



Research Article

## The Influence of Price Perception and Brand Image on Repurchase Intention Among Street Vendors

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**Abstract.** This study focuses on analyzing the effect of price perception and brand image on street vendors' repurchase intentions. In this study, street vendors are considered as subjects who play an important role in influencing consumer repurchase decisions for a product. The results showed that price perception has no significant effect on repurchase intention, but brand image has a positive and significant effect on repurchase intention. This means that street vendors who have a good brand image and are seen as a trustworthy brand can increase consumer repurchase intentions. Therefore, this study provides a strategy to increase consumer repurchase intentions by developing a positive and meaningful brand image.

**Keywords:** Influence, Price Perception, Brand Image

### INTRODUCTION

The emergence of new products that are increasingly diverse is a challenge for street vendors, this is worrying for old traders, because new products take their market share and make traders compete to improve the quality of their products. (S., 1980) sell and provide good service to consumers. (Mersha & Adlakha, 1992) To compete with increasingly diverse products, streetwear retailers need the right strategy to ensure that the products sold by retailers remain viable and in demand by consumers. (Mellema, 2004) Until now, streetwear retailers have not implemented marketing strategies effectively, which has a significant impact on the level of retailer sales despite its strategic location. (Zhou & Vertinsky, 2001) Therefore, marketers urgently need a marketing strategy to increase buyer interest in the products they sell. Purchase intention is the process of combining information to evaluate two or more alternative behaviors and choose one of them. If buying interest is a stage where consumers can choose between several products and then decide to buy the product offered.

### **Research Method**

This research method uses a quantitative research design, and the data collected through a questionnaire containing statements related to the variables of price perception, brand image, and repurchase intention. Then analyzed using validity test, reliability test, and path analysis to determine the feasibility and consistency of indicators in the questionnaire.

### **Price Perception**

Price perception usually refers to the value of money (monetary) and sacrifices (non-monetary) that customers make to acquire a product. Price becomes an external consumer cue that forms a central aspect of perceived value for money. (Williamson & Zeng, 2009) Price perceptions can also describe the customer's emotional shopping experience. product which can be a positive or negative signal for behavior. (Shin et al., 2009) For example, if you have a positive price perception, it will have a good effect on purchase intention. Similarly, Liu and Lee found that price perceptions can increase repurchase intentions. (Olaru et al., 2008)

Similarly, market research on existing customers shows that price perception has a positive effect on repurchase intention. Therefore, we hypothesize as follows: H1: Price perception has a positive effect on the repurchase intention of Generation Y. (Yuliantoro et al., 2019) Price perception also affects consumer brand preference. (Ayanwale et al., 2005) Several previous studies have also shown the role of price as an independent factor on consumer brand preference, for example stating that price has a significant and positive effect on consumer brand preference. (Alreck & Settle, 1999) This finding is consistent with the findings of previous research. Therefore, it can be said that consumers are willing to pay a higher price for a valuable brand and vice versa. (Fournier et al., 2008)

Furthermore, we formulate the following hypothesis: In the context of experiential marketing, price also reflects the price of consumer experience. In general, price is a source of consumer experience creation. For example, if a consumer has a good experience with a price of a product, this can create a positive price

experience. Consumers may be willing to pay more for the brand experience. It is empirically shown that service price has a positive effect on consumer experience. (Walls, 2013) In particular, price acts as an important driver of consumer experience. We therefore assume that: H<sub>3</sub>: Price perception has a positive effect on Generation Y brand experience.

### **Satisfaction**

Satisfaction is a reaction to the fulfillment of consumer expectations. This is the idea that the functionality of a product or service provides enjoyment by meeting consumer expectations. Customer satisfaction is the feeling of pleasure or disappointment of an individual due to the use of a product and its comparison with expectations before use. (McGinity et al., 2018) Customers are considered satisfied when they receive significant added value from their suppliers or sellers, as well as added products, services and systems. When customers are satisfied, there is an incentive to make repeat purchases. This is in accordance with the findings of previous research that customer satisfaction affects repurchase intentions. (Zboja & Voorhees, 2006) Indicators that measure customer satisfaction variables are product quality and customer satisfaction and product purchase experience. (Dai, 2014)

### **Brand Image**

The definition of brand image can be interpreted as a perception of the brand that is reflected in brand associations in consumer memory. Brand image by definition is the perception of a brand that is reflected in brand associations stored in consumer memory. Image is a concept that is easy to understand but difficult to explain systematically because it is abstract. Brand is a symbol and indicator of the quality of a product. (Agyekum et al., 2015) Product brands that have long been recognized by customers become an image, even the status of the product. Brand image is a picture of customer relationships and trust in a particular brand. (Mulyanegara et al., 2009) Meanwhile, according to Shimp et al., brand image is a type of association that appears in the minds of customers when they remember a particular brand. This association may only be a brand idea or a specific brand name. (Zhang, 2010) Brand image can be positive or negative depending on a person's perception of the brand. A brand can be considered successful if buyers or users feel there is an important, unique, and sustainable added value that can best meet their needs.

### **Reputation**

The relationship between "reputation" and repurchase intentions is very important in influencing consumer behavior. Research shows that a company's reputation has a strong influence on customers' intention to repurchase its products or services and their intention to engage in word-of-mouth advertising. In addition, the reputation of online sellers plays an important role in the formation of purchase intentions, while the negative reputation of the company worsens consumer attitudes and purchase intentions. In addition, the perception of corporate social responsibility

also affects purchase intention and corporate image through brand image and customer satisfaction.

### **System Quality**

System quality has a significant influence on repurchase intentions, as shown by the survey results. Research has shown that system quality, along with service quality and information quality, plays an important role in repurchase intentions in various service industries. Particularly with regard to smartphone-based ride-hailing services, e-service quality, which also includes system quality, is shown to be an important predictor of overall service quality. This in turn affects customer satisfaction and ultimately repurchase intentions. System quality, represented by trust, was found to directly influence repurchase intentions both independently and through the mediation of customer satisfaction. These findings emphasize the importance of system quality in customers' intention to repurchase services.

### **Repurchase Intention:**

Repurchase is a customer behavior where customers give a positive response to a company's product / service and intend to re-consume the company's products. In addition, customers who are involved are generally more receptive to the expansion of new products offered by the company. The suitability of the performance of the products and services offered with consumer expectations creates satisfaction and increases consumer interest in buying in the future. Consumers who are satisfied and decide to become customers have a positive commitment to recommend the product to other potential customers. to consumers of these products. Loyal customers thus play a role in the development of a particular brand. Thus, the process of consumer evaluation of product performance and quality actually determines the level of motivation to repurchase a brand. This motivation creates a willingness in consumers. make repeat purchases or increase the number of purchases, thereby creating a high commitment to recycling the product.

### **Literature Review**

#### **Price and quality perception**

Research by Montung et al. (Kristianti & Rivai, 2018) found that price perception has a partially positive effect on customer satisfaction. Research by Haryati and Venisa (2015) found that price perceptions have a significant effect on Tiger Air Mandala customer satisfaction. Research by Sulastri (2017) found that the magnitude of the effect of price perception on satisfaction has a significant effect both directly and indirectly.

#### **Price Perception**

In consumer perception, price is something that is given or sacrificed to obtain a product (Darmawan et al., 2022). Price is also the most flexible element of the marketing mix. in contrast to product features or dealer promises, prices can change quickly (Armstrong G et al., 2014) Paul Peter and Jerry Olson (Williamson & Zeng,

2009) state that: price awareness refers to how price information is fully understood by consumers and conveys deep meaning to consumers.

The research also explains as follows :

1. Price is one of the key factors for service providers to win the competition in marketing their products, so they need to set prices. According to Schiffman and Kanuk (Tendai & Crispen, 2009), price perception is the opinion or perception of consumers towards a certain price (high, low, reasonable) and has a strong influence on purchase intention and consumer satisfaction. According to (Puryantini et al., 2017), price is one of the important variables in marketing, and price can influence consumer product purchasing decisions for various reasons. Economic reasons may indicate that low or overly competitive prices are one of the important factors for improving marketing performance. However, psychological reasons may suggest that price is actually an indicator of quality and is therefore designed as a competitive tool as well as a sales tool. (Bachriansyah, 2011).
2. According to Kotler and Armstrong (Armstrong G et al., 2014), price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for the amount of utility they receive from owning or using a good or service. Price is something that consumers pay attention to when making a purchase. Some consumers identify price with value.

According to Tjiptono (Tjiptono, F; Anastasia, 2016) price has two main roles in the process

decision-making of buyers, namely :

- The price allocation role, or price function, helps buyers determine how to achieve the highest expected utility based on their purchasing power. Hence, the existence of prices helps buyers decide how to allocate their purchasing power towards different types of goods and services. Buyers compare the prices of various available alternatives and decide on their preferred allocation.
- Price information function, which is the function of price in "educating" consumers about product factors such as quality. This is especially useful in situations where it is difficult for buyers to objectively evaluate the factors of production and their usefulness. the general consumer is that a high price reflects its quality.

### **Satisfaction and Repurchase Intention**

The results of Agus and Gita's research reveal that customer satisfaction can mediate the effect of product innovation on repurchase intentions. (Mahemba & Rahayu, 2019)

Likewise, the results of Ebrahimi and Tootoonkava's research found that customer satisfaction can mediate the effect of product innovation on repurchase intentions. (Khairunissa & Juli Ratnawati, 2021)

The phenomenon of consumer repurchase intention is currently evidenced by the attitude of a person who has more confidence in the company owned and the product innovation offered, so that it can greatly influence the decision to buy or use a product or service (Herjanto & Amin, 2020).

Likewise, the results of research (Lianto, 2019) found that customer satisfaction can mediate the effect of product innovation on repurchase intentions.

According to (Setyo, 2013), the purchase intention or repurchase intention of consumers in the purchasing process is closely related to the motives they have in using or buying certain products.

According to (Kotler, 2005), customer satisfaction is the degree to which the evaluated product performance meets the buyer's expectations.

According to (Armstrong G et al., 2014), the determinants of customer satisfaction are divided into five parts. Consumers feel satisfied when buying or using the purchased product, the product quality is very good.

A study by (Yordan Antanegoro et al., 2017) found that product innovation has a positive effect on customer satisfaction.

(Rijayana et al., 2019) explain that product innovation is one of the factors that can influence consumer intention to make repeat purchases.

### **Brand Image and Satisfaction**

(Peter, J, Paul & Olson, Jerry, 2010) explains that a person's attitude has a direct effect on the formation of behavioral intentions.

Research (Richter et al., n.d.) shows that consumers' positive attitudes towards a brand affect consumers' purchase intentions for that brand.

(Purnomo & Fery, 2020) shows that brand image has a positive effect on consumer repurchase intentions for a product or brand.

Adapted from Kotler and Fox (1995) by (Arifin, 2016) defines "Brand image is a set of images, impressions and beliefs that a person has of an object".

(Armstrong G et al., 2014) states that brand image is "The set of opinions expressed about a particular brand is known as brand image". That is, brand image is a set of brand values.

The definition of brand image (Tür, 1996) is as follows:

- Reflects the consumer's perception of the brand that lingers in the consumer's memory.
- The way people think about a brand is abstract, even if they think about it, they are not directly related to the product.

Based on the above concepts, it can be said that brand image is consumers' understanding of the brand as a whole, consumers' trust in certain brands, and how consumers see or have certain ideas about brands.

## Reputation and Repurchase Intention

Argue that consumer happiness is critical to the success of any business because happy consumers tell their friends about the company and its products. (Murwanti & Panca Pratiwi, 2017)

Reputation explained by (Fombrun, 2005) in Herwin and Ferryal Abadi (2018) is the result of a person's satisfaction with a product or experience. A good reputation will increase credibility and make consumers gain confidence that they will receive what has been promised to them. Reputation is a guarantee that what consumers receive is in accordance with their expectations.

According to (Sarmigi et al., 2022) reputation can be interpreted as a customer's assessment or perception of a company. Reputation is thus defined as customer feedback or company support.

Reputation is a concept that is widespread in society based on experience, communication, knowledge and perceptions from various sources (Pratama, 2015). of.

From the results of research conducted by (Alehegn, 2023) states that store reputation has a significant effect on repurchase intention. Research conducted by (Lestari et al., 2021) found that WOM does not have a significant effect on repurchase intention.

Research by (Resti & Soesanto, 2016) found that service quality has a significant and positive effect on the desire to repurchase. In contrast, research by Anhar found that service quality does not have a significant effect on the desire to repurchase (Finamore et al., 2021).

Word of Mouth (WOM) is an additional factor that influences repurchase intention. Customers provide information about goods and services to other customers, which allows them to talk, promote, and want to sell certain brands to others. This is known as Word of Mouth (WOM) in marketing (Priansa, 2016) in (Wahidmurni, 2017).

## System Quality And Satisfaction

Good service is influenced by customer satisfaction (Permatasari, 2023). Satisfaction is a person's feeling of pleasure or disappointment that comes from the difference between perceived performance (perception) and expectations (expectations). Customers are satisfied if performance matches expectations and if performance exceeds expectations (Bidin A, 2017).

Customer satisfaction affects repurchase interest (Rinaldi & Santoso, 2018). Satisfied customers are basically customers' perceptions of whether what they receive matches their expectations or not. Repeat purchase interest is the desire of consumers to use or repurchase goods or services made by the company (Toding & Mandagi, 2022). Therefore, repurchase interest is very important for businesses because the cost

of retaining existing customers is lower than finding new customers and making them loyal .(Bahri & Oktaviani, 2018)

In general, companies must monitor important micro-environmental factors that affect their ability to generate profits in the market. In addition, he must monitor the macro-environmental forces that impact his business ventures. (Kusmayadi, 2008).

Every part of the company should be evaluated periodically. According to this analysis, although a company has significant strengths in certain aspects, these strengths do not necessarily constitute a competitive advantage. As a result, the larger microstrengths of the company are the most important. (Puryantini et al., 2017)

Lovelock (Wirtz, 2021) states that service quality is a cognitive assessment of service transfer and is a long-term consumer perception. According to Parasuraman (Parasuraman et al., 1985), the indicators of service quality are as follows:

- Reliability (kehandalan)
- Responsiveness (daya tanggap)
- Assurance (jaminan)
- Emphaty (empati)
- Tangibles (wujud)

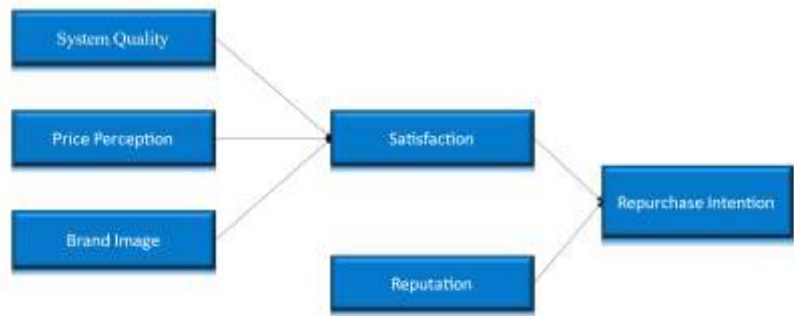
According to Utami (Salleh et al., 2020), store atmosphere is the design of the store environment used through visual communication, lighting, color, music, and fragrances to create emotional responses and perceptions of customers and influence their decisions to buy goods. According to Barry and Evans (Wang et al., 2020), this store atmosphere consists of a number of components, including:

- *Store front* ( Bagian muka toko )
- *Marquee* ( symbol)
- *Uniqueness* ( keunikan )
- *Surrounding Area* (lingkungan sekitar )
- *Colour and Linghtening* (Warna dan pencahayaan)
- *Scent and Sound* (Aroma dan musik )
- *Fixture* (penempatan).

Therefore, it can be said that "marketing is a process of getting what they need and want by creating, offering, and exchanging products of value to others" (Kotler & Keller). Considering the current objectives, this is an appropriate definition.



## FRAMEWORK RESEARCH



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### METHODOLOGY

The data collection technique is by distributing questionnaires (Liker measurement scale 1-5) to respondents with related criteria. the sample size was 119 respondents who were taken using the Malhotra formula using the partial least square method (SEM) using the PLS 3.0 program.

The results of this study indicate that the price and brand image variables have a direct positive and significant effect on repurchase interest, and the price and brand image variables also have a positive and significant effect on repurchase interest through consumer satisfaction of street vendors.

### DISCUSSION RESULT

#### Reliability and Validity The Measures

Table 1 Validity and reliability

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	87.39	156.409	.658	.957
P2	87.30	157.840	.819	.954
P3	87.34	156.312	.815	.954
P4	87.08	161.274	.644	.957
P5	87.11	161.047	.651	.956
P6	87.67	153.019	.731	.956
P7	87.53	154.828	.767	.955
P8	87.37	156.337	.735	.955
P9	87.26	159.194	.656	.956

P10	87.18	159.706	.726	.955
P11	87.34	157.259	.803	.954
P12	87.31	157.521	.742	.955
P13	87.43	156.061	.829	.954
P14	87.32	156.880	.765	.955
P15	87.47	154.828	.727	.955
P16	86.97	164.151	.637	.957
P17	87.39	158.258	.765	.955
P18	87.26	159.737	.769	.955

The "Item-Total Statistics" table is a statistical analysis tool useful for assessing the validity and reliability of items in a question or survey. This table is generally generated through statistical software such as SPSS. In this table, there are a number of important indicators that help evaluate the performance of each item in the question or survey.

One of the indicators is the Scale Mean if Item is Removed, which shows the scale mean if an item is removed. This information is useful for understanding the impact of item removal on the overall mean of the scale, making it easier for raters to see how individual items affect the scale as a whole. Another indicator is \*\*Scale Variance if Item Removed, which shows the variance of the scale if an item is removed, helping to understand the effect of item removal on the distribution of scores in the scale.

The Corrected Item-Total Correlation shows the relationship between each item and the total score of the scale. A high correlation indicates that the item is closely related to the total score, so it is considered valid. This correlation has been adjusted to eliminate overlap between the items and the total score, giving a clearer picture of the item's contribution to the overall scale.

Another indicator is Cronbach's Alpha if Item is Removed, which measures the reliability of the scale if an item is removed. Cronbach's alpha is a measure of internal consistency that evaluates how well the items in a scale work together in measuring the same concept. A high Cronbach's Alpha value indicates that the items are highly related and consistent in measuring the same concept, so the scale can be considered reliable.

The "Item-Total Statistics" table is very useful for identifying items that do not contribute significantly to the total score or that have no relationship with other items in the scale. Based on this information, testers can improve the item or survey by removing or modifying items that do not meet the desired standards of validity and reliability, enabling the development of more effective and accurate evaluation tools.

## Reliability Test

### Reliability Statistics

Cronbach's Alpha	N of Items
.958	18

The Search Results Contextual Reliability Statistics Table is a statistical analysis tool for assessing the reliability of a test or scale. This table includes two important indicators: Cronbach's alpha: This is a measure of internal consistency that assesses how well the items in a scale work together to measure the same concept. Cronbach's alpha is a widely used reliability coefficient and ranges from 0 to 1, with higher values indicating higher levels of internal consistency. In this case, Cronbach's alpha value was reported as 0.958, indicating a very high level of internal consistency among the items. Number of Elements: This column displays the number of elements used in the scale. In this case, the scale consists of 18 items. The Cronbach's alpha value of 0.958 indicates that the items on the scale are highly correlated and consistently measure the same concept. This high level of internal consistency is often considered a desirable characteristic of a scale as it indicates that the items are working together effectively to measure the desired concept.

### Normality Test

**One-Sample Kolmogorov-Smirnov Test**

	X1	X2	X3	X4	X5	X6	Y
N	119	119	119	119	119	119	119
Normal Parameters <sup>a,b</sup>	Mean	15.33	10.72	9.71	15.55	15.29	10.25
	Std. Deviation	2.617	1.677	2.121	2.490	2.552	1.611
Most Extreme Differences	Absolute	.181	.224	.177	.193	.170	.151
	Positive	.154	.223	.140	.163	.150	.142
	Negative	-.181	-.224	-.177	-.193	-.170	-.151
Test Statistic	.181	.224	.177	.193	.170	.151	.172
Asymp. Sig. (2-tailed)	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>	.000 <sup>c</sup>

Answers The table summarizes the results of a series of one-sample Kolmogorov-Smirnov tests. This test determines whether a sample comes from a particular distribution, the normal distribution. The table shows the results for seven different samples. Each sample contains a set of normal parameters (mean and standard deviation) that are used as reference parameters for a normal distribution. Column descriptions are provided below:

1. X1-X6: This column displays the name or ID of the sample.
2. This field is not explicitly marked, but appears to indicate the name or identification of the sample.
3. Normal parameters a, b: This section reports the mean and standard deviation of each sample, which are used as reference parameters for the normal distribution.
4. Most extreme difference: This section displays the maximum absolute difference and the maximum positive and negative differences between the

sample cumulative distribution function (CDF) and the CDF of the normal distribution.

5. These differences are used to calculate the test statistics. Test statistics: This column displays the calculated test statistics. Test statistics: This column displays the calculated test statistic. It is a measure of the distance between the sample CDF and the normally distributed CDF.
6. The p value is calculated using an asymptotic method that assumes the sample size is large enough to approximate the true distribution.
7. All of these p values are very small, indicating that the sample is significantly different from the normal distribution at a two-sided test level of 0.05.

The test results show that all samples deviate significantly from the normal distribution, indicating that the samples do not come from a normal distribution.

### Multicollinearity Test

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.441	.649		2.219	.029		
X <sub>1</sub>	.129	.062	.210	2.087	.039	.285	3.509
X <sub>2</sub>	.103	.071	.107	1.444	.152	.520	1.922
X <sub>3</sub>	.136	.068	.179	1.990	.049	.355	2.814
X <sub>4</sub>	.047	.060	.073	.787	.433	.332	3.011
X <sub>5</sub>	.175	.079	.277	2.212	.029	.183	5.468
X <sub>6</sub>	.048	.066	.094	.726	.470	.170	5.881

The table provided is a summary of the results of the regression analysis, specifically the multidimensional linear regression model. It displays the coefficient for each independent variable (X<sub>1</sub> to X<sub>6</sub>) in the model, along with the standard error, standardized coefficient (beta), t-statistic and p-value. In addition, the table also includes correlation statistics such as tolerance and variance inflation factor (VIF).

Column description: Model:

1. This column identifies the model being analyzed.
2. Unstandardized Coefficients: This column displays the original coefficient for each independent variable, which represents the change in the dependent variable for a one-unit change in the independent variable.
3. Standardized Coefficient (Beta): This column displays the standardized coefficient that represents the change in the dependent variable for a one standard deviation change in the independent variable.
4. This column displays the t-statistic for each independent variable used to test the significance of the coefficient.

5. Sign: This column displays the p-value associated with each t-statistic, which indicates the probability that the result would be observed by chance.
6. Collinearity Statistics:
  - Tolerance: This column displays the tolerance of each independent variable. It measures the proportion of variance of an independent variable that cannot be explained by other independent variables in the model. A tolerance value close to zero indicates high correlation.
  - VIF: This column displays the variance inflation factor (VIF) for each independent variable. It measures the extent to which the variance of an independent variable increases due to its correlation with other independent variables in the model. A high VIF value indicates high correlation.

The test results show that all independent variables (X<sub>1</sub> to X<sub>6</sub>) except X<sub>4</sub> have a significant influence on the dependent variable. The standardized coefficient (beta) indicates the relative strength of each independent variable in influencing the dependent variable. The correlation statistics indicate that there may be multicollinearity problems in the model, especially between X<sub>1</sub> and X<sub>5</sub> and between X<sub>3</sub> and X<sub>6</sub>.

### Heteroscedasticity Test

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	1.746	.424		4.115	.000		
X <sub>1</sub>	-.044	.040	-.160	-1.081	.282	.285	3.509
X <sub>2</sub>	.041	.047	.097	.882	.380	.520	1.922
X <sub>3</sub>	-.179	.045	-.532	-4.005	.000	.355	2.814
X <sub>4</sub>	.059	.039	.205	1.490	.139	.332	3.011
X <sub>5</sub>	-.074	.052	-.266	-1.435	.154	.183	5.468
X <sub>6</sub>	.049	.043	.217	1.130	.261	.170	5.881

Answers The table summarizes the results of the multidimensional linear regression analysis. It displays the coefficient for each independent variable (X<sub>1</sub> to X<sub>6</sub>) in the model, along with the standard error, standardized coefficient (beta), t-statistic and p-value. In addition, the table also includes correlation statistics such as tolerance and variance inflation factor (VIF).

Column description: Model:

1. This column identifies the model being analyzed.
2. Unstandardized Coefficients: This column displays the original coefficient for each independent variable, which represents the change in the dependent variable for a one-unit change in the independent variable.

3. Standardized Coefficient (Beta): This column displays the standardized coefficient that represents the change in the dependent variable for a one standard deviation change in the independent variable.
4. t: This column displays the t-statistic for each independent variable used to test the significance of the coefficient.
5. Sign: This column displays the p-value associated with each t-statistic, which indicates the probability that the result would be observed by chance.
6. Collinearity Statistics:
  - Tolerance: This column displays the tolerance of each independent variable. It measures the proportion of variance of an independent variable that cannot be explained by other independent variables in the model. A tolerance value close to zero indicates high correlation.
  - VIF: This column displays the variance inflation factor (VIF) for each independent variable. It measures the extent to which the variance of an independent variable increases due to its correlation with other independent variables in the model. A high VIF value indicates high correlation.

The test results show that all independent variables (X<sub>1</sub> to X<sub>6</sub>) except X<sub>1</sub> have a significant influence on the dependent variable. The standardized coefficient (beta) indicates the relative strength of each independent variable in influencing the dependent variable. The correlation statistics indicate that there may be multicollinearity problems in the model, especially between X<sub>1</sub> and X<sub>5</sub> and between X<sub>3</sub> and X<sub>6</sub>.

### Autocorrelation Test

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.823 <sup>a</sup>	.678	.661	.938	2.219

The table provided provides an overview of the regression model, highlighting key statistics such as the coefficient of determination (R-squared), adjusted R-squared, and standard error of the estimate. A brief explanation of each variable follows:

1. Model: This column can indicate the summarized regression model number.
2. R: this is the correlation coefficient that measures the strength and direction of the linear relationship between the independent variable and the dependent variable. in this case the value of 0.823 indicates a strong positive correlation.
3. R-squared: this is the coefficient of determination which measures the proportion of variance in the dependent variable explained by the independent variable. A value of 0.678 indicates that about 67.8% of the variation in the dependent variable is explained by the independent variable.

4. Adjusted R square: this is a modified version of R square that adjusts for the number of independent variables in the model. This allows for a more accurate measurement of model fit by penalizing the R-square for the number of variables included.
5. The value of 0.661 in this case indicates that the model fit is slightly lower than the raw R-squared due to the addition of additional variables.
6. Clock estimation error: this is a measure of the average distance between the observed value of the dependent variable and the predicted value of the model.

## CONCLUSION

Based on the results of research and discussion regarding product quality, price perceptions, service quality on customer satisfaction at street vendors, the authors draw the following conclusions:

1. There is a positive influence between price and repurchase interest. In other words, when the price of a product or service increases, consumer repurchase interest also increases.
2. Brand image has a positive influence on repurchase intention. This figure shows that if the brand image is well managed and has a good reputation, consumer interest in making repeat purchases will also increase.
3. Price has a positive influence on customer satisfaction. This figure shows that when the price of a product or service meets consumer expectations, it will also increase.
4. Brand image has a positive influence on customer satisfaction. This means that if a company has a positive brand image and can meet consumer expectations, customer satisfaction will increase.
5. Consumer satisfaction has a positive effect on repurchase intentions. This means that when consumers are satisfied with the products and services they buy, they tend to make repeat purchases.

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