

Strategies to Enhance Repurchase Intentions of Rabbani Products: The Impact of Price Promotion, Product Quality, and Islamic Service Quality through Consumer Satisfaction

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Abstract. This study aims to determine the effect of price promotion, product quality and Islamic service quality on repurchase intentions through consumer satisfaction as an intervening variable (a case study of consumers of Rabbani products in Semarang Regency). The sample used is 100 respondents with accidental sampling technique. The results showed that Islamic service quality can affect consumer satisfaction and repurchase interest, but price promotion and product quality do not. Consumer satisfaction also proved unable to mediate the relationship between price promotion, product quality, and Islamic service quality on repurchase intention.

Keywords: price promotion, product quality, islamic service quality, consumer satisfaction, repurchase interest

1 Introduction

The covid pandemic affects various sectors and one of them is the business sector (Kasdi & Saifudin, 2020). However, there are several businesses that are not too badly affected by the impact of covid, one of which is Rabbani fashion products. It is proven that even in difficult times such as a pandemic, Rabbani still almost every month gives special price promos to his consumers. As shown by the following data:

Table 1.1 List of Rabbani Product Price Promotions

No	Program	Price Promotion
1	Weekend special promotion	30% discount
2	Promo doesn't last long	25%-60% discount
3	Great March Promo	Discounts
4	Syawal bonus (Early Eid Sale)	Take three pay two
5	Independence Promotion	a) 76 . all-in-one program b) Pay 76% of the total c) Buy 7 free 1
6	404 Rabbani Not Found in September 2024	50% discount for the purchase of the second product
7	Promo ok ber	25%-30% discount
8	Promo P % R (Definitely disCount Rabbani)	10%-50% discount
9	BATORA (Rabbani Store Bazaar) in Nov 2024 Friday-Sunday	50% discount
10	Year-end promotion	50% discount

Source: Instagram Rabbani Ungaran 2024

Judging from the list of price promotions above, it shows that Rabbani Products have a lot of efforts to retain their customers and attract the attention of new customers to keep making purchases. The variety of promotions carried out by Rabbani is clearly very influential on customer interest in purchasing Rabbani products repeatedly.

Massive promotion will not be able to beat the competition without being supported by quality. Product quality is the ability of a product to carry out its functions and performance, which can meet customer needs and desires (Kotler & Armstrong, 2017). Based on limited observations, the author shows that Rabbani has good quality and is commensurate with the price, besides that the Rabbani product model is simple, not outdated and the Rabbani veil design is full color.

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In addition to the above phenomena, the authors found inconsistencies in previous studies, one of which is Pratiwi's research (2017) which states that price promotions have a positive effect on consumer satisfaction. This is different from the research by Campo & Yagüe (2008) which states that price promotion has a negative effect on consumer satisfaction. Based on this phenomenon and research gap, the authors want to prove the effect of price promotion, product quality and Islamic service quality on repurchase intentions through consumer satisfaction as a mediating variable.

2 Literature review

2.1 Theory of Planned Behavior (TPB)

The TPB is often used within the framework of a person's interest research. TPB is an extension of Theory of Reasoned Action (TRA) (Mustika & Saifudin, 2021). The TPB postulates three independent conceptual determinants of intention. The first is attitude towards behavior. Attitude towards behavior is a comprehensive evaluation of someone who performs the behavior in question (Afnan & Saifudin, 2021; Ajzen, 1991). The second predictor is a social factor called subjective norm which refers to the perceived social pressure to perform or not perform the behavior. The third antecedent is the level of perceived behavioral control, which refers to the perceived ease or difficulty in performing the behavior and is assumed to reflect past experiences and anticipated barriers (Ajzen, 1991).

2.2 Price Promotion

Companies usually use promotions to increase trial, motivate price-sensitive buyers, encourage buyers to make repeat purchases or provide added value (Huff & Alden, 2000). Price promotion is a reduction in the price of a product by a certain amount or increasing the amount of capacity at the same price, so that it will increase the selling value and create an economic incentive to buy (Huang et al., 2014). Price promotion indicators adopted from Huang et al., (2014), namely discounts for gift packages, discounts on appreciation days, special offers, buy one get one free, loyalty cards with bonus points, and joint promotions with stores.

2.3 Product Quality

The definition of product quality varies among the perspectives considered (Xu et al., 2017). Many researchers define product quality from the user's perspective in terms of a customer's overall evaluation of a product ((Reich & Levy, 2007; Saifudin & Kesuma, 2021; Zeithaml, 1988). Kotler & Keller (2009) state that product quality is the general nature and attributes of an item or administration related to the ability of the item to meet the needs of buyers. Product quality indicators adopted from Hariyanti (2011), namely product reliability, product durability, product work system, product design, and product features.

2.4 Islamic Service Quality

Customer assessment of service quality is very important for service providers, because it affects the company's performance and position in the market (Cronin & Taylor, 1992). Service quality is a benchmark for the success of an agency, company or organization that focuses on customer satisfaction by providing excellent service so that visitors' expectations will be satisfied with the services they receive (Oktaviani et al., 2019). Islamic service quality is actually a development of the service quality concept which is added to the dimension of sharia compliance by Othman & Owen (Kasdi & Saifudin, 2019; Othman & Owen, 2001; Saifudin, 2017). Othman & Owen conceptually and operationally defined sharia service quality, where each variable is displayed in several dimensions: compliance, assurance, reliability, tangibles, empathy, and responsiveness (Othman & Owen, 2001). The Islamic service quality indicator adopted from Dewi (2020), namely compliance, assurance, reliability, tangibles, empathy, and responsiveness.

2.5 Consumer Satisfaction

Satisfaction according to Kotler & Keller (2009) is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) against their expectations. In simple terms, the level of satisfaction of a customer with a particular product is the result of a comparison made by the customer concerned on the level of perceived benefits he has received after consuming or using the product and the level of expected benefits. Consumer satisfaction can be interpreted as feeling happy or disappointed by a consumer because he compares the performance of a product or service with his expectations (Saifudin, 2021). So that

customer satisfaction is an evaluation where the chosen alternative equals or exceeds customer expectations, while dissatisfaction arises when the results cannot meet customer expectations (Agusmal & Wardi, 2020). Indicators of consumer satisfaction adopted from Putri et al. (2017), namely feeling satisfied, feeling happy, and having no complaints.

2.6 Repurchase Interest

Interest is the consumer's interest in a product by seeking additional information (Saifudin et al., 2020; Saifudin & Puspita, 2020; Schiffman & Wisenblit, 2015). Buying interest is said to be the activity of buyers who will buy an item more often or there are activities related to the reasonable level of customers to make purchases as a benchmark (Assael, 2008; Kusumawati & Saifudin, 2020b; Saifudin, 2019). Kotler & Keller (2009) state that repurchase interest is a desire from customer activities to repurchase an item, on the grounds that the fulfillment obtained is in accordance with what is desired from an item. Interest in revisiting describes the feeling of satisfaction from customers when choosing to own an item (Kusumawati & Saifudin, 2020a). The indicator of repurchase interest was adopted from Ferdinand (2002), namely the possibility of wanting to buy again, willing to recommend, being the first choice in making purchases, and consumers are always looking for the latest information.

3 Method

The type of research used is quantitative. The population in this study were all Rabbani consumers in Semarang Regency. The sample is determined by using a non-probability sampling strategy through accidental sampling technique because the number of population is not known with certainty. By using this method obtained a sample of 100 respondents. The independent variables (independent) in this study are price promotion, product quality, Islamic service quality. The intervening variable in this study is satisfaction, while the dependent variable (dependent) is repurchase interest. To test the tested hypothesis, data analysis was used through partial test (t-test) and path analysis test. The t-statistical test shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. On the other hand, the path analysis test is used to test the intervening variables (Ghozali, 2018). All data collected was processed using IBM SPSS 25.0 software for windows.

4 Result and Discussion

The results of the first test, regression of the independent variables of price promotion, product quality, and Islamic service quality (X) on the dependent variable of repurchase interest (Y), namely:

Tabel 4.1 T-Test Results (Equation 1 Against Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	
1	(Constant)	2,369	2,197		1,078
	Price Promotion	,012	,069	,016	,180
	Product quality	,074	,089	,071	,829
	Islamic Service Quality	,134	,062	,318	2,163
	Consumer Satisfaction	,627	,217	,384	2,887

a. Dependent Variable: Repurchase Interest

Source: Processed data, 2025

Tabel 4.2 T-Test Results (Equation 1 Against Z)

The results of the second test, regression of the independent variables of price promotion, product quality, and Islamic service quality (X) on the dependent variable of consumer satisfaction (Z), namely:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,466	1,002		2,462	,016

Price Promotion	-,024	,032	-,049	-,725	,470
Product quality	,012	,042	,019	,289	,773
Islamic Service Quality	,217	,019	,840	11,462	,000

a. Dependent Variable: Consumer Satisfaction

Source: Processed data, 2025

Table 4.3 Result of R² Direct Effect of Equation 1 on Z

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,650 ^a	,422	,398	2,441

a. Predictors: (Constant), Consumer Satisfaction, Product Quality, Price Promotion, Islamic Service Quality

b. Dependent Variable: Repurchase Interest

Source: Processed data, 2025

4.1 The effect of price promotion on consumer satisfaction

In the tests carried out, the results of the t-test were -0.725 and sig 0.470 > 0.05, this indicates that price promotion does not affect consumer satisfaction, so H1 is rejected. Price promotions do not make a big difference, implying that promotions cannot affect buyer satisfaction. Because the discounts given by the rabbis are not enough to attract customers. The discounted price offered is still below compared to other brands such as Zoya, Elzatta, and other Muslim brands. This is in accordance with the research of Haryanto (2013) in his research that not all of the advancement systems such as promotions affect consumer satisfaction. Given the above results, promotions are not really ready to increase buyer satisfaction.

4.2 Effect of product quality on consumer satisfaction

On the results of the t test of 0.289 and sig 0.773 > 0.05, this indicates that product quality has no significant effect on buyer fulfillment, then H2 is rejected. Product quality does not make an important positive difference, explaining that product quality cannot affect buyer quality. Rabbani has a wide range of products, and the products offered are also in accordance with Muslim clothing standards but with product quality assurance that can affect buyer satisfaction but not all of them are significant. This is in accordance with the research of Runtunuwu et al (2014) in their research that product quality affects satisfaction. Considering the above results, the nature of the product actually greatly influences buyer satisfaction but is not very significant for buyers. With a superior grade, basically can not increase customer satisfaction

4.3 The influence of Islamic service quality on customer satisfaction

In the tests carried out, the results of the t-test were 11.462 and sig 0.000 < 0.05, this indicates that Islamic service quality affects customer satisfaction, then H3 is accepted. Islamic service quality makes a critical positive difference, which explains that Islamic service quality can affect buyer satisfaction. The services provided by rabbinical workers have a positive impact on influencing consumer satisfaction. All complaints collected by customers are answered quickly by Rabbani workers. Good and polite help also greatly affects customer satisfaction. This is in accordance with the examination of Prastiwi (2019) and Muhammad (2020) in their research results that service quality affects buyer satisfaction. Where there is a direct impact provided through services on customer satisfaction. The higher the service provided, the satisfaction felt by the buyer will also increase.

4.4 Effect of price promotion on repurchase intention

In this study, the results of the t-test were 0.180 and sig 0.858 > 0.05, this indicates that price promotion affects repurchase interest but is not significant, then H4 is rejected. The increase in costs does not make a large positive difference, implying that the increase in costs may not affect repurchase interest. The advance given by Rabbani at every opportunity can attract buyers' buying interest. Information conveyed through virtual entertainment is also interesting because it can attract buyers to be interested in buying, but all of this cannot significantly increase repurchase interest. This is in accordance with Putri's research (2020) in her research that cost increases affect repurchase goals. This is because the price promotion offered may not necessarily generate a sense of buying interest which in turn can encourage sustainable buying interest. Attractive price discounts can attract repurchase interest but not yet significantly.

4.5 Effect of product quality on repurchase intention

In this study, the results obtained from the t test value was 0.829 and the sig value was $0.409 > 0.05$, this indicates that product quality affects repurchase interest but is not significant, then H5 is rejected. Product quality has no significant effect, explaining that product quality cannot influence repurchase intention. The characteristics possessed by Rabbani can be a fundamental attraction for buyers to buy Rabbani products. Rabbani has provided quality goods so that it is very influential on repurchase intentions, but not too big because the rejection of Muslim goods in Indonesia is one of the obstacles. This is in accordance with the research of Bahar and Sjahrudin (2015) in their research that the quality of goods affects repurchase interest. For this situation, it shows that the existence of product quality can reduce buyers' repurchase interest. Good product quality is not a guarantee for buyers to make repeat purchases.

4.6 The influence of Islamic service quality on repurchase intention

In this study, the results of the t-test were 2.163 and sig $0.033 < 0.05$, this indicates that the quality of Islamic services affects repurchase interest, then H6 is accepted. Islamic service quality makes a big positive difference, which explains that Islamic service quality can influence repurchase intentions. Because the assistance provided is very large and recognized by the buyer, it can affect buying interest. Responsive service when customers need help in choosing the desired item creates a sense of interest to buy and encourages buyers to buy again. This is in accordance with the research of Ramaputra and Hermani (2017) in their research that service quality greatly affects repurchase interest. The results of the study indicate that the better or the nature of the gift given to the buyer, the actual buying interest can occur. Every time the quality of service increases, it will affect the repurchase intention which clearly affects the company.

4.7 The effect of consumer satisfaction on repurchase intention

In this study, the results of the t-test were 2.887 and sig $0.005 < 0.05$, this indicates that consumer satisfaction has a significant effect on repurchase interest, then H7 is accepted. Buyer satisfaction makes a significant positive difference, explaining that buyer satisfaction can influence repurchase intentions. The satisfaction felt by buyers when they are in rabbani will trigger them to make a purchase. Every time customers are satisfied when they buy for the first time, there will be a sense of making a repeat purchase so that it basically affects their repurchase expectations. This is in accordance with the exploration of Ghassani and Suryoko (2017) and Kusuma et al., (2018) in their research that buyer satisfaction affects repurchase interest. The results of the study indicate that customer satisfaction felt by buyers will fundamentally affect buying interest. Because the emergence of a sense of satisfaction in buyers can also form a good relationship in the long term which will later encourage sustainable buying interest.

4.8 Consumer satisfaction in mediating the effect of price promotion on repurchase intention

Based on the above calculation, the t-count value of 1.47183 is smaller than the t-table, which is 1.66055, this indicates that consumer satisfaction cannot mediate the effect of price promotion on repurchase interest, so H8 is rejected. Discounts can not build a sense of satisfaction in buying an item so it also can not increase a sense of interest to buy again. Because the promotions presented by Rabbani are still not able to compete with other brands, of course they can't satisfy buyers, so they also can't affect buying interest. This is in accordance with the research of Tanjung & Setiomuliono (2016) in their research that consumer satisfaction cannot be an intermediary between price promotion and repurchase interest. Because before there is repurchase interest, price promotions must make buyers feel satisfied.

4.9 Consumer satisfaction in mediating the effect of product quality on repurchase intention

Considering the above calculation, the t-count value is 0.44614 which is smaller than the t-table, precisely 1.66055, this indicates that consumer satisfaction cannot mediate the effect of price promotion on repurchase intention, so H9 is rejected. Product quality can not build a sense of satisfaction in buying an item so it can not also increase a sense of interest to buy again. The robustness of Rabbani's items and the quality of each item made by Rabbani cannot provide buyer satisfaction so that it does not affect the buyer's buying interest. This study contradicts the research conducted by Ghassani and Suryoko (2017) in their research that buyer satisfaction can be an intermediary between goods quality and repurchase intention. This explains that product quality can create a feeling of satisfaction that has an impact on repurchase goals.

4.10 Consumer satisfaction in mediating the influence of Islamic service quality on repurchase intention

Based on the above calculation, the t-count value of 6.17812 is greater than the t-table of 1.66055, this indicates that customer satisfaction can interfere with the impact of Islamic assistance quality on repurchase interest, then H10 is recognized. The nature of Islamic mutual assistance can build a sense of satisfaction in buyers with the aim of also increasing repurchase interest to buy similar items. Rabbani is really good at finding workers who can offer buyers pleasant assistance. The fulfillment that buyers feel when they are in rabbani can attract buying interest again. So the quality of Islamic assistance jointly affects repurchase interest with buyer fulfillment as a mediating variable. This is in accordance with the research of Bahar & Sjaharuddin (2015) in their research that shopper fulfillment can be an intermediary between administrative quality and repurchase interest. Buyers who get good service will feel fulfilled which will affect their repurchase interest. The better the service provided, the higher the level of satisfaction seen with the aim that overall it affects repurchase interest.

5 Conclusion

Based on the results of the research discussion above, it can be concluded that there are four accepted hypotheses and the other six hypotheses are rejected. Islamic service quality can affect consumer satisfaction and repurchase intention, but price promotion and product quality have no significant effect. Consumer satisfaction was also proven to be unable to mediate the relationship between price promotion, product quality, and Islamic service quality on the intention to repurchase Rabbani products in Semarang district.

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