communication, which, in the contemporary world, is essential for society. For the success of their studies, laptops play a crucial role in the academic lives of students. There are a variety of laptops available to students in terms of brand, price, size, and quality. Students have quite a few options.

According to IDC's explanation in the technoreview, PC shipments have decreased by 15.3% compared to the same period in the prior year; in the second quarter of 2022, PC industry companies sold a total of 71.3 million units. This phenomenon is evident in the contemporary laptop product market. Customers can identify brands that they believe satisfy their ideal laptop product criteria due to the variety of existing laptop products. According to CNN Indonesia, Indonesians use laptops for work and education. The information was collected via a survey of 2121 respondents. Meanwhile, entertainment consumers account for 34.94 percent of the population. The widespread use of laptops presents a natural opportunity for companies that produce laptops. Today's business competition requires every company to continue innovating by establishing and enhancing customer-attractive products in order to sustain the company's existence.

Based on the Top Bank Award data for the telecommunications category with the laptop sub-category, table 1.2, it can be seen that Acer laptops have decreased significantly from 2017 to 2021, namely in 2017 its market share was 33.7%, down to 26% in 2021. There are several Factors that influence the rise and fall of percentages in sales (Rahayu, 2019) include laptop market conditions, people's purchasing power and also other factors related to business competition in laptop sales themselves.

Table 1 – Data for the Top Brand Award for the Laptop Category for the 2017 - 2022 period

Product	2017 year	Year 2018	2019 year	2020 year	Year 2021	Year 2022
Acer	33.7%	31.7%	31.2%	26.1%	26%	27.1%
Lenovo	10.5%	10.9%	9.7%	10.2%	10.8%	10.3%
Asus	18.1%	23.6%	21.2%	25.4%	27.9%	24.8%

Source: Top Brand Award (2021).

Table 2 – Results of the Pre-Survey on Acer Laptop Products in Denpasar City, December 2022

Question	Yes	No	Other	Total
Do you know Acer products	10	0	0	10
In your opinion, is the quality of Acer Laptop products very good?	7	3	0	10
In your opinion, does the Acer laptop have good performance?	3	5	2	10
The price offered by Acer laptops is in accordance with the perceived benefits of customers	3	4	3	10
Planning to repurchase Acer products and recommend to others	2	6	2	10
Having knowledge about Acer Laptop is a well-known brand	10	0	0	10

Source: Processed Data, 2022.

According to the results of the preliminary survey, ten out of ten respondents were familiar with Acer laptop products. There were five respondents who disagreed with the statement that Acer laptops have a decent performance. There were four respondents who disagreed with the statement that the price of Acer laptops was commensurate with the value perceived by customers. There were six respondents who said they did not intend to repurchase Acer products or recommend them to others among those who said they intended to. There were ten respondents who agreed with the statement that they were familiar with the well-known laptop brand Acer.

The results of interviews on laptop sales in several locations, one of which is Aga computer in Renon, Denpasar, a place that sells computers and laptops. According to the findings of interviews conducted with Aga Computer employees, Acer laptop purchases have decreased relative to other brands. The low number of Acer laptop sales is also attributed to consumers' superior knowledge of the quality of other laptops.

Customers who are satisfied typically repurchase the same product. Product quality is an important factor that can affect customer satisfaction (Supertini, 2020; Diputra & Yasa, 2021). Tufahati et al. (2021) and Clarisa (2022) found that customer satisfaction influences repurchase intention positively. In contrast, Mensah (2018) found that service quality and customer satisfaction have no bearing on repurchase intentions. Obviously, the customer's purchase intent is influenced by a variety of factors, including customer satisfaction. Perceived value will affect customer satisfaction and lead to customer loyalty (Devi & Yasa, 2022). According to research conducted by Nico (2020) and Aisah (2019), Perceived Value has a substantial impact on repurchase intent. Moreover, according to Indra's (2019) research, perceived value has no effect on customer loyalty. The price of a product at the time of the transaction or at the end of its shelf life is also related to its perceived value. The research of Shahna and Anas (2022) indicates that perceived value has a positive and statistically significant effect on customer attitude variables. (Adinata & Yasa, 2018) Repurchase intent can be sparked by customer attitudes formed during previous visits. According to Hashim et al. (2018), consumer attitudes are mediated by variables that influence customer purchasing interest.

Based on the phenomenon and previous research on customer satisfaction, perceived value, and repurchase mediated by customer attitudes, researchers are interested in conducting additional research on the impact of customer satisfaction and perceived value on repurchase, as mediated by customer attitudes, of Acer laptop products in Denpasar.

This study leverages the notion of customer behavior as it pertains to comprehending the decision-making processes of customers. Kotler and Keller (2016: 194) propose a model consisting of five stages that customers go through while making purchasing decisions.

Based on the problem description and the findings from prior study, we can offer the following hypothesis formulation.

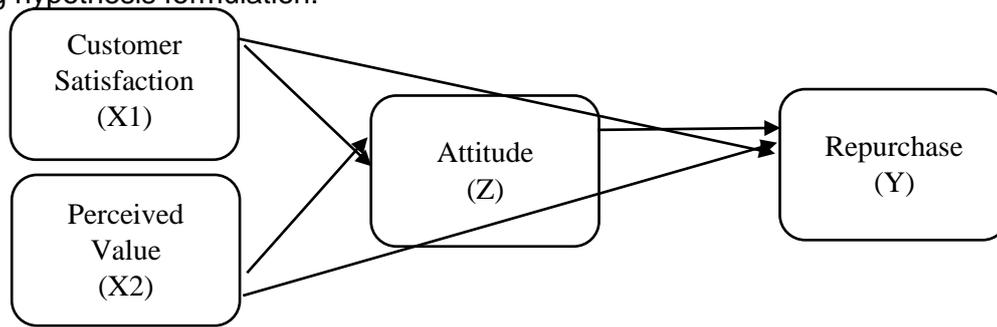


Figure 1 – Research Model Framework

According to Tjiptono (2014), Satisfaction is a cognitive and affective state that is determined by an individual's subjective evaluation of their experiences. In order to ascertain the presence or absence of prior expectations, empirical investigation is required, as this constitutes a crucial component of the satisfaction construct. The level of customer satisfaction has the potential to positively influence the propensity of customers to make purchases. By fostering an ideal degree of client happiness, it stimulates the cultivation of customer loyalty. According to the findings of Lamere's study conducted in 2017, there exists a positive correlation between the quality of products provided by a firm and the level of customer loyalty. In other words, as the quality of products improves, customer loyalty tends to increase. Conversely, a negative relationship was observed, indicating that as product quality declines, customer loyalty tends to decrease. According to a body of research conducted by Pramyda & Yasa (2021), Kenda (2022), Gultom et al (2020), Sari (2019), Purbasari et al (2018), Hermawan & Yasa (2021), Baskara (2021), Paramarta & Yasa (2022), and Putri & Yasa (2022), it has been established that customer satisfaction has a substantial influence on repurchase behavior.

Hypothesis 1: The level of customer satisfaction is positively and significantly associated with the likelihood of repurchase.

Customer value refers to the net outcome derived by customers when comparing the total benefits gained from a product or service to the total costs incurred. It encompasses the collection of anticipated advantages that customers associate with a certain offering. According to Tjiptono (2015), the concept of perceived value refers to the collection of benefits or attributes that customers receive in relation to the sacrifices they make. According to Lamere's (2017) study, there is a positive correlation between pricing and customer loyalty, indicating that when prices increase, customer loyalty also tends to increase. According to Hume's findings in the study conducted by Adriani (2019), it is asserted that a direct correlation exists between the perception of value and the intention to repurchase. The customer's perception of value has a significant role in determining their purchasing behavior. The assertion made in this study statement is substantiated by the findings of several studies conducted by Umara et al. (2021), Pratiwi et al. (2021), Tirtayani et al. (2016), Setiawan & Shantika (2019), Ariasa (2020), and Saragih (2018). These studies collectively demonstrate that perceived value exerts a positive and statistically significant impact on repurchase behavior.

Hypothesis 2: The perception of value exerts a favorable and statistically significant impact on the likelihood of repurchase.

According to Banjarnahor (2018), satisfaction can be defined as the emotional state that arises when an individual's perceived performance aligns with their expectations. Brand attitude refers to the assessment made by customers regarding the perception of a brand. Positive evaluation findings are likely to lead to favorable customer perceptions of the brand, hence increasing the likelihood of brand purchase. The findings of the study conducted by Erpurini and Janah (2022) indicate that there is a notable and favorable impact of customer attitudes in E-commerce as a result of increased satisfaction with online purchasing

transactions. According to Mean et al. (2021), the factors related to brand attitude are influenced in a favorable and significant manner by customer satisfaction.

Hypothesis 3: The impact of customer satisfaction on attitudes is both positive and statistically significant.

The notion of perceived value entails evaluating the reciprocal elements involved in the utilization of items and services (Turel et al., 2007). According to Gupta and Kim (2010), a correlation exists between perceived value and purchase intention, mostly rooted in the conceptualization of price and quality, as well as benefits and sacrifices. According to a study conducted by Hermawan and Haryanto (2013), there exists a positive correlation between the level of value perceived by customers and their attitude towards a product or service. According to the findings of Chusna and Riptiono (2021), a favorable perception of value among customers regarding Kebumen batik is associated with a positive attitude towards these products. Specifically, customers who perceive good value in Kebumen batik products tend to develop a positive attitude towards them. This positive attitude is influenced by customers' perception of their own contribution or uniqueness when selecting a product. In other words, customers' attitudes towards Kebumen batik products are shaped by their sense of personal involvement and distinctiveness associated with the chosen product. The influence of Perceived Value on positive sentiments towards commodities, such as Kebumen batik products, is evident. The findings of this study align with the research undertaken by Carrayanta (2020), which posits that perceived value exerts a favorable influence on customer perceptions.

Hypothesis 4: The influence of perceived value on attitudes is positive and statistically significant.

According to Irwansyah et al. (2021:92), attitude refers to the pleasant or negative perception that an individual has in response to an object, person, animal, or even the surrounding environment. This definition is based on Atkinson's theory (2010). Customers exhibit varying attitudes due to diverse experiences and perspectives regarding the product and the acquisition of knowledge. Consumer perceptions of specific products might vary, encompassing both favorable and unfavorable sentiments. Cindyana (2022) is the author or source being referenced. The assertion made is substantiated by a body of research undertaken by Aprilisya et al. (2017), Fadhila (2020), Saputri (2022), Laili & Soedarso (2018), Rahmat (2020), which collectively affirms that customer sentiments exert a constructive and substantial impact on the determination of repurchase decisions.

H5: The sentiments of customers exert a substantial and favorable impact on their likelihood to engage in repurchase behavior.

According to Sinaga (2017), the level of satisfaction or discontent experienced by customers might significantly influence their subsequent behavior towards the product. If the buyer expresses satisfaction, there is an increased likelihood that they will engage in repeat purchases of the goods. According to Masitoh (2017), the likelihood of repurchase intention is expected to be higher when there is a presence or enhancement of customer trust alongside the increase in purchase satisfaction. The formation of this anticipation is influenced by the initial encounter with purchasing a product (Rahman, 2018). Repurchase intention refers to the behavioral response of customers who exhibit a good reaction towards the service quality provided by a firm, leading them to express an intention to revisit or engage in future consumption with the same company (Prabandari, 2018). According to a study conducted by Rachman et al (2022), it has been found that contentment may not have a direct impact on loyalty, even in cases where service clients exhibit positive sentiments.

H6: The impact of customer satisfaction on repurchase behavior is found to be positive and statistically significant, with consumer attitudes serving as a mediating factor in this relationship.

Perceived customer value refers to the evaluative process undertaken by individuals in order to select and acquire a certain product or service. This process involves a comparative analysis of the benefits derived from the chosen offering and the sacrifices made by the customer in pursuit of their desired outcome. According to a study conducted by Bernato and Patricia (2017), the perception of value is influenced by three distinct elements. Loyalty can

be defined as a steadfast commitment to continually repurchase a product. The appropriateness of an offer is a factor that may influence consumer satisfaction and the likelihood of repeat purchases (Cahyono, 2016). According to Buana's (2023) study, the purchasing inclination towards products can be impacted by customer attitudes towards perceived value and brand image. According to Dwiartini (2022), the perception of a product's good value has the potential to enhance confidence among customers, consequently impacting their purchasing intentions.

H7: The perception of value exerts a favorable and substantial impact on repurchase behavior, with customer attitudes serving as a mediating factor.

METHODS OF RESEARCH

The study employed a quantitative research methodology, specifically utilizing an associative approach, to examine Acer laptop products in the Denpasar region. This study encompasses four variables: customer happiness and perceived value as independent variables, repurchase as the dependent variable, and customer attitudes as mediating variables. The population under investigation comprises the customers of Acer laptops in Denpasar City. The exact number of customers is indeterminate due to the extensive distribution of the population. The study utilized a sample size of 130 participants, picked by purposive selection, a non-probability sampling technique.

The present study incorporates customer satisfaction and perceived value as the independent variables (X). The variable under investigation in this study, denoted as the dependent variable (Y), is repurchasing. Customer attitudes serve as the mediating variable (Z) in the present investigation. The present investigation employed a total of 130 samples. The data was obtained via administering a questionnaire in the format of a Google Form, utilizing a Likert scale as the chosen measurement instrument. The data that was gathered was subjected to analysis utilizing path analysis techniques with the use of SPSS 25 software.

Structural equation 1, namely:

$$Z = X + \beta_1 X1 + \beta_2 X2 + e_1 \quad (1)$$

Structural equation 2, namely:

$$Y = \beta_3 X1 + \beta_4 X2 + \beta_5 Z + e_2 \quad (2)$$

Where:

X1: Customer Satisfaction;

X2: Perceived Value;

M: Customer Attitude;

Y: Repurchase;

$\beta_1, \beta_2, \beta_3$: Variable Regression Coefficient;

e: Error of term.

RESULTS AND DISCUSSION

A total of 130 individuals residing in Denpasar City were surveyed as users of Acer Laptops. When considering gender, it is seen that the female sex comprises the majority, accounting for 70 percent of the participants in this study. When considering the age distribution, individuals between the ages of 17 and 21 constitute the largest demographic, accounting for 45.4 percent of the total population. When considering the field of education, it is seen that those with SMA/SMK education constitute the majority, accounting for 56.2 percent of the total population. Based on the data collected, it is evident that a significant majority of the respondents, accounting for 56.2 percent, are engaged in academic pursuits

as students. Based on the data, it is evident that the majority of respondents, accounting for 46.9 percent, fall between the income range of Rp. 1,000,001 - Rp. 3,000,000.

Table 3 – Characteristics of Respondents

No	Variable	Classification	Number of people)	Percentage (%)
1	Gender	Man	39	30.0
		Woman	91	70.0
	Total	130	100	
2	Age	17 – 21 years old	59	45.4
		22 – 26 years old	43	33.1
		27 – 31 years old	18	13.8
		> 36 years old	10	7.7
	Total	130	100	
3	Level of education	Highschool	72	55.4
		Diploma	5	3.8
		Bachelor	53	40.8
	Total	130	100	
4	Work	Private sector employee	29	22.3
		Student / student	73	56.2
		civil servant	4	3.1
		Businessman	24	18.5
	Total	130	100	
5	Income	Rp. 1,000,001 – Rp. 3,000,000	61	46.9
		Rp. 3,000,001 – Rp. 4,000,000	25	19.2
		Rp. 3,000,001 – Rp. 5,000,000	29	22.3
		> Rp. 5,000,000	15	11.5
	Total	130	100	

Source: Research primary data, 2023.

Table 4 – Results of Path Analysis on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
(Constant)	1,213	0.311		3,905	0.000
Customer satisfaction	0.343	0.061	0.404	5,616	0.000
Perceived value	0.339	0.063	0.387	5,377	0.000
R2: 0.356					

Source: Primary data, 2023.

Based on the results of the path analysis in Table 4. the structural equation formed is as follows:

$$Z = X + \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$Z = 1.213 + 0.343 X_1 + 0.339 X_2 + e_1$$

This structural equation can be interpreted as follows: the variable customer satisfaction has a coefficient of 0.343, meaning that customer satisfaction has a positive direction of influence on customer attitudes. This means that if customer satisfaction increases, customer attitudes will increase by 0.343. The variable perceived value has a coefficient of 0.339, meaning that perceived value has a positive influence on customer attitudes. This means that if perceived value increases, customer attitudes will increase by 0.339.

Table 5 – Results of Path Analysis on Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	0.542	0.318		1,703	0.091
Customer satisfaction	0.447	0.066	0.483	6,778	0.000
Perceived value	0.212	0.068	0.222	3.139	0.002

Job satisfaction	0.235	0.086	0.215	2,733	0.007
R2: 0.497					

Source: Primary data, 2023.

Based on the results of the path analysis in Table 4.8, the structural equation formed is as follows:

$$Y = \beta_3 X_1 + \beta_4 X_2 + \beta_5 M + e_2$$

$$Y = 0.483X_1 + 0.222X_2 + 0.215M + e_2$$

The interpretation of the structural equation can be elucidated as follows: The coefficient of 0.483 suggests a statistically significant positive correlation between customer satisfaction and repurchase behavior. There is a positive correlation between a rise in customer satisfaction and a commensurate increase in repurchase, with a coefficient of 0.483. The coefficient associated with the perceived value variable is 0.222, suggesting a positive influence of perceived value on repurchase behavior. This finding suggests that there is a positive relationship between perceived value and repurchase behavior, with a 0.222 unit increase in repurchase activity associated with each rise in perceived value. The regression analysis reveals that the coefficient associated with the customer attitude variable is 0.215, suggesting a positive influence of consumer attitudes on repurchase behavior. This suggests that an improvement in consumer perceptions will lead to a proportional increase of 0.215 in repurchase behavior.

In the computation of error (e), the values for structural error value 1 (e1) are 0.802, while the value for structural error value 2 (e2) is 0.709. Subsequently, the determination coefficient will be computed in the subsequent manner:

$$R^2_m = 1 - (e_1)^2 - (e_2)^2 = 0.676$$

The analysis of the total determination coefficient yielded a value of 0.676, indicating that 67.6% of the Acer Laptop repurchase variable in Denpasar City is influenced by customer satisfaction, value perceptions, and customer attitudes, either directly or indirectly. The remaining 32.4% is attributed to the influence of other variables.

The purpose of classical assumption testing is to verify the viability of the constructed model. Theoretical regression models yield accurate estimator parameter values when they satisfy the fundamental assumptions of classical regression, which include tests for normality, multicollinearity, and heteroscedasticity.

According to the Kolmogorov-Smirnov test, the data can be considered to follow a normal distribution if the significance level (two-tailed) is above 0.05 ($\alpha = 5\%$). Table 6 displays the outcomes of the One-Sample Kolmogorov-Smirnov test.

Table 6 – Normality Test (*One-Sample Kolmogorov-Smirnov*)

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Structural 1	0.061
Structural 2	0.200

Source: Primary Data, 2023.

The findings presented in Table 6 indicate that the Asymp value has a certain value. The significance values for the two-tailed Kolmogorov-Smirnov test are 0.061 and 0.200, respectively. The asymptotic value and two-tailed significance level of the Kolmogorov-Smirnov test exceed the predetermined alpha level of 0.05, suggesting that the data utilized in this study follows a normal distribution. Consequently, the model employed is appropriate for subsequent investigation.

The purpose of the multicollinearity test is to assess the regression model and identify any correlations among the independent variables. The existence or absence of multicollinearity can be determined by examining the Variance Inflation Factor (VIF) value, which should be less than 10, and the tolerance value, which should be greater than 0.10.

According to the findings presented in Table 7, none of the independent variables exhibit a tolerance value below 0.10, indicating that multicollinearity is not a concern. Additionally, none of the independent variables demonstrate a VIF value exceeding 10, further supporting the absence of multicollinearity. Hence, the regression model exhibits no signs of multicollinearity.

Table 7 – Multicollinearity Test (*Tolerance and Variance Inflation Factor*)

	Model	Collinearity Statistics	
		tolerance	VIF
Structural1	Customer satisfaction	0.980	1020
	Perceived value	0.980	1020
Structural2	Customer satisfaction	0.785	1,274
	Perceived value	0.798	1,252
	customer attitude	0.644	1,554

Source: Primary Data, 2023.

The purpose of the heteroscedasticity test is to examine whether there is a difference in variance between residual observations in a regression model. The Glejser test is a commonly employed statistical method for assessing heteroscedasticity. An effective regression model is characterized by the absence of heteroscedasticity symptoms; otherwise, it would fail to meet the desired statistical significance level, often set at alpha 0.05.

Table 8 – Heteroscedasticity Test (Glejser Test)

Equality	Model	Q	Sig.
Structural1	Customer satisfaction	1,388	0.167
	Perceived value	-1,024	0.308
Structural 2	Customer satisfaction	1,099	0.274
	Perceived value	-1,056	0.293
	customer attitude	0.312	0.755

Source: Primary Data, 2023.

Table 8 displays the significant values for each model, all of which exceed the threshold of 0.05. The findings of this investigation indicate that the independent variables employed do not exert a statistically significant impact on the dependent variable, specifically the absolute residual. As a result, this study may be considered devoid of indications of heteroscedasticity.

The findings derived from the hypothesis testing conducted in this study demonstrate that there exists a statistically significant and positive relationship between customer satisfaction and repurchase behavior. There exists a positive correlation between the level of customer satisfaction and the rate of repurchasing Acer Laptops in Denpasar City. The respondents' replies regarding customer satisfaction indicate a consensus that the quality of Acer laptop products in Denpasar City is commendable. Therefore, the enhancement of customer happiness has the potential to positively impact the repurchase behavior of Acer laptop products within the confines of Denpasar City. The findings of this study align with prior investigations undertaken by Kenda (2022), Gultom et al. (2020), Sari (2019), Purbasari et al. (2018), and Baskara (2021), which indicate that customer satisfaction exerts a positive and statistically significant impact on repurchase behavior.

The Impact of Perceived Value on Repurchase Behavior The findings derived from the hypothesis testing conducted in this study demonstrate that there exists a positive and statistically significant relationship between perceived value and repurchase behavior. There is a positive correlation between the perceived value and repurchasing behavior of Acer Laptops in Denpasar City. This finding suggests that there is a positive relationship between the perceived value of Acer laptop goods and the likelihood of repurchase. The analysis of

respondents' responses pertaining to the perceived value of Acer laptop goods in Denpasar City indicates a consensus among the respondents that the perceived value is favorable. Therefore, a comprehensive understanding of consumer value has the potential to enhance the likelihood of repeat purchases of Acer laptop products inside the confines of Denpasar City. According to Fang et al. (2016), there is evidence to support the notion that perceived value serves as a strong and meaningful predictor. Specifically, when there is an increase in perceived value, it leads to a corresponding increase in consumer intentions to engage in repurchasing activities. According to Shantika (2019), there is a positive correlation between the perceived value of customers and their inclination to repurchase. This study aligns with prior research conducted by Sullivan and Kim (2018). Additionally, Lamere (2017) observed a positive correlation between price levels and customer loyalty. According to several studies conducted by Adriani (2019), Umara et al (2021), Setiawan & Shantika (2019), Ariasa (2020), and Saragih (2018), it has been found that there is a positive and substantial relationship between perceived value and repurchase behavior.

The Impact of Customer Satisfaction on Attitudes. The findings derived from the hypothesis testing conducted in this study demonstrate that there exists a statistically significant and positive relationship between customer satisfaction and attitudes. There exists a positive correlation between the level of customer satisfaction and the attitude towards Acer Laptops in Denpasar City. The respondents' replies regarding customer satisfaction indicate a consensus that the quality of Acer laptop products in Denpasar City is commendable. Therefore, it may be posited that customer satisfaction has the potential to positively influence sentiments towards Acer laptop products inside the confines of Denpasar City. This research aligns with the viewpoints given by Erpurini and Janah (2022) as well as Mean et al. (2021).

The Impact of Perceived Value on Attitude Formation The findings derived from the hypothesis testing conducted in this study demonstrate that perceived values exert a favorable and statistically significant impact on attitudes. There is a positive correlation between the perceived value and the attitude towards Acer Laptop in Denpasar City. These findings suggest that there is a positive relationship between the perceived value of Acer laptop products and customer attitudes. The analysis of respondents' responses about the perceived value of Acer laptop goods in Denpasar City indicates a consensus among respondents that the perceived value is favorable. Hence, the perception of favorable customer value has the potential to enhance attitudes towards Acer laptop products within the context of Denpasar City. This research is in line with the opinions expressed by Hermawan and Haryanto (2013), Chusna and Riptiono (2021), and Carrayanta (2020)

Influence Customer Attitudes Towards Repurchase. The results of testing the hypothesis in this study indicate that customer attitudes have a positive and significant influence on repurchase. In other words, if customer attitudes increase, the repurchase of Acer laptops in Denpasar City will increase. The more positive a person's attitude, the greater the individual's intention to carry out certain behaviors. According to Amalia (2021) Description of respondents' answers regarding customer attitudes, respondents agree that customer attitudes towards Acer laptop products are good. Thus, good customer attitudes towards Acer laptop products are able to increase repurchase in Denpasar City. In line with previous research on Cindyana (2022) which states that customer attitudes have a positive effect on repurchase intentions. In other words, the higher the customer's attitude towards the gift, the higher the intention to repurchase. Rahmat (2020) shows that customer attitudes have a positive effect on repurchase intention, meaning that the more positive the attitude of customers who use online shops, the higher the repurchase intention. The results of research by Fadhila (2020), Saputri (2022), Laili & Soedarso (2018), state that customer attitudes have a positive and significant influence on repurchasing decisions.

The Impact of Customer Satisfaction on Repurchase Behavior Through the mediation of customer attitudes. The findings of this study demonstrate that there is a positive and significant relationship between customer satisfaction and repurchase of Acer laptops in Denpasar City. This relationship is mediated by customer attitudes, indicating that customer attitudes play a role in influencing the repurchase behavior. The ability of Acer laptop

marketers to deliver satisfactory service and high-quality products has the potential to cultivate a sense of contentment among customers, so influencing their attitudes towards Acer laptop products to be one of satisfaction. This positive sentiment may then lead to repeat purchases by customers. According to Sinaga (2017), the level of happiness or discontent experienced by customers with a product has a significant impact on their subsequent behavior. A positive correlation exists between customer satisfaction and the likelihood of repurchasing the product. This study aligns with the research conducted by Masitoh (2017), Rahman (2018), Rachman et al (2022), and Prabandari (2018).

Influence The study examines the perceived value of re-purchase through the mediation of customer sentiments. The findings of this study demonstrate that there is a significant and positive relationship between perceived value and repurchasing behavior of Acer laptops in Denpasar City. This relationship is mediated by customer attitudes, indicating that customer attitudes play a mediating role in the influence of perceived value on repurchase behavior. The favorable perception of product value has a significant impact on customer attitudes. Specifically, when customers perceive that a desired product has beyond their expectations, it leads to an increase in subsequent purchases of the same product. According to the study conducted by Bernato and Patricia (2017), Perceived Value is subject to the influence of three distinct elements, namely: Loyalty can be defined as a steadfast commitment to continually repurchase a product. Customer satisfaction is a metric that gauges the degree to which those utilizing a particular product or service express a high level of contentment with the items or services they have gotten. Customer trust refers to the inclination of customers to rely on a brand based on its perceived functionality. This study aligns with the research conducted by Cahyono (2016), Buana (2023), and Dwiartini (2022).

CONCLUSION

Based on the findings of the conducted research, numerous inferences can be inferred. The impact of customer satisfaction on the repurchasing behavior of Acer Laptops in Denpasar City is both favorable and statistically significant. The impact of perceived value on the repurchasing behavior of Acer laptops in Denpasar City is found to be both positive and statistically significant. The impact of customer satisfaction on sentiments towards Acer Laptops in Denpasar City is both favorable and statistically significant. The impact of perceived value on attitudes towards Acer Laptops in Denpasar City is found to be both favorable and statistically significant. The sentiments of customers have a notable and constructive impact on the likelihood of repurchasing Acer Laptops within the context of Denpasar City. The variable of customer attitude serves as a mediator in the relationship between customer happiness and repurchasing behavior of Acer Laptops in Denpasar City. The mediating variable of customer attitude plays a significant role in influencing the perceived value of Acer Laptop Repurchases in Denpasar City.

The research findings have been presented, followed by recommendations pertaining to this study. The marketers of Acer laptops in Denpasar City are anticipated to enhance the quality of their services, particularly by offering comprehensive after-sales support to assist clients in resolving any issues encountered with their laptops. In order to enhance the quality of its laptops, Acer should conduct a series of design and feature assessments. By implementing these tests, Acer may enhance the visual appeal of its laptop models through the use of suitable colors. The Acer laptop brand is known for delivering high-quality goods that align with the preferences and requirements of their customers. Companies offer a wider range of outcomes that distinguish them from other products, particularly in terms of software, encompassing higher levels of complexity and enhanced operational capabilities. In anticipation of future researchers, it is anticipated that they will have the capacity to incorporate other variables that may influence repurchasing behavior, hence broadening the scope of research beyond its current limitations.

REFERENCES

1. Adinata, KJ & NNK Yasa (2018) The Effect of Trust, Perceived Price, and Attitudes on Repurchase Intentions on the Lazada Site , Management E-Journal, 7 (8), 4153-4180
2. Agung S., (2020) "The Influence of Perceived Quality, Perceived Value, and Relationship Quality on Loyalty Intentions at Bebek Goreng Suwarno Restaurant". (Undergraduate Thesis, Indonesian Islamic University) <https://dspace.uui.ac.id/bitstream/handle/123456789/24090/16311260%20Rochman%20Agung%20Suwarno.pdf?sequence=1&disAllowed=y>
3. Al Karim, (2019). Influence of Service Quality on Customer Satisfaction and Customer Loyalty in the Private Banking Sector of Bangladesh: A PLS Approach. Journal of Marketing and Information Systems, 1(3), 8-17.
4. Aprilisya, NPE, Yasa, NNK, Giantari, (2017), The Role of Attitudes Mediating the Effect of Green Marketing on Purchase Intentions for Environmentally Friendly Products , Udayana University Management E-Journal, 6 (4)
5. Azis S., (2022) "The Effect of Discount Vouchers, Customer Experience, and Perceived Value on Customer Repurchase Interest in Gofood Services During the Covid-19 Pandemic Period (Study in the Community of Binawidya District, Pekanbaru City)". (Thesis thesis, Sultan Syarif Kasim Riau State Islamic University).
6. Baskara, RF, Mardiatmi, BDA, & Argo, JG (2021). Analysis of the Effect of Service Quality on Repurchase Through Customer Satisfaction in the Traveloka Application. National Research Conference on Management Economics and Accounting, 2(1), 1645-1659.
7. Chiehwen Ed Hsu, Yeshwant S. Raj, Bob Sandy, (2021) "Music Streaming Characteristics and Consumption Emotions as Determinants of Customer Satisfaction and Purchase Intention". Contemporary Management Research, Pages 157-188, Vol. 17, No. 3.
8. Chintya Wiryantari. (2016). The Role of Perceived Value in Mediating the Effect of Celebrity Endorser Credibility on Purchase Intentions for Wardah Cosmetic Products. Unud Management E-Journal, 5 (11) p. 7100-7127
9. Indonesian CNN. (2022). Pandemic Makes Computer Users in Indonesia Increase 2 Times. Accessed February 16, 2023, from <https://www.cnnindonesia.com/technology/20220525170218-185-801194/pandemi-buat-pengguna-computer-di-indonesia-meningkat-2-kali-gulung> .
10. Dam, TC (2020). "Influence of brand trust, perceived value on brand preference and purchase intention". The Journal of Asian Finance, Economics and Business (JAFEB), 7(10), 939-947.
11. Devi, AADT & Yasa, NNK (2021), The role of customer satisfaction in mediating the influence of service quality and perceived value on brand loyalty , International Research Journal of Management, IT and Social Sciences, 8 (3) pp. 315-328
12. Diputra, Maha, IGNAW, & NNK Yasa, (2021), The Influence Of Product Quality, Brand Image, Brand Trust On Customer Satisfaction And Loyalty , American International Journal of Business Management, 4 (1), 25-34
13. Erpurini, W., & Janah, WS (2022). The Effect of Online Shopping Transaction Satisfaction and Customer Trust on E-commerce Customer Attitudes (Case Study: Purchase of Shopee.co.id Products on Borma Toserba Bandung Employees). OUR EMT Journal, 6 (2), 244-248.
14. Fadhila, S., Lie, D., Wijaya, A., & Halim, F. (2020). The influence of customer attitudes and customer perceptions of purchasing decisions at the mini market of Balimbingan roses. SULTANIST: Journal of Management and Finance, 8(1), 53-60.
15. Fandy, Tjiptono. (2015). "Marketing Strategy." Yogyakarta: Andi.
16. Fang et al. (2016). "Customer Heterogeneity, Perceived Value, And Repurchase Decision-Making In Online Shopping: The Role Of Gender, Age, And Shopping Motives". Journal Of Electronic Commerce Research, NO 2.
17. Ghozali, Imam., (2014). Multivariate Analysis Application with IBM SPSS19 program, 5th Edition. Diponegoro University Publishing Agency, Semarang.

18. Gultom, DK, Arif, M., & Fahmi, M. (2020). Determination of customer satisfaction on customer loyalty through trust. *Maneggio: Scientific Journal of Master of Management*, 3(2), 171-180.
19. Hashim, Nor Hazlina, Normalini and Sajali, Norhazlina. (2018). The Influence Factors Towards Mobile Advertising Message Content on Customer Purchase Intention. *Global Business Review* 19(5) 1187–1206 © 2018 IMI.
20. Hermawan, A & NNK Yasa, (2021), The Effect of Store Atmosphere, Promotion, and Retail Service on Customer Satisfaction and Repurchase Intention , *European Journal of Business and Management*, 13 (8), 160-169
21. Kotler, P., and Keller, KL (2016). *Marketing Management 15e Global Edition*. England. Pearson Education Limited.
22. Lambere, Stefanus M., (2017). The Influence of Price, Location, Product, and Promotion on Customer Loyalty with Customer Satisfaction as a Mediating Variable. *Sanata Dharma University*.
23. Mean, P., Welsa, H., & Ningrum, NK (2021). The effect of sales promotion and customer satisfaction on purchase intention through brand attitudes as intervening variables. *Journal of Management*, 13 (4), 710-717.
24. Mensah, I., Mensah, RD (2018). Effects of service quality and customer satisfaction on repurchase intention in restaurants on the University of Cape Coast campus. *Journal of Tourism, Heritage and Services Marketing*, 4(2), 27-36
25. Nico, Kohardinat, (2020). The Influence of Perceived Value and Packaging on Customer Repurchase Interest Chapter 1. *Journal of Business Management and Start-Up*, 5 (3).
26. Paramarta, IGKGR & Yasa, NNK, (2022), The Role of Customer Satisfaction To Mediate The Effects of Product Quality and E-Wom on Customer Loyalty: A Study On Bhineka Muda Coffee Shop Customers , *Eurasia: Economics & Business*, 9 (63), 23–32
27. Pramyda, BA & Yasa, NNK (2021), The Effect of Servicescape on Customer Satisfaction and Repurchasing Intentions in Millennials (Study at the Bali Branch of Simpang Raya Restaurant) , *SSRG International Journal of Economics and Management Studies*, 8 (10), 115- 125
28. Pratiwi, AANE, IGAK Giantari, Yasa, NNK, Ekawati, NW, Setini, (2021), The Role of Prestige in Mediating the Influence of Perceived Quality and Price Fairness on the Intention to Repurchase Online-base Fashion Products , *Journal of Advanced Research in Dynamical and Control Systems – JARDCS*, 12.
29. Priansa, DJ (2017). Customer behavior in contemporary business competition. *Tadulako (JIMUT)*, 4(1), 71-80.
30. Purbasari, DM, & Purnamasari, DL (2018). Effect of service quality and customer satisfaction on repurchase. *Journal of Business and Management Inspiration*, 2(1), 43-54.
31. Putri, KAMA & Yasa, NNK, (2022), The Role of Customer Satisfaction as mediating variable on The Effect of Brand Image towards Coffee Shop Customer's Repurchase Intention , *European Journal of Business and Management Research*, 7 (2), 149-154
32. Riyan M., (2021). "The Influence of Marketing Mix on Repurchase Mediated by the Variable of Customer Satisfaction Indomaret Tapaktuan Reviewed in the Perspective of Islamic Economics". *Faculty of Islamic Economics and Business Ar-Raniry State Islamic University*.
33. Saragih R., (2019). "The Role of Trust in Mediating Value Perceptions of Green Coffee Repurchase Intentions in Denpasar City". *Unud Management E-Journal*, 8 (3) p. 1457 – 1486.
34. Shahna, Anas, (2022). The Effect of Perceived Value on E-WOM Engagement with Attitudes and Customer Satisfaction as Mediators When Shopping through Shopee. *Journal of Business and Management Students*, 1 (2) p. 250-260.
35. Supertini, NPS, Telagawati, NLWS, & Yulianthini, NN (2020). The effect of trust and customer satisfaction on customer loyalty at Kebaya Heritage in Singaraja. *Prospects: Journal of Management and Business*, 2(1), 61-73.

36. Tirtayani, IGA, NW Ekawati, & Yasa, NNK, (2016), The Role of Perceived Value in Mediating the Effect of Green Marketing on Purchase Intention , Management Forum, 14 (2), 1-14
37. Triyanti, N., Prastyani, D. (2020). Product Quality and Price on Purchasing Decisions of Acer Brand Laptops Through Brand Image. JCA of Economics and Business, 1(02).
38. Tufahati, N., Barkah, CSA, Tresna, PW, & Chan, A. (2021). The Impact of Customer Satisfaction on Repurchase Intention (Surveys on Customer of Bloomythings). Journal of Business & Applied Management, 14(2), 177-186.
39. Umara, B., Suryadi, D., Isnaeni, S., Yulianti, G., & Tumini, Y. (2021). The Role of Satisfaction in Mediating the Effect of Perceived Post-Purchase Value on Repurchase Interests of Blue Mart Vending Machine Users. EKOMABIS: Journal of Business Management Economics, 2(01), 47-58.
40. Widanti, A., Abdillah, W., & Murni, T. (2022). The Effect of Service Quality and Customer Satisfaction on Repurchase Intentions for Hypermart Customers. Management Insight: Scientific Journal of Management, 17(2), 172-186.