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The Effect of Marketing Strategy on Repurchase Intention with Customer Satisfaction as a Mediating Variable (A Study of R4 Automotive Companies)

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ABSTRACT

The automotive industry in Indonesia is one of the strategic sectors contributing significantly to national economic growth, employment generation, and the development of the manufacturing sector. The automotive industry is highly competitive, making customer retention essential for long-term business sustainability. This study examined the effect of marketing strategy on repurchase intention, with customer satisfaction as a mediating variable. The research was based on theories of consumer behavior, relationship marketing, and service quality. Data were collected through an online questionnaire targeting R4 vehicle consumers in Lampung who had previously purchased an R4 vehicle. The research model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings were expected to provide insights into how marketing strategies influence consumers' repurchase intentions. This research also aimed to support sales strategy development and measure the extent of repurchase intention among R4 consumers. The study was conducted with the intention of applying the findings within the author's workplace.

INTRODUCTION

The automotive industry in Indonesia is one of the strategic sectors that contributes significantly to national economic growth, employment generation, and the development of the manufacturing industry. In 2025, Indonesia's automotive market experienced complex dynamics. In terms of sales volume, total wholesale and retail car sales reached approximately 803,687 units and 833,692 units, respectively, during January–December 2025. These figures were slightly above the initial target but represented a decline compared with the previous year due to challenges in domestic demand and unstable macroeconomic conditions. On an annual basis, national sales decreased by approximately 7.2% due to weakened consumer demand and declining purchasing power (Ophelia, 2026).

This decline reflected the challenges faced by the automotive industry, including increasingly intense competition and changing consumer preferences. Such conditions required automotive companies not only to focus on short-term sales performance but also to develop strategies capable of retaining customers and encouraging repurchase intention (Brooks, 2019; Heng et al., n.d.; Kahui & Rostami, 2026; Scarff, 2017).

In this context, marketing strategy represents a key element in shaping consumer perceptions, attitudes, and behaviors. Marketing strategy is no longer viewed merely as a promotional activity but as an integrated approach to creating value for customers. Kotler and

Keller (2016) explained that marketing strategies are implemented through the marketing mix, which consists of product, price, place, and promotion. These four elements serve as strategic tools that companies can manage to influence target market responses systematically (Key & Czaplewski, 2017; Li et al., 2021; Upadhyay et al., 2024).

However, in empirical research, not all elements of the marketing mix must be examined simultaneously. The selection of marketing mix elements should be adjusted according to the industry context, research focus, and relevance to the research objectives (Kotler & Keller, 2016). In this study, the marketing mix was focused on three main elements: product, price, and promotion, because these elements were considered the factors most directly perceived and evaluated by consumers in the decision-making process for purchasing four-wheeled vehicles (R4). The place element was excluded because distribution channels and dealer networks are largely determined by manufacturers and tend to be relatively standardized, resulting in limited variation in influencing consumer satisfaction and repurchase decisions.

In the four-wheeled automotive (R4) industry, the marketing mix is highly relevant because vehicle purchase decisions involve considerations of product quality, price suitability, and marketing communication effectiveness. Therefore, the success of a marketing strategy can be reflected in the extent to which marketing mix elements create positive customer experiences and strengthen customer relationships (Ellitan, 2021).

Previous studies have demonstrated that the implementation of appropriate marketing mix strategies influences customer satisfaction and repurchase intention. Tejantara and Sukawati (2018) found that marketing mix elements significantly affect customer satisfaction, which subsequently influences increased repurchase intention. Similarly, Kusuma and Suryani (2017) showed that the marketing mix has an indirect influence on repurchase intention through customer satisfaction as a mediating variable. These findings indicate that customer satisfaction plays an important role in explaining the mechanism linking marketing strategy and repurchase decisions (Blut et al., 2015; Hermansyah, 2024; Majeed et al., 2022).

However, most previous studies have focused on the partial effects of individual marketing mix elements or positioned customer satisfaction as an independent variable rather than as a mediator explaining how marketing strategies influence repurchase intention. Furthermore, studies examining the four-wheeled automotive industry in Indonesia, particularly using recent empirical data, remain relatively limited. This indicates a research gap regarding how marketing strategies implemented through product, price, and promotion influence repurchase intention with customer satisfaction as a mediating variable in the R4 automotive industry context.

The urgency of this research was supported by three converging pressures. First, the competitive pressure: Indonesia’s automotive industry has become increasingly competitive following market liberalization, with established manufacturers and new market entrants intensifying competition. Second, the sustainability pressure: amid declining sales conditions, acquiring new customers is generally more costly than retaining existing customers, making repurchase intention an important factor for business sustainability. Third, the policy pressure: the Indonesian government’s efforts to accelerate electric vehicle adoption have created new dynamics in consumer preferences, requiring automotive companies to understand how marketing strategies influence repurchase behavior in a rapidly changing market environment.

The novelty of this research lies in examining the mediating role of customer satisfaction in the relationship between marketing strategy elements (product, price, and promotion) and repurchase intention within the Indonesian automotive context. Unlike previous studies that have examined these relationships separately, this study simultaneously examined the direct and indirect effects of marketing strategy elements on repurchase intention. This study also addressed a sectoral research gap by focusing on the four-wheeled automotive industry in Lampung, which has received limited attention in previous marketing research in Indonesia.

Based on these conditions, this study aimed to empirically examine the influence of marketing strategies represented by product, price, and promotion on repurchase intention, as well as to analyze the role of customer satisfaction as a mediating variable. The findings of this study are expected to contribute academically to the development of marketing literature and provide practical implications for automotive companies in developing more effective marketing strategies oriented toward maintaining long-term customer relationships.

METHOD

This study employed a quantitative approach using an explanatory research design to analyze the influence of marketing strategy on repurchase intention through customer satisfaction as a mediating variable. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software.

The research population consisted of consumers who had purchased four-wheeled vehicles from the automotive company examined in this study. The sampling technique used was non-probability sampling with an accidental sampling method. The study obtained 193 respondents who met the predetermined criteria and were included in the data analysis. The respondents were customers who had previously purchased vehicles and visited the dealership during the research period for vehicle purchases or servicing activities. Their prior experience enabled them to evaluate the company's marketing strategy, customer satisfaction, and repurchase intention.

Data were collected through a closed-ended questionnaire distributed online using Google Forms. All indicators of marketing strategy, customer satisfaction, and repurchase intention were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was performed through the evaluation of the outer and inner models. The outer model evaluation included assessments of convergent validity, discriminant validity, and construct reliability. The inner model evaluation involved testing the path coefficient, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing using the bootstrapping technique. The mediation analysis was conducted to examine the role of customer satisfaction in mediating the relationship between marketing strategy and repurchase intention. The significance criteria were based on a t-statistic value greater than 1.96 and a p-value below 0.05.

RESULTS AND DISCUSSION

Evaluation Results of Measurement Model (Outer Model)

1. Validitas Convergence

Table 1. Convergent Validity

	Customer *Satisfaction*	Price	Promotion	Product	*Repurchase Intention*
CS1	0.889				
CS2	0.881				
CS3	0.886				
CS4	0.887				
CS5	0.900				
CS6	0.889				
CS7	0.875				
MPE1		0.911			
EPA2		0.898			
MPE3		0.903			
MPN1			0.898		
MPN2			0.892		
MPN3			0.927		
MPT1				0.900	
MPT2				0.921	
MPT3				0.907	
RI1					0.889
RI2					0.867
RI3					0.886
RI4					0.883
RI5					0.893
RI6					0.892

Source : data processed w/ SmartPLS, 2026

Based on the results of data processing, all indicators in the *variables Customer Satisfaction* (CS), *Price* (MPE), *Promotion* (MPN), *Product* (MPT), and *Repurchase Intention* (RI) have *an outer loading* value above 0.70, so it can be concluded that all indicators in this research model have met the criteria of convergent validity and are suitable for use in further analysis.

2. Validitas Discriminan

Table 2. Discriminatory Validity

	Customer *Satisfaction*	Price	Promotion	Product	*Repurchase Intention*
CS1	0.889	0.815	0.814	0.844	0.850
CS2	0.881	0.829	0.843	0.839	0.850
CS3	0.886	0.814	0.832	0.845	0.844
CS4	0.887	0.811	0.829	0.829	0.842
CS5	0.900	0.862	0.861	0.859	0.851
CS6	0.889	0.833	0.846	0.866	0.852
CS7	0.875	0.783	0.813	0.804	0.827
MPE1	0.819	0.911	0.825	0.810	0.844
EPA2	0.835	0.898	0.845	0.819	0.847
MPE3	0.858	0.903	0.830	0.861	0.851
MPN1	0.840	0.807	0.898	0.828	0.813
MPN2	0.838	0.843	0.892	0.828	0.850

	Customer *Satisfaction*	Price	Promotion	Product	*Repurchase Intention*
MPN3	0.878	0.854	0.927	0.851	0.844
MPT1	0.859	0.826	0.852	0.900	0.832
MPT2	0.883	0.868	0.842	0.921	0.873
MPT3	0.845	0.811	0.824	0.907	0.837
RI1	0.828	0.832	0.805	0.824	0.889
RI2	0.819	0.820	0.815	0.801	0.867
RI3	0.874	0.826	0.828	0.830	0.886
RI4	0.849	0.832	0.813	0.833	0.883
RI5	0.863	0.847	0.857	0.851	0.893
RI6	0.829	0.821	0.778	0.812	0.892

Source : data processed w/ SmartPLS, 2026

Based on the results of cross loading analysis, all indicators in the *variables Customer Satisfaction* (CS), *Promotion* (MPN), *Price* (MPE), *Product* (MPT), and *Repurchase Intention* (RI) showed the highest loading value in the measured construct compared to other constructs. So it can be concluded that the research model has met the criteria for discriminant validity based on *cross loading*.

3. Reliability Test

Table 3. Reliability Test

	Cronbach's alpha	Composite reliability (rho_c)
CS	0.955	0.963
MPE	0.888	0.931
MPN	0.890	0.932
MPT	0.895	0.935
RI	0.945	0.956

Source : data processed w/ SmartPLS, 2026

Based on the results of the reliability test using *Cronbach's Alpha* and *Composite Reliability*, all variables in this study have values above 0.70, so it can be concluded that the entire research construct has an excellent level of reliability and is suitable for use in further analysis of the structural model (*inner model*).

Results of Structural Model Evaluation (Inner Model)

1. *Path Coefficient*

Table 4. Path Coefficient

	Customer *Satisfaction*	Price	Promotion	Product	*Repurchase Intention*
Customer *Satisfaction*					0.478
Price	0.187				0.328
Promotion	0.348				0.043
Product	0.455				0.138
Repurchase Intention					

Source : data processed w/ SmartPLS, 2026

Based on the results of the structural model analysis, the following path coefficient values were obtained:

a. The Effect of *Price* (MPE) on *Customer Satisfaction* (CS)

The *Price* variable (MPE) has a path coefficient value of 0.187 to *Customer Satisfaction* (CS). This value indicates that price has a positive influence on customer satisfaction, although the power of influence is relatively weak.

b. The Influence *of Promotion* (MPN) on *Customer Satisfaction* (CS)

The *Promotion* variable (MPN) has a path coefficient value of 0.348 to *Customer Satisfaction* (CS). This shows that promotions have a positive influence with moderate strength on customer satisfaction. This means that consumer perception of the appropriate price can increase customer satisfaction levels.

c. The Influence of *Product* (MPT) on *Customer Satisfaction* (CS)

The *Product* Variable (MPT) has a path coefficient value of 0.455 to *Customer Satisfaction* (CS). This value shows that the product has a strong positive influence on customer satisfaction, so that product quality and characteristics are an important factor in increasing consumer satisfaction.

d. The Effect *of Customer Satisfaction* (CS) on *Repurchase Intention* (RI)

The *Customer Satisfaction* (CS) variable has a path coefficient value of 0.478 to *Repurchase Intention* (RI). This value shows that customer satisfaction has a strong positive influence on repurchase intent, which means that the higher the customer satisfaction level, the more likely consumers are to make a repeat purchase.

e. The Influence of *Price* (MPE) on *Repurchase Intention* (RI)

The *variable price* (MPE) has a path coefficient value of 0.328 to *the Repurchase Intention* (RI). This shows that the price of the product has a positive influence on the intention of repurchase, although the effect is not as great as the influence of customer satisfaction.

f. The Influence *of Promotion* (MPN) on *Repurchase Intention* (RI)

The *Promotion* variable (MPN) has a path coefficient value of 0.043 to *Repurchase Intention* (RI). This value indicates that the promotion has very little influence on repurchase intent.

g. The Influence of *Product* (MPT) on *Repurchase Intention* (RI)

The Product Variable (MPT) has a path coefficient value of 0.138 to *Repurchase Intention* (RI). This shows that the product has a positive but relatively weak influence on repurchase intentions.

Overall, the results of *the path coefficient* analysis show that all relationships between variables in the research model have a positive direction. *The Product* variable has the greatest influence on *Customer Satisfaction*, while as a mediation variable, *Customer Satisfaction* strengthens the influence of marketing strategy on *Repurchase Intention*. This means that when consumers are satisfied with the products, prices, and promotions provided by the company, the influence of the marketing strategy on repurchase intentions becomes stronger. Conversely, if customer satisfaction levels are low, then the influence of marketing strategies on repurchase intent tends to be weaker. This shows that customer satisfaction is an important factor that bridges the success of marketing strategies in driving repurchase behavior.

In the context of the automotive industry, customer satisfaction is not only influenced by product quality, but also by consumers' perception of appropriate prices, attractive promotions, and the overall experience of using the vehicle. When consumers are satisfied with these aspects, they tend to have higher loyalty and show an intention to buy back a vehicle from the same brand.

2. R Square

Table 5. R Square

	R-square	R-square adjusted
CS	0.933	0.932
RI	0.932	0.930

Source : data processed w/ SmartPLS, 2026

Based on the results of the structural model analysis, the *R-square* value for the *Customer Satisfaction* (CS) variable was 0.933 with an *adjusted R-square* value of 0.932. This shows that *the variables Product* (MPT), *Promotion* (MPN), and *Price* (MPE) were able to explain the variation *in Customer Satisfaction* by 93.3%, while the remaining 6.7% were influenced by other variables outside the research model. The *R-square* value shows that the model has a very strong explainability, so that the variables of marketing strategies consisting of products, prices, and promotions have a very large contribution in shaping customer satisfaction.

Furthermore, the *R-square* value for the *Repurchase Intention* (RI) variable is 0.932 with an *adjusted R-square* value of 0.930. This shows that the *variables Customer Satisfaction*, *Product, Price,* and *Promotion* were able to explain the variation *in Repurchase Intention* by 93.2%, while the remaining 6.8% was explained by other variables outside the research model. This *high R-square* value indicates that the research model has excellent predictive ability in explaining consumer repurchase intentions.

In this research model, *Customer Satisfaction* (CS) plays a role as a mediating variable that bridges the influence of marketing strategy on *Repurchase Intention* (RI). The results of the study show that the *variables Product, Price, and Promotion* have an influence on *Customer Satisfaction*, which further affects *Repurchase Intention*. This suggests that customer satisfaction is an important factor that explains how a company's marketing strategy can encourage consumers to make a repeat purchase.

In other words, an effective marketing strategy through good product quality, appropriate prices, as well as attractive promotions will increase customer satisfaction levels. This satisfaction then encourages consumers to have the intention to make a repeat purchase of the same product in the future.

3. Effect Size

Tabel 6. Effect Size

	Customer *Satisfaction*	**Price**	**Promotion**	**Product**	***Repurchase Intention***
Customer *Satisfaction*					0.224
Price	0.062				0.176
Promotion	0.205				0.003
Product	0.365				0.024
Repurchase Intention					

Source : data processed w/ SmartPLS, 2026

Based on the results of the effect size analysis in this study, the following values were obtained.

Effect Size to Customer Satisfaction (CS)

The Price Variable (MPE) has an effect size value of 0.062 on *Customer Satisfaction* (CS). This value indicates that price has a small influence on customer satisfaction.

The Promotion Variable (MPN) has an effect size value of 0.205 on *Customer Satisfaction* (CS). This value falls into the category of moderate influence, which indicates that promotions have a significant contribution to improving customer satisfaction.

The Product Variable (MPT) has an effect size value of 0.365 on *Customer Satisfaction* (CS). This value is included in the category of large influence, which shows that product quality is the most dominant factor in shaping customer satisfaction compared to other variables.

Effect Size on Repurchase Intention (RI)

The *Customer Satisfaction* (CS) variable has an effect size value of 0.224 to *Repurchase Intention* (RI). This value falls into the category of moderate influence, which indicates that customer satisfaction has a fairly strong contribution in increasing repurchase intent.

The Price Variable (MPE) has an effect size value of 0.176 against *the Repurchase Intention* (RI), which is included in the category of moderate influence. This shows that consumer perception of price also has a fairly important role in influencing repurchase decisions.

Meanwhile, the Promotion variable (MPN) has an effect size value of 0.003, which shows a very small influence on repurchase intention.

The Product Variable (MPT) has an effect size value of 0.024, which is included in the category of small influence on *Repurchase Intention*.

The results of the analysis show that the variables of product, price, and promotion have a greater influence on *Customer Satisfaction* than their direct influence on *Repurchase Intention*. This shows that *Customer Satisfaction* plays a mediating variable in the relationship between marketing strategy and *Repurchase Intention*. In particular, *the Product* variable has the greatest influence on *Customer Satisfaction* ($f^2 = 0.365$). That customer satisfaction then contributes to an increase in *Repurchase Intention* ($f^2 = 0.224$). Thus, good product quality will increase customer satisfaction, which ultimately encourages consumers to make a repeat purchase.

4. Hypothesis Testing

Table 7. Hypothesis Test

	T statistics (|O/STDEV|)	P values
CS -> RI	5.960	0.000
MPE -> CS	3.533	0.000
MPE -> RI	5.879	0.000
MPN -> CS	6.959	0.000
MPN -> RI	0.663	0.507
MPT -> CS	8.999	0.000
MPT -> RI	2.600	0.009
MPE -> CS -> RI	2.893	0.004
MPN -> CS -> RI	4.570	0.000
MPT -> CS -> RI	5.081	0.000

Source : data processed w/ SmartPLS, 2026

Based on the results of the analysis, the following results were obtained:

a. H1: Product (MPT) affects *Customer Satisfaction* . The test results showed T-statistics = 8,999 and P-values = 0,000, so H1 **was accepted**.
b. H2: Price (MPE) affects *Customer Satisfaction* . The test results showed T-statistics = 3,533 and P-values = 0,000, so H2 **was accepted**.
c. H3: Promotion (MPN) affects *Customer Satisfaction* . The test results showed T-statistics = 6,959 and P-values = 0,000, so H3 **was accepted**.
d. H4: Product (MPT) affects *Repurchase Intention*. The test results showed T-statistics = 2,600 and P-values = 0.009, so H4 **was accepted**.
e. H5: Price (MPE) affects *Repurchase Intention*. The test results showed T-statistics = 5,879 and P-values = 0,000, so H5 **was accepted**.
f. H6: Promotion (MPN) affects *Repurchase Intention*. The test results showed T-statistics = 0.663 and P-values = 0.507, so H6 **was subtracted**.
g. H7: *Customer Satisfaction* affects *Repurchase Intention*. The test results showed T-statistics = 5,960 and P-values = 0,000, so H7 **was accepted**.

Mediasi Hypothesis

h. H8: *Customer Satisfaction* mediates the influence of Price on *Repurchase Intention*. The test results showed T-statistics = 2,893 and P-values = 0.004, so H8 **was accepted**.
i. H9: *Customer Satisfaction* mediates the influence of the Promotion on *the Repurchase Intention*. The test results showed T-statistics = 4,570 and P-values = 0,000, so H9 **was accepted**.
j. H10: *Customer Satisfaction* mediates the influence of the Product on *Repurchase Intention*. The test results showed T-statistics = 5,081 and P-values = 0,000, so H10 **was accepted**.

The Effect of Price on *Customer Satisfaction*

The results of the study showed that Price had a positive and significant effect on *Customer Satisfaction* with a T-statistics value of 3.533 and a P-value of 0.000. These results show that the better the consumer perception of the price of a product, the higher the level of customer satisfaction. Price is one of the important elements in the marketing mix that is often used as the main consideration by consumers in evaluating a product. Consumers will generally feel satisfied if the price they pay is considered proportional to the quality, benefits, and value obtained from the product. In other words, the perception of a fair price or in accordance with the value of the product can increase the level of customer satisfaction.

Theoretically, this concept is explained in the theory of perceived value, which states that customer satisfaction arises when consumers judge that the benefits obtained from a product are greater or at least proportional to the costs incurred. When consumers feel that the price offered is in accordance with the quality of the product received, then consumers will have a positive evaluation of the product so as to increase their level of satisfaction.

The results of this study are in line with research conducted by Alzoubi et al. (2023) which found that price perception has a positive and significant influence on *Customer Satisfaction*, because prices that are considered fair can increase the perception of value perceived by consumers. In addition, research conducted by Nguyen and Nguyen (2024) also shows that price fairness has a significant influence on customer satisfaction, especially in the context of consumer product purchase decisions, where consumers tend to feel satisfied when the price offered is in accordance with the quality of the product received. Another study by Sharma and Patel (2023) found that competitive prices and in line with product quality can increase customer satisfaction, as consumers will judge that they are getting decent value from the products purchased.

Thus, the results of this study show that price has an important role in shaping customer satisfaction. If the company is able to set a price that is in accordance with the quality of the product and provides high value felt by consumers, it will increase the level of customer satisfaction with the products offered. Therefore, companies need to establish the right pricing strategy in order to create a positive perception of value in the eyes of consumers and increase customer satisfaction.

The Effect of Price on *Repurchase Intention*

The results of the study show that Price has a positive and significant effect on *Repurchase Intention*, which is shown by the T-statistics value of 5.879 and P-values of 0.000. This shows that the better the consumer's perception of the price of a product, the greater the tendency of consumers to make repeat purchases. Theoretically, this concept is explained in perceived value theory, which states that consumers will make a repeat purchase if they feel that the value obtained from the product is greater than the cost incurred. When the price is considered reasonable and in accordance with the quality of the product, consumers will have a positive perception of the product which ultimately increases the intention to buy again.

The company should manage pricing as a transparent and competitive value proposition, considering the strong influence of Price on Repurchase Intention. Price should not merely be perceived as being low; instead, it should be aligned with the benefits and value received by customers. To achieve this, the company should develop a transparent pricing scheme, clearly communicate the value for money offered to customers, provide easy-to-understand financing and repurchase credit simulations, introduce trade-in or service bundling programs, and ensure that customers perceive the price as fair and consistent with the quality of the vehicles and services provided. By implementing these strategies, the company can enhance customers' perceived value, strengthen their trust, and increase their intention to make repeat purchases.

The results of this study are in line with research conducted by Konuk (2023) which found that price perception has a positive influence on *Repurchase Intention*, because prices that are considered fair can increase the value felt by consumers and strengthen repurchase decisions. Another study by Nguyen and Nguyen (2024) also shows that price perception has a significant influence on *Repurchase Intention*, where consumers tend to make repurchases if they judge the price of the product according to the quality received.

Thus, the results of this study show that price has an important role in increasing consumer *Repurchase Intent*. Therefore, companies need to set the right and competitive pricing strategy so that consumers feel that the products they buy have value that matches the price paid so that they can encourage consumers to make a repeat purchase.

The Influence of Promotions on *Customer Satisfaction*

The results of the study show that Promotion has a positive and significant effect on *Customer Satisfaction* , which is shown by the T-statistics value of 6.959 and the P-values of 0.000. These results show that the more effective the promotional activities carried out by the company, the higher the level of customer satisfaction. Promotion is one of the important elements in the marketing mix which aims to convey information, persuade, and remind consumers about the products or services offered. Promotional activities that are carried out in an interesting and informative manner can increase consumers' positive perception of products so that they have an impact on increasing customer satisfaction.

Theoretically, effective promotion can increase consumer understanding of the benefits of the product and form realistic expectations of the products offered. When the information provided through promotions is in accordance with the experience of using the product felt by the consumer, then the consumer will feel satisfied with the product. The results of this study are in line with research conducted by Kotler and Keller (2022) which states that effective promotion can increase consumer perception of value for products and ultimately increase customer satisfaction. Empirical research conducted by Alzoubi et al. (2023) also found that promotional activities have a positive and significant influence on *Customer Satisfaction* , as promotions can increase consumer perception of the value and benefits of the products offered.

Thus, the results of this study show that promotion has an important role in increasing customer satisfaction. Therefore, companies need to design an effective, engaging, and informative promotional strategy in order to increase consumers' positive perception of the product and create a satisfying experience for customers.

The Effect of Promotions on *Repurchase Intention*

The results of the study showed that Promotion did not have a significant effect on *Repurchase Intention*, which was shown by the T-statistical value of 0.663 and P-values of 0.507, so the hypothesis that the promotion had an effect on the repurchase intention was rejected. This shows that the promotional activities carried out by the company do not necessarily directly encourage consumers to make a repurchase. Promotional activities are likely to have a direct impact on Repurchase Intention only among consumers making their first purchase. In general, promotion is one of the elements in the marketing mix that aims to attract consumer attention and encourage purchases. However, in the context of repurchases, consumers usually consider the previous experience of using the product more than the promotional activities carried out by the company. In other words, consumers' decision to make a repeat purchase is more influenced by product satisfaction, product quality, and user experience than short-term promotions.

The results of this study are in line with research conducted by Chinomona (2023) which found that promotions do not always have a significant influence on *Repurchase Intention*, because consumers who have experience using products tend to be more influenced by the level of satisfaction and perceived product quality. Another study conducted by Rahman and Hossain (2024) also showed that promotions have a relatively small influence on repurchase intent, as promotions are more effective in attracting new consumers than in retaining existing ones.

Thus, the results of this study show that promotion is not the main factor in driving *Repurchase Intent*. Therefore, companies not only need to focus on promotional activities, but also need to pay attention to product quality, appropriate prices, and customer satisfaction in order to increase consumer repurchase intention.

The Influence of Products on *Customer Satisfaction*

The results of the study show that the product has a positive and significant effect on *Customer Satisfaction* , which is shown by the T-statistics value of 8.999 and the P-values of 0.000. This shows that the better the quality of the products offered by the company, the higher the level of satisfaction felt by customers. Products are one of the main elements in the marketing mix that has an important role in meeting consumer needs and expectations. Consumers will feel satisfied if the products they use have good quality, features that suit their needs, and are able to provide the expected benefits. Thus, high product quality can create a positive user experience for consumers thereby increasing customer satisfaction.

Theoretically, the relationship between product quality and customer satisfaction is described in the concepts of customer value and perceived quality, where consumers will evaluate products based on the benefits and quality they feel after using the product. When a product is able to meet or exceed consumer expectations, consumers will feel satisfaction with the product.

The results of this study are in line with research conducted by Alzoubi et al. (2023) which found that product quality has a positive and significant influence on *Customer Satisfaction* , because good product quality can increase the perception of value felt by consumers. In addition, research by Sharma and Patel (2023) found that high product quality is able to increase customer satisfaction because quality products provide a better user experience for consumers.

Thus, the results of this study show that products have an important role in increasing customer satisfaction. Therefore, companies need to ensure that the products offered have good quality, features that suit consumer needs, and are able to provide high value for customers so that they can increase customer satisfaction levels.

Effect of Products on *Repurchase Intention*

The results of the study showed that the Product had a positive and significant effect on *Repurchase Intention*, which was shown by the T-statistic value of 2,600 and the P-value of 0.009. This shows that good product quality can increase consumers' tendency to make repeat purchases. Products are one of the main factors that influence consumer decisions in making purchases. Consumers tend to make repeat purchases if the product used is able to meet needs, has good quality, and provides a satisfactory user experience. In other words, good product quality can increase consumer confidence in the product so as to encourage consumers to buy the product again in the future.

Theoretically, the relationship between product quality and repurchase intent is explained in the concept of perceived quality and customer value, where consumers will evaluate product quality based on their perceived user experience. When consumers feel that the product is of good quality and provides benefits that match their expectations, then consumers will have a tendency to make a repeat purchase.

The results of this study are in line with research conducted by Konuk (2023) which found that product quality has a positive and significant influence on *Repurchase Intention*, because good product quality is able to increase consumer confidence and strengthen repurchase decisions. In addition, research by Sharma and Patel (2023) found that high product quality can increase consumer repurchase intent because quality products are able to provide a better user experience for consumers.

The company should prioritize strengthening product quality and product value, as it is not sufficient to focus solely on selling the product; it must also ensure that customers fully understand the value of the product they purchase. To achieve this, the company should enhance the product knowledge of its sales consultants, provide detailed explanations of the vehicle's advantages in terms of features, efficiency, safety, technology, comfort, and operating costs, offer comprehensive test-drive experiences that allow customers to directly experience the product's quality, and provide comparative education on different models or variants to help customers select the product that best meets their needs.

Thus, the results of this study show that products have an important role in increasing consumer *Repurchase Intention*. Therefore, companies need to continue to improve product quality and ensure that the products offered are able to meet consumer needs and expectations so that they can encourage consumers to make repeat purchases.

The Effect *of Customer Satisfaction* on *Repurchase Intention*.

The results of the study showed that *Customer Satisfaction* had a positive and significant effect on *Repurchase Intention* with a T-statistic value of 5.960 and a P-value of 0.000. This shows that the higher the level of customer satisfaction with the product or service received, the greater the tendency of consumers to make repurchases in the future. Theoretically, the relationship between customer satisfaction and repurchase intent is described in the Expectation Confirmation Theory, which states that customer satisfaction arises when the performance of a product or service is able to meet or even exceed consumer expectations. When consumers are satisfied with the experience of using the product, then consumers will have a tendency to return to use or buy the product in the future.

To increase Repurchase Intention, the company should prioritize not only selling vehicles but also ensuring customer satisfaction throughout the post-purchase stage. Therefore, the company should strengthen its after-sales service by conducting consistent post-purchase follow-ups, responding promptly and effectively to customer complaints, maintaining high standards of workshop service quality, and implementing customer relationship management programs, such as service reminders, birthday greetings, and loyalty reward programs. In addition, the company should ensure that every stage of the customer journey, including the purchasing process, vehicle delivery, and after-sales service, provides a positive and satisfying experience. These strategies are expected to enhance customer satisfaction, strengthen customer loyalty, and ultimately increase customers' intention to repurchase.

The results of this study are in line with some of the latest empirical research. Research conducted by Afinia (2024) found that *Customer Satisfaction* has a positive and significant influence on *Repurchase Intention* in e-commerce consumers in Indonesia, where customer satisfaction is an important factor in driving consumer loyalty and repurchase. Another study conducted by Ellitan (2023) also shows that *Customer Satisfaction* has a positive and significant influence on *Repurchase Intention*, and is able to strengthen the relationship between marketing factors such as product innovation and brand image and consumer repurchase behavior. Furthermore, research by Soeharso (2024) found that customer satisfaction plays an important role in driving repurchase intent in the context of e-commerce, where satisfaction becomes a psychological mechanism that explains how consumer experience can affect repurchase behavior.

Thus, the results of this study reinforce the findings of previous research that *Customer Satisfaction* is an important factor that affects *Repurchase Intention*, so companies need to ensure that the products, prices, and services provided are able to meet consumer expectations in order to increase customer satisfaction and encourage repurchases.

The Role *of Customer Satisfaction* in Mediating the Influence of Price on *Repurchase Intention*

The results of the study showed that *Customer Satisfaction* was able to mediate the influence of Price on *Repurchase Intention*, which was shown by the T-statistical value of 2.893 and the P-values of 0.004, so that the mediation relationship was significant at a significance level of 5%. This shows that price not only affects repurchase intent directly, but also through increased customer satisfaction first. Conceptually, price is one of the factors that consumers pay attention to in evaluating a product. Consumers will feel satisfied if the price they pay is considered comparable to the quality and benefits obtained. When consumers feel that the price of the product is fair and in accordance with the value received, then consumers will have a positive perception of the product which ultimately increases customer satisfaction. High customer satisfaction will then encourage consumers to make future purchases. In other words, the appropriate price will increase customer satisfaction, and that satisfaction is a factor that encourages consumers to return to buy the same product.

The results of this study are in line with research conducted by Konuk (2023) which found that *Customer Satisfaction* acts as a mediating variable between price perception and *Repurchase Intention*, where a price that is considered fair can increase customer satisfaction which ultimately encourages repurchase intention. Another study by Nguyen and Nguyen (2024) also shows that price fairness can increase *Repurchase Intention* through *Customer Satisfaction* , as consumers who are satisfied with the price of the product will have a higher tendency to make a repurchase.

The results of this study show that *Customer Satisfaction* plays an important mediating variable in the relationship between price and *Repurchase Intention*. Therefore, companies need to establish a pricing strategy that is in accordance with the value of the product in order to increase customer satisfaction so that it can ultimately encourage consumers to make repeat purchases.

The Role *of Customer Satisfaction* in Mediating the Influence of Promotions on *Repurchase Intention*

The results of the study show that Promotion does not have a significant effect directly on *Repurchase Intention*, but *Customer Satisfaction* is able to mediate the relationship between promotion and *Repurchase Intention*. This is shown by the results of the mediation test with a T-statistical value of 4.570 and a P-value of 0.000, so that the mediation relationship is significant at a significance level of 5%.

These findings show that the company's promotions do not directly encourage consumers to make a repurchase. Consumers who have experience using a product tend to not only consider promotions, but rather consider the experience of using and the level of satisfaction they feel with the product. In other words, promotions play a more role in shaping consumer perceptions and experiences that can increase customer satisfaction, which in turn has an impact on repurchase intent.

Promotions that are carried out effectively can provide clear information about the product, increase consumer understanding of the benefits of the product, and create a positive experience during the purchase process. When the promotion carried out by the company is able to meet consumer expectations and provide added value for consumers, consumers will feel more satisfied with the product. Customer satisfaction formed from the experience then becomes a factor that encourages consumers to make a repeat purchase. Thus, promotions do not directly affect *Repurchase Intent*, but affect indirectly through increased *Customer Satisfaction* .

The results of this study are in line with research conducted by Sharma and Patel (2023) which found that promotions do not always have a direct influence on *Repurchase Intention*, but can affect repurchase intention through customer satisfaction as a mediating variable. Another study by Nguyen and Tran (2024) also shows that promotional activities tend to influence *Repurchase Intention* indirectly through *Customer Satisfaction* , as customer satisfaction is a more dominant factor in determining repurchase decisions.

Thus, the results of this study show that *Customer Satisfaction* plays a role as a mediating variable that bridges the influence of promotion on *Repurchase Intention*. Therefore, companies not only need to focus on promotional activities, but also must ensure that the promotions carried out are able to create a positive experience for consumers so that they can increase customer satisfaction and encourage repeat purchases.

The Role *of Customer Satisfaction* in Mediating the Influence of Products on *Repurchase Intention*

The results of the study showed that *Customer Satisfaction* was able to mediate the influence of the Product on *Repurchase Intention*, which was shown by the T-statistics value of 5.081 and the P-values of 0.000, so that the mediation relationship was significant at a significance level of 5%. This shows that product quality not only affects repurchase intent directly, but also through increased customer satisfaction. Products are one of the main factors that determine the consumer experience in using a good or service. When the products offered have good quality, features that suit consumer needs, and are able to provide the expected benefits, consumers will feel a higher level of satisfaction. This satisfaction then encourages consumers to have the desire to make a repeat purchase of the same product in the future.

Theoretically, this relationship can be explained through the concepts of customer value and perceived quality, where consumers will evaluate the quality of the product based on their perceived user experience. When the quality of the product is able to meet or even exceed consumer expectations, then consumers will feel satisfied and have a tendency to return to buy the product.

The results of this study are in line with research conducted by Konuk (2023) which found that *Customer Satisfaction* acts as a mediating variable between product quality and *Repurchase Intention*, where good product quality can increase customer satisfaction which ultimately encourages repurchase intention. Another study by Nguyen and Nguyen (2024) also shows that product quality can increase *Repurchase Intention* through *Customer Satisfaction* , as customer satisfaction is an important factor that explains how product quality can affect consumer repurchase behavior.

Thus, the results of this study show that *Customer Satisfaction* plays an important role as a mediating variable in the relationship between product and *Repurchase Intention*. Therefore, companies need to ensure that the products offered are of good quality and able to meet consumer needs in order to increase customer satisfaction and ultimately encourage consumers to make repeat purchases.

CONCLUSION

Based on the results of the analysis and discussion, it was concluded that marketing strategies consisting of price, promotion, and product elements influenced customer satisfaction and consumer repurchase intention. The results showed that customer satisfaction had a positive and significant effect on repurchase intention, indicating that higher levels of consumer satisfaction with the products and services received increased the likelihood of consumers making repeat purchases in the future.

This study also found that price and product elements as components of marketing strategy had positive and significant effects on customer satisfaction. This finding indicated that consumers were more satisfied when the price offered was perceived as appropriate relative to the benefits obtained and when the products provided demonstrated good quality. In addition, price and product elements also had positive and significant effects on repurchase intention, suggesting that favorable price perceptions and strong product quality encouraged consumers to repurchase. Furthermore, promotion as part of the marketing strategy had a positive and significant effect on customer satisfaction but did not have a significant direct effect on repurchase intention. This indicated that promotional activities were able to improve consumers' positive perceptions of products and enhance satisfaction; however, promotion alone was not the primary factor driving repeat purchase decisions. The results also demonstrated that customer satisfaction served as a mediating variable in the relationship between marketing strategy and repurchase intention. This finding suggested that marketing strategies implemented by companies were more effective in increasing repurchase intentions when they successfully enhanced customer satisfaction.

The company was advised to implement several strategic initiatives to improve repurchase intention. These initiatives include strengthening product quality and perceived product value by improving sales consultants' product knowledge, optimizing test-drive experiences, and providing comprehensive education regarding product features to customers. In addition, the company should implement transparent and competitive pricing strategies to ensure that customers perceive favorable value for money. Promotional activities should be designed not only to generate short-term sales but also to enhance customer satisfaction and strengthen customer relationships. Furthermore, the company should prioritize customer satisfaction by providing high-quality after-sales services, responding effectively to customer complaints, and developing long-term relationships with customers. Finally, the company should establish a comprehensive customer retention strategy, as repeat purchases in the automotive industry are influenced more by customer satisfaction and long-term relationships than by short-term promotional activities.

This study had several limitations because it examined only selected elements of the marketing strategy, namely price, promotion, and product, and was conducted within a specific research context; therefore, the findings cannot be broadly generalized. Future research is recommended to incorporate additional variables related to marketing strategy, such as place (distribution), service quality, brand image, and customer experience. Further studies should also expand the research scope by involving different research objects and larger sample sizes to obtain more comprehensive findings.

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