

UDC 332

## THE EFFECT OF PRICE FAIRNESS AND PRODUCT COMPLETENESS ON REPURCHASE INTENTIONS MEDIATED BY CUSTOMER SATISFACTION: A STUDY ON INDOBAT PHARMACY CUSTOMERS IN DENPASAR CITY

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### ABSTRACT

Repurchase intention signifies a customer's inclination to make subsequent purchases after an initial positive buying experience. This phenomenon significantly contributes to boosting a company's overall sales volume. This research aims to explore and elucidate the impact of both pricing fairness and product assortment on repurchase intention, with customer satisfaction serving as an intermediary factor. The study was conducted among patrons of Indobat Pharmacy in Denpasar City, involving a sample of 150 respondents. The sampling method employed was purposive, with participants meeting the criterion of having shopped at Indobat Pharmacy at least once within the past three months. The findings indicate that enhanced affordability and a wider product range provided by Indobat Pharmacy lead to a heightened repurchase intention among its customers.

### KEY WORDS

Fairness of price, product completeness, customer satisfaction, repurchase intention.

The adaptation of people's new habits because COVID-19 Pandemics, such as wearing masks and using hand sanitisers, and public awareness about the importance of maintaining health during the pandemic have made people want to buy products such as vitamins and health supplements to increase endurance. The 2020 Annual IMK Survey explained that the 3 industry groups affected by the Covid-19 pandemic were the lowest, namely the tobacco processing industry 38.05 per cent, the chemical industry and goods from chemicals 52.26 per cent, the pharmaceutical industry, medicines and traditional medicines 54.03 per cent (IMK, 2020).

Since the Covid-19 pandemic, many retail pharmacy businesses have sprung up, especially in Bali and Denpasar City. The increase in business in the retail pharmacy sector has led to intense business competition, which requires companies to understand consumer behaviour. Consumer behaviour is very important because it is a vital aspect of marketing and is needed to develop the right strategy (Amelia and Nuril, 2021). This is supported by data obtained from the Denpasar City Health Office Profile from 2019 to 2020, namely data on the increase in the number of pharmacies in Denpasar City as follows:

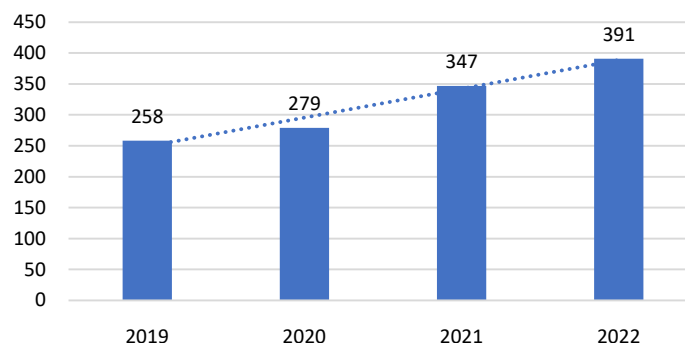


Figure 1 – Data on the Increase in the Number of Pharmacies in Denpasar City  
Source: Denpasar City Health Office, 2022

PT Indobat Shankara Prima is one of the companies engaged in pharmaceutical retail, namely Indobat Pharmacy in Bali. Apotek Indobat has spread to have 27 pharmacy branches in Denpasar, Badung, Gianyar, and Singaraja. This rapid development indicates that the quality of the business provided by Apotek Indobat is very promising, which attracts the interest of investors and, of course, is able to compete so that it is accepted and gains trust in the community. However, in the second semester of 2021, four Indobat Pharmacy outlets that have been operating for more than three years experienced a decrease in turnover, as shown in Table 1.

Table 1 – Revenue of Four Branches of Indobat Pharmacy in 2021

Month	Revenue (Rupiah)	Average Transaction Value	Percentage decrease (%)
July	1.249.986.745	63.590	
August	1.050.396.254	58.129	16
September	759.881.565	51.837	28
October	780.049.195	46.578	-3
November	787.914.655	49.205	-1
Average Decrease in Revenue			10%

Source: Indobat Pharmacy, 2021.

Turnover data for four Indobat Pharmacy branches that have been operating for more than three years, for five months from July to November 2021, has decreased by an average of 10% per month. This is a problem for the sustainability of the Indobat Pharmacy business if it is resolved after a period of time. A decrease in transaction value apparently caused this decrease in turnover. Decreased transaction value may be due to less customer repurchase intentions.

Interviews with twenty pharmacy customers were also conducted to determine the factors influencing customers' repurchase intentions to the pharmacy. Someone's decision to choose a pharmacy is in terms of the reasonableness of competitive prices, complete products available, and good service quality. The survey was conducted by interviewing twenty customers of Indobat Pharmacy at four targeted outlets; five customers were selected from each outlet. The results of interviews with twenty customers, namely, eight chose the product completeness variable, seven chose the price, and five chose the quality of service.

## METHODS OF RESEARCH

This research is an associative quantitative research. Data was collected by questionnaire; then, the collected data was processed using SEM (Structural Equation Model) analysis tools. The results obtained are then presented in the discussion and interpretation of the results so that conclusions can be drawn in accordance with the research results. The location of the research related to the study on Indobat Pharmacy customers is located in Denpasar City, which was conducted in 2022. This location was chosen because it is in the city centre, and the development of pharmacies in this area is very massive based on data on the growth of pharmacies in Denpasar City from 2019 to 2022, as many as 133 pharmacies (Denpasar et al. Office, 2022). Denpasar is also where many Indobat Pharmacy outlets are opened; in 2019, there were 9 pharmacies, and in 2022, there were 15 pharmacies. The population in this study was the general public who lived in Denpasar City. The population in this study is infinite or cannot be predicted with certainty. This study uses 15 indicators, so the sample size is in the range of 75-150. Based on these considerations, the sample size for this study was set at 150 respondents. 150 respondents were distributed questionnaires, and four respondents did not meet the age and domicile criteria of the study, so the sample tested was 146 respondents. The sampling method used in this study is non-probability sampling with a purposive sampling technique. Data was collected through a survey using a research instrument in the form of a Google Form questionnaire distributed directly by the author. The questionnaire was distributed to the maximum number of samples, namely 150 respondents. Considering that in Denpasar, 10

branches of Indobat Pharmacy have been established for at least 1 year, questionnaires were given to 15 customers in each of the targeted pharmacies.

## RESULTS AND DISCUSSION

Outer model testing uses discriminant validity criteria with cross-loading. The indicators are valid because they have a cross-loading value greater than 0.50.

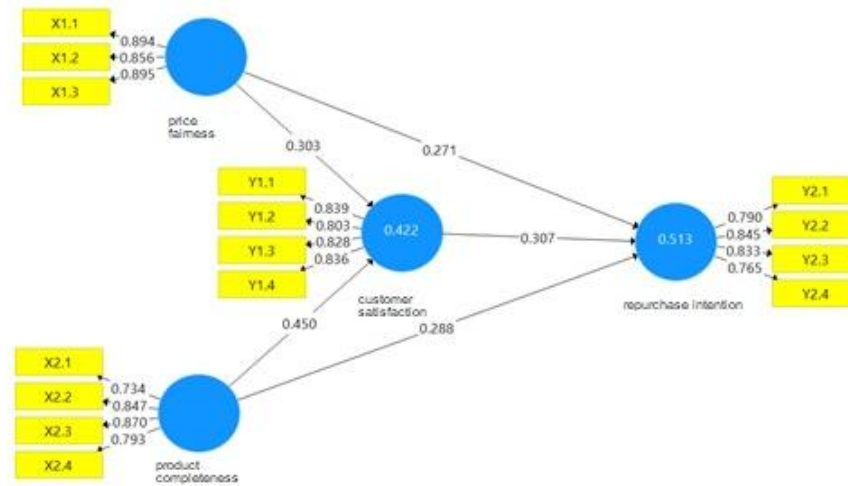


Figure 1 – Measurement Model (Source: Primary data processed, 2023)

Table 2 – Convergent Validity Test Results

	Average Variance Extracted (AVE)
Customer Satisfaction (Y1)	0.683
Repurchase Intention (Y2)	0.655
Price Fairness (X1)	0.778
Product Completeness (X2)	0.660

Source: Primary data processed, 2023.

Table 3 – Discriminant Validity Test Cross - Loading Validity Test

	Price Fairness	Product Completeness	Customer Satisfaction	Repurchase Intention
X <sub>1.1</sub>	0.894	0.420	0.504	0.552
X <sub>1.2</sub>	0.856	0.413	0.410	0.484
X <sub>1.3</sub>	0.895	0.397	0.433	0.440
X <sub>2.1</sub>	0.355	0.734	0.451	0.396
X <sub>2.2</sub>	0.387	0.847	0.470	0.507
X <sub>2.3</sub>	0.390	0.870	0.531	0.491
X <sub>2.4</sub>	0.378	0.793	0.468	0.531
Y <sub>1.1</sub>	0.452	0.469	0.839	0.488
Y <sub>1.2</sub>	0.430	0.565	0.803	0.451
Y <sub>1.3</sub>	0.398	0.499	0.828	0.559
Y <sub>1.4</sub>	0.416	0.419	0.836	0.537
Y <sub>2.1</sub>	0.474	0.515	0.479	0.790
Y <sub>2.2</sub>	0.443	0.500	0.528	0.845
Y <sub>2.3</sub>	0.436	0.501	0.544	0.833
Y <sub>2.4</sub>	0.468	0.405	0.436	0.765

Source: Primary data processed, 2023.

Table 4 – Validity test using the Fornell Larscker Validity Test

	Product Completeness (X2)	Customer Satisfaction (Y1)	Price Fairness (X1)	Repurchase Intention (Y2)
Product Completeness (X2)	0.813			
Customer Satisfaction (Y1)	0.592	0.827		
Price Fairness (X1)	0.465	0.513	0.882	
Repurchase Intention (Y2)	0.595	0.616	0.562	0.809

Source: Primary data processed, 2023.

Table 5 – Construct Reliability Test Results

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Product Completeness	0.827	0.886
Customer Satisfaction	0.845	0.896
Price Fairness	0.857	0.913
Repurchase Intention	0.824	0.883

Source: Primary data processed, 2023.

**Structural model evaluation results (Inner Model)**

The coefficient of determination (R-square) for the customer satisfaction variable is 0.422. This indicates that the research model moderately explains 42.2% of the variance in customer satisfaction among patrons of Indobat Pharmacy in Denpasar. The remaining 57.8% of the variability is influenced by factors beyond the scope of this model. Similarly, the R-square value for the repurchase intention variable is 0.513. This signifies that the research model moderately accounts for 51.3% of the variance in repurchase intention among Indobat Pharmacy customers in Denpasar. The residual 48.7% is shaped by factors not encompassed by the model. The structural model's visual representation, depicted in Figure 2, illustrates the relationships (inner model).

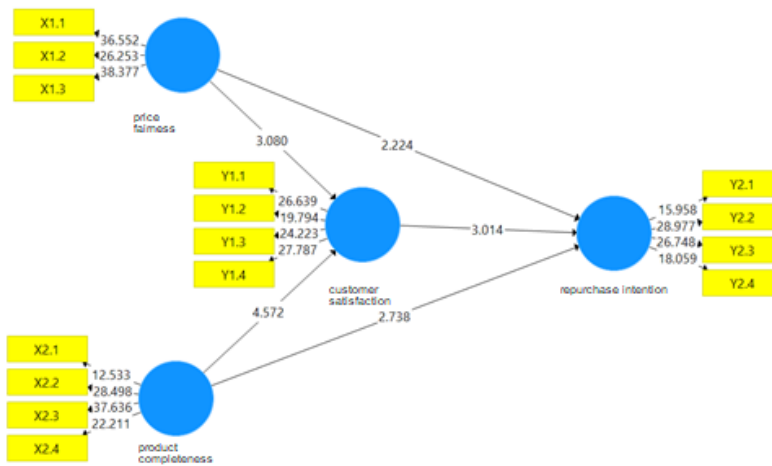


Figure 2 – Structural Model (Source: Primary data processed, 2023)

Table 6 – Direct Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Price fairness -> Repurchase intention	0.271	0.303	0.122	2.224	0.027
Product completeness -> Repurchase intention	0.288	0.275	0.105	2.738	0.006
Price fairness -> Customer satisfaction	0.303	0.321	0.099	3.080	0.002
Product completeness -> Customer satisfaction	0.450	0.433	0.099	4.572	0.000
Customer satisfaction -> Repurchase intention	0.307	0.284	0.102	3.014	0.003

Source: Primary data processed, 2023.

Table 7 – Result of Indirect Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Value
Price fairness -> Customer satisfaction -> Repurchase intention	0.093	0.088	0.037	2.495	0.013
Product completeness -> Customer satisfaction -> Repurchase intention	0.138	0.127	0.060	2.315	0.021

Source: data processed, 2023.

### **Effect of Price Fairness on Repurchase Intention**

The p-value, quantified at 0.027, substantiates the acceptance of H1, signifying that price fairness exerts a positive and substantial impact on repurchase intention. In simpler terms, the establishment of reasonable pricing enhances the likelihood of customers intending to make repeat purchases. This finding aligns with the descriptive analysis, where price fairness is perceived as reasonable and repurchase intention is notably high. This observation resonates with the research conducted by Gregorius and Deandra (2022), demonstrating a significant positive connection between price fairness and repurchase intentions. A congruent standpoint emerges from the study of Bellayanti and Rahyuda (2019). Notably, Kesumahati and Teddy's research (2020) underlines that price fairness substantially influences repurchase intentions. The ability to offer competitive pricing alongside a sense of fairness draws customers back to the pharmacy.

### **Effect of Product Completeness on Repurchase Intention**

With a p-value of 0.006, H2's acceptance indicates that product completeness possesses a positive and meaningful influence on repurchase intention. In essence, the greater the extent of product completeness, the higher the likelihood of customers intending to make repeat purchases. This finding is mirrored by the descriptive analysis, where product completeness is regarded favorably, aligning with a remarkably elevated repurchase intention. This finding mirrors Desara et al.'s (2021) research, which establishes a significant positive connection between product completeness and repurchase intentions. Aldi's work (2019) echoes a similar sentiment, highlighting that comprehensive product offerings elevate repurchase intentions. This stance gains further support from Bellayanti and Rahyuda's research (2019), as well as Rainy and Widyanto's findings (2019).

### **Effect of Price Fairness on Customer Satisfaction**

The p-value of 0.002 confirms H3, indicating that price fairness substantially and positively affects customer satisfaction. In essence, fair pricing leads to heightened levels of customer satisfaction. This alignment is substantiated by the descriptive analysis, where price fairness is perceived as reasonable and customer satisfaction is notably high. Correspondingly, Heesup et al.'s (2019) research underscores that price fairness significantly augments customer satisfaction. This perspective finds resonance in Bellayanti and Rahyuda's work (2019) and is further echoed by Atmaja and Kerti's findings (2020).

### **Effect of Product Completeness on Customer Satisfaction**

The p-value, measured at 0.000, confirms H4, highlighting that product completeness has a significant positive impact on customer satisfaction. In essence, the more comprehensive the product offerings, the higher the level of customer satisfaction. This finding aligns with the descriptive analysis, where product completeness is perceived as highly favorable, coinciding with notably elevated customer satisfaction. This outcome aligns with Herlina's research (2018), emphasizing that product completeness significantly influences customer satisfaction. Chatzoglou et al.'s study (2022) resonates with this notion, highlighting that product completeness indirectly influences customer satisfaction and, consequently, repurchase intentions. Additionally, several other studies, including Maulana (2021), Desara et al. (2021), and Anjani (2021), further confirm the positive effect of product completeness on repurchase intentions mediated by customer satisfaction.

### **Effect of Customer Satisfaction on Repurchase Intention**

With a p-value of 0.003, H5's acceptance denotes that customer satisfaction significantly and positively impacts repurchase intention. In essence, heightened levels of customer satisfaction lead to increased repurchase intention. This alignment is reinforced by the descriptive analysis, indicating a notably high level of customer satisfaction and a correspondingly high repurchase intention. This observation resonates with the notion that elevated customer satisfaction correlates with a greater propensity for repurchase. Mahmoud et al. (2018) underscores this, highlighting that satisfied customers tend to form repurchase

intentions without hesitation. This notion gains further support from Chatzoglou et al.'s (2022) study, which emphasizes the linkage between satisfaction and repurchase intention. Additionally, Rahmawati et al.'s (2018) research explores the connection between customer satisfaction and repurchase intention.

### **Mediating Effect of Customer Satisfaction on Price Fairness and Product Completeness**

The p-value of 0.013 substantiates H1's acceptance, indicating that customer satisfaction partially mediates the connection between price fairness and repurchase intentions. This suggests that while price fairness directly influences repurchase intention, it also indirectly affects repurchase intention through customer satisfaction. This observation echoes Widyartini and Purbawati's study (2019), emphasizing customer satisfaction's mediation role in the relationship between price fairness and repurchase intentions. This notion is further supported by Prihantini and Gumilang's research (2021).

### **Mediating Effect of Customer Satisfaction on Product Completeness and Repurchase Intention**

With a p-value of 0.021, H1's acceptance signifies that customer satisfaction partially mediates the association between product completeness and repurchase intention. This signifies that alongside a direct influence, product completeness also indirectly affects repurchase intentions through customer satisfaction. This insight aligns with Chatzoglou et al.'s (2022) research, highlighting customer satisfaction as an indirect mediating factor between product completeness and repurchase intentions. This relationship emphasizes the impact of product completeness on customer satisfaction, consequently enhancing repurchase intentions. Several other studies, including Maulana (2021), Desara et al. (2021), and Anjani (2021), also underscore the significance of customer satisfaction as a mediating element between product completeness and repurchase intentions.

## **CONCLUSION**

The study holds both theoretical and practical implications. Theoretically, it contributes to the advancement of knowledge surrounding variables like price fairness, product completeness, customer satisfaction, and repurchase intentions. Practically, the research guides Indobat Pharmacy and similar establishments in devising marketing strategies that leverage price fairness and product completeness to enhance customer satisfaction, thereby boosting repurchase intentions. Moreover, this empirical study enriches the realm of marketing science by corroborating the interconnectedness of these variables. The findings underscore the importance of these factors in influencing customer behavior, with the analysis results show that product completeness can directly influence repurchase intentions and indirectly influence repurchase intentions through customer satisfaction.

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