

Predicting Repurchase Intentions of Leather Fashion Products: Integrating Brand Perception and Product Evaluation Models

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Received 05 January 2021; accepted 22 January 2021

ABSTRACT

This study examines factors that drive customer repurchase intentions toward leather fashion products by integrating the concept of brand perception and product evaluation. The data were gathered from 297 customers of leather fashion products in Garut, West Java, Indonesia. Partial Least Square was employed to evaluate the effect of brand perception (consisting of brand experience and brand affect) and product evaluation (consisting of perceived value, perceived quality, and price perception) on customer intention to repurchase. The findings reveal that brand perception has a positive significant impact on product evaluation which indirectly influences customer repurchase intention. Theoretically, this study has succeeded in verifying the integration of brand perception and product evaluation to predict customer repurchase intention. Meanwhile, the practical implication lies in the importance of improving product quality and strengthening the brand in order to stimulate the customers' intention to repurchase.

KEYWORDS

Brand perception Product evaluation Perceived quality Perceived value Price perception Repurchase intention

INTRODUCTION

The consumer market is growing rapidly along with the emerging of the Indonesian economy. One of the fast-developing businesses in this country is the clothing industry. Badan Pusat Statistik (BPS) or the Central Bureau of Statistics reports that in the first three months of 2019, the production of the Indonesian clothing industry grew as much as 29.19%. In the quarter to quarter (q-t-q), this sector grew by 8.79%, the second-highest after the furniture industry (Rini, 2019). Moreover, fashion products place as the second biggest sale in e-commerce (Badan Pusat Statistik, 2019b), and one of the biggest demands lies in leather fashion products. Leather fashion is a popular commodity and experienced a significant increase in 2018 by 18.78% (Badan Pusat Statistik, 2019a). These facts demonstrate the great potential of this industry to develop more in the future. Therefore, research on the factors driving customer repurchase intention toward Indonesian leather fashion products is considered imperative to ensure the success of this industry in the future.

*Corresponding Author: krisna.yudha@polban.ac.id; doi: 10.35313/ijabr.v3i1.124 © 2021 Politeknik Negeri Bandung Customer repurchase intention has become a favorable research interest by academics and practitioners over decades. Kim et al. (2012) and Sullivan & Kim (2018) employ a product evaluation model consisting of perceived quality, perceived value, and price perception to observe repurchase intention. Perceived quality explains consumer's assessment toward overall product excellence (Zeithaml, 1988). Perceived value is defined as the benefits a customer expects toward a product or service (Zeithaml, 1988). The expected benefits before a purchase can affect a customer's purchase intention while the after-purchased perceived value affects his repurchase intention (Li & Hitt, 2010). Price perception is another factor to consider before purchasing, besides quality and comfort (Harrington et al., 2017). Those three components of product evaluation are considered important in explaining repurchase intentions. Therefore, they are used in this research to explain and complement the literature on the product evaluation role in affecting repurchase intention toward leather fashion products.

This research also employs a brand perception model as a base of perceived quality. There are two main constructs in the brand perception model, namely brand experience and brand affect. The former explains consumer's experience in purchasing a brand. It is determined by the marketer's strategy to establish a strong brand by creating and managing consumers' brand experience to develop customer's emotional connection with the brand (Candus, 2012). Brand affect, on the other hand, relates to the condition of consumers' excitement or interest in a brand (Peter & Olson, 2010). This research integrates the brand perception model and the product evaluation model to explain customer repurchase intention. To the authors' knowledge, it is the first research that integrates both models in explaining repurchase intention toward leather fashion products in developing countries, such as Indonesia.

This study analyses the repurchase intention of leather fashion products from Garut, Indonesia, for several reasons. Garut is known as one of the biggest leather industry centers in Indonesia and has exported its products to the international market. The Department of Trade, Cooperatives, Small and Medium Enterprises, and Industry of Garut Regency reports that the number of leather businesses in Garut in 2017 reached 350 units. This number consisted of 20 formal business entities and 330 informal ones. Formal business entities are those who have obtained legal and industrial business licenses. They currently are able to earn as much as IDR 60 billion annually with a total investment of IDR 15,5 billion per year. Meanwhile, the non-formal business entities can gain as much as IDR 50 billion per year with a total investment of around IDR 15,2 billion (Dinas Komunikasi dan Informatika Kabupaten Garut, 2017). Considering this big amount, the research results are expected to give comprehension regarding customer repurchase intention toward leather fashion products seeing from brand perception and product evaluation.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Product Evaluation

Perceived value on repurchase intention. Various factors are evaluated prior to purchasing a product or service. Some previous studies (Dodds et al., 1991; Parasuraman & Grewal, 2000; Sullivan & Kim, 2018; Zeithaml, 1988) suggest the connection among perceived value, perceived quality, and purchase intention (i.e., the quality-value-intention chain). Perceived value contains customers' value components regarding their preferences toward attribute evaluation, attribute performance, and the consequences of using a product or service (Flint et al., 2002). It is also interpreted as a "ratio or trade-off between quality and price" (Sweeney et al., 1999). It is distinctive from perceived quality

for two reasons. First, it is more personal than perceived quality so its concept level is higher. Second, perceived value (unlike perceived quality) filters through higher abstraction of appreciation level and does not directly come from intrinsic or extrinsic cues (Zeithaml, 1988). It is comprehended as consumers' assessment of a product or service based on perception about what they receive and give (Dodds et al., 1991).

Consumers' perceived value is a fundamental base for all trading activities which can foster purchase intention. The expected benefits before a purchase can influence a consumer's purchase intention while the after-purchased perceived value may impact his repurchase intention (De Toni et al., 2018; Li & Hitt, 2010; Pham et al., 2018). After-purchasing, consumers often re-assess product value by considering its actual costs toward actual benefits. The discussion shows that perceived value affects repurchase intention. Thus, the proposed hypothesis is stated as follows:

H₁: Perceived value has a positive and significant effect on repurchase intention

Perceived quality and repurchase intention. The product evaluation model explains that perceived quality influences perceived value and also customer repurchase intention. Purchase quality is defined as a "consumers' assessment regarding overall product excellence" (Zeithaml, 1988). There are four characteristics of perceived quality; "(1) it is different with actual quality; (2) it has higher-level abstraction than a specific attribute of a product; (3) it creates global assessment that in some cases resembles attitudes; and (4) it is a usual decision of consumers' evoked set" (Zeithaml, 1988). Perceived quality is a higher-level abstraction (e.g. comfort and emotional feelings) than just an attribute. The consumers set the information on various abstraction levels, starting from simple product attributes until complex personal values. Perceived quality is an abstract concept that can be measured (Zeithaml, 1988). This discussion suggests that perceived quality is almost entirely determined by consumers as it becomes their assessment of quality. One will repurchase a product if he can receive the quality he has expected (Rafdinal & Suhartanto, 2020). Therefore, the hypothesis is formulated as follows:

H₂: Perceived quality has a positive and significant effect on repurchase intention

Price perception and repurchase intention. Perception of a product price will determine if a customer will repurchase the product. Based on the product evaluation model, the objective price is distinct from the perceived one. Objective price is an actual price of a product while the perceived price is "the level of the price (monetary) offered by the product supplier compared to consumers' reference price" (Kim et al., 2012). This statement indicates that the objective price possibly influences price perception even though subjective perception (i.e. difference between objective price and reference price) (Candus, 2012) has a clearer and greater effect on quality perception than objective price. Customers tend to choose a product or service with higher value and lower or affordable price (Kushwaha & Agrawal, 2015). Price perception is one of the factors considered by consumers in making a purchase, besides quality and comfort factors (Harrington et al., 2017). Therefore, the proposed hypothesis is stated as follows:

H₃: Price perception has a positive and significant effect on repurchase intention

Price perception and perceived quality. Consumers often compare the quality and the offered price. The suitability of these two will lead to the level of consumer repurchase (Rafdinal & Suhartanto, 2020). Zeithaml (1988) and Dodds et al. (1991) compare the perceived quality and

perceived monetary price. The higher the price is, the higher the product quality is. It is in accordance with the literature about a hedonic quality measure which indicates that price is a criterion of a good product quality (Zeithaml, 1988). Supplying a product with a higher price indicates that this product has better quality than those with a lower price. Using price as a quality indicator represents the certainty that the market price is influenced by the interaction between competitive supply and demand (Dodds et al., 1991). Thus, the proposed hypothesis is formulated as follows:

H₄: Price perception has a positive and significant effect on perceived quality

Perceived quality and perceived value. Parasuraman and Grewal (2000) propose that quality is able to increase perceived value. Consumers assess the value of a product or service by considering all benefits and all sacrifices (Kim et al., 2007). As value perception is viewed as a trade-off between the component of "give" (perceived sacrifice) and "take" (benefits), a high-quality perception will lead to a higher value (Sullivan & Kim, 2018). Previous studies have confirmed that consumers' perceived value can be influenced by approval or disapproval of quality perception after consuming a product (Li & Hitt, 2010; Sullivan & Kim, 2018). Consumers' post-purchased value is generally influenced by appraisal between what has been received (quality) and what they have given to gain the product (sacrifice) (Dodds et al., 1991; Sullivan & Kim, 2018). Consumers perceive a higher value in service when they see its quality (Tami, 2004). Some conclusions of the previous studies above show that there is a relation between quality and value. Thus, the proposed hypothesis is stated as follows:

H₅: Perceived quality has a positive and significant effect on perceived value

Price perception and perceived value. As perceived value is a trade-off between the component of "give" and "get", the perception level or highly competitive price possibly has a positive effect on the perceived value. Furthermore, consumers often consider price as money sacrifice. From the perspective of the mental accounting theory, price reduction indicates higher transaction value. As transaction value is an element of the entire value, reasonable price perception must affect total value positively (Jeng & Lo, 2019; Kim et al., 2007). The studies above point out that there is a relation between price perception and consumers' perceived value. Thus, the proposed hypothesis is stated as follows:

H₆: Price perception has a positive and significant effect on perceived value

Brand Perception

There are three categories of brand perception that potentially have essential roles in customer repurchase intention (Christodoulides et al., 2006). Those are (a) brand experience (consumers' perception toward their experience in purchasing and using a brand) – the experiential dimension of brand perception, (b) brand affect (consumers' emotional condition about a specific brand) – the emotional dimension of brand perception, and (c) brand trust (consumers' certainty on the positive consequence expected when buying a product from a certain brand) – the cognitive dimension of brand perception. In this model, brand perception is limited only to brand experience and brand affect while brand trust is excluded. Brand experience explains consumers' experience in purchasing leather products of a specific brand. The producers establish a strong brand by designing and organizing consumers' brand experience, which provides psychological satisfaction so that the

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customers may develop a close and perpetual psychological connection with the brand (Candus, 2012). Meanwhile, brand affect explains consumers' psychological factors after buying a leather product from a specific brand. It relates to consumers' psychological sentiment about a product or their interest in a specific brand (Peter & Olson, 2010). It indicates that enhancing the brand experience and attracting consumers' attention from brand affect result in a strong brand perception that will lead to consumers' perceived quality. The linkage between two types of brand perception and their influences on perceived quality has led to two hypotheses.

H₇: Brand experience has a positive and significant effect on perceived quality H₈: Brand affect has a positive and significant effect on perceived quality

The conclusion of the literature review and hypotheses development can be employed as a conceptual model illustrated in Figure 1. It denotes that repurchase intention is determined by consumers' evaluation of perceived value, perceived quality, and price perception (H_1 , H_2 , H_3). On those three components, perceived quality and price perception affect perceived value while price perception itself affects perceived quality (H_4 , H_5 , H_6). The brand perception which consists of brand experience and brand affect acts as the base of perceived quality (H_7 and H_8).



RESEARCH METHOD

Instrument Development

The questionnaire used in this study consisted of six constructs measured by 18 items. All measure items were adopted from the literature regarding customer purchase intention, brand perception, and product evaluation. The items on brand perception measure were adopted from the research by

(Chen-Yu et al., 2016; Yu & Yuan, 2019). The items on product evaluation measure were modified from the previous study of (Sullivan & Kim, 2018). Then, the items on repurchase intention measure were adopted from the previous studies of (Chen-Yu et al., 2016; Rita et al., 2019; Sullivan & Kim, 2018). All items were assessed with five points of the Likert scale, from "strongly disagree (1)" to "strongly agree (5)".

The questionnaire consisted of two parts. The first part requires respondents to fill in with their personal data. It is also used to identify whether the respondents have experience in purchasing and using leather fashion products from Garut. Meanwhile, the second part consisted of questions regarding the research constructs; brand perception, product evaluation, and repurchase intention. Prior to distributing, the questionnaire was tested out to thirty respondents in order to analyze its ambiguity.

Subject and Data Collection

Data collection was conducted from August until September 2020. Purposive sampling technique was applied with specific criteria in choosing respondents, which are (1) Indonesian residents, (2) over 17 years old, and (3) experienced in purchasing leather products from Garut either online or offline in the last six months. Among 350 questionnaires collected, 53 were rejected due to not completely filled. Thus, only 297 questionnaires were suitable for further assessment.

RESULTS

Sample Characteristics

Table 1 illustrates the respondents' demographic characteristics. The respondents consist of 73 females and 224 males between 17 to older than 55 years old.

Measurement Model

The data analysis was conducted using a similarity model of partial least squares-structural (PLS-SEM). PLS-SEM was applied because this research aims to assess the linkage between the selected products to evaluate prediction competence from exogenous constructs. Also, as it focused on theory verification and the data were not distributed well, SEM-PLS was appropriate (Hair et al., 2017). It was employed to analyze the measurement model and test the structural model. On the stage of measurement model evaluation, convergent validity and discriminant validity tests were conducted. On convergent validity test, composite reliability value (CR) and Cronbach's alpha for every construct must be higher than 0.7 (Chin, 1998) and the value of the average variance extracted (AVE) must be higher than the suggested value of 0.5 (Hair et al., 2017).

Table 2 displays the test results of the measurement model. The results show a valid loading factor with a score above 0.7; therefore, those indicators can be used in the research model. Discriminant validity was tested with the Fornell-Larcker criterion. The test results indicate that the square root of every construct value of AVE is higher than the construct correlation of other latent variables (Fornell & Larcker, 1981). The AVE square root of each construct is higher than joint variants between constructs, as displayed in Table 3. These results conclude that discriminant validity is accepted.

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Variable	Description	Frequency	(%)
Gender	Female	73	24.6
	Male	224	75.4
Age	17 - 25 years old	154	51.9
	26 - 35 years old	33	11.1
	36 - 45 years old	27	9.1
	46 - 55 years old	31	10.4
	> 55 years old	52	17.5
Income/month	< IDR 1,000,000	78	26.3
	IDR 1,000,000 to < IDR 5,000,000	107	36
	IDR 5,000,000 to < IDR 10,000,000	64	21.5
	> IDR 10,000,000	29	9.8
	Not mentioned	19	6.4
Occupation	College Students	141	47.5
	Civil Servants	82	27.6
	Private Sector Employees	32	10.8
	Entrepreneurs	12	4
	Housewives	30	10.1
Total Spending of	< IDR 400,000	128	43.1
Each Purchase	IDR 400,000 - IDR750,000	117	39.4
	IDR 755,000 - IDR 1,000,000	29	9.8
	> IDR 1,000,000	23	7.7
Number of Products	1	182	61.3
of each purchase	2 - 3	58	19.5
	3 - 5	7	2.4
	>5	50	16.8

	Table I.	Res	ponden	t char	acterist	ics
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Table 2. The results of the measurement model

Construct/item	Loading	CR	AVE
Brand Experience		0.823	0.610
I am familiar with Garut leather product	0.739		
Garut leather product gives a positive impression to consumers	0.890		
Garut leather product makes a strong impression on the visual sense	0.701		
Brand Affect		0.809	0.683
I like the brand of Garut leather product	0.926		
The brand of Garut leather product makes me feel good	0.714		
Perceived Quality		0.877	0.641
Garut leather product is durable	0.810		
Garut leather product is able to fulfill my necessities	0.843		
Garut leather product has thoroughness of product details	0.757		
In general, I am satisfied with the quality of Garut leather product	0.789		
Price Perception		0.804	0.579
The price of Garut leather product is affordable	0.758		
The price of Garut leather product is lower than other leather product	0.806		
In general, I am satisfied with the price of Garut leather product	0.715		
Perceived Value		0.882	0.713
Garut leather product that I bought can be considered as a good purchase	0.856		
Garut leather product has varied and acceptable prices	0.832		
Garut leather product that I bought is good value for money.	0.844		
Repurchase Intention		0.812	0.591
I will buy Garut leather product when I need it	0.777		
I decide to buy Garut leather product in the near future	0.812		
I will repurchase Garut leather product after I perceive the benefits	0,715		

Table 3. Discriminant validity							
	1	2	3	4	5	6	
Brand Affect	0.827						
Brand Experience	0.656	0.781					
Perceived Quality	0.526	0.606	0.800				
Perceived Value	0.347	0.355	0.352	0.844			
Price Perception	0.273	0.330	0.326	0.663	0.761		
Repurchase Intention	0.388	0.563	0.612	0.540	0.436	0.769	

Structural Model

On structural model analysis, the assessment of model quality depends on its competence for analyzing endogenous constructs. The used criteria are determination coefficient (R^2), the effect size (f^2), cross-validated redundancy (Q^2), and path coefficients (Hair et al. 2017). On R^2 measure, the size criteria are 0.75 (substantial), 0.50 (moderate), and 0.25 (weak). The data analysis result shows that R^2 is 0.395 on perceived quality, 0.451 on perceived value, and 0.486 on perceived intention. It denotes that every mentioned variable is influenced by exogenous variables in moderate criteria. For f^2 measure, the size criteria are 0.35 (substantial), 0.15 (moderate), and 0.02 (weak). A substantial size effect is indicated with the influence of perceived quality toward repurchase intention (0.387) and price perception toward perceived value (0.624). Then, the moderate size effect is shown on the influence of brand experience toward perceived quality (0.156), brand affect toward perceived quality (0.042), perceived quality toward repurchase intention (0.119). Meanwhile, the weak size effect is evident in the influence of price perception toward repurchase intention (0.004). On Q^2 evaluation, the dependent variable of Q^2 has a bigger value than zero which means that it has an acceptable prediction ability (Hair et al., 2017).

Structural model testing indicates that there is a correlation between the latent variables. Table 4 displays the summary of the hypotheses testing results. It shows that repurchase intention is significantly influenced by perceived value ($\beta = 0.149$) and perceived quality ($\beta = 0.374$), while price perception does not significantly influence repurchase intention ($\beta = 0.374$); therefore, these results support H₁ and H₂ and reject H₃. Further, price perception does not significantly influenced by perceived quality ($\beta = 0.374$), which means rejecting H₄. Then, perceived value is significantly influenced by perceived quality ($\beta = 0.374$), which means rejecting H₄. Then, perceived value is supporting H₅ and H₆. Next, perceived quality is influenced by brand perception, i.e. brand experience ($\beta = 0.374$) and brand affect ($\beta = 0.374$), which support H₇ and H₈.

DISCUSSION

This research has resulted in several important points in repurchase intentions of leather fashion products. It reveals that brand perception (brand experience and brand affect) and product evaluation (perceived quality, price perception, and perceived value) are simultaneously able to predict repurchase intention. It is seen from the value of R^2 repurchase intention by 48.6%. It indicates the power of model predictive proposed. In the product evaluation model, perceived quality, perceived value, and price perception are crucial factors in purchase attitude (Kim et al., 2012; Sullivan & Kim, 2018). In addition, brand perception plays an important role in repurchasing

intentions toward a specific brand (Christodoulides et al., 2006). Theoretically, these results suggest that the model integration of brand perception and product evaluation can improve the predictive power of repurchase intention of leather fashion products. Even though there have been numerous studies regarding either product evaluation or brand reception, yet there has not been a study that integrates both models and shows their suitability in verifying repurchase intention.

Relationships (Hypothesis)	β	T value
Perceived value \rightarrow Repurchase intention (H ₁)	0.332	3.093**
Perceived quality \rightarrow Repurchase intention (H ₂)	0.476	6.773^{**}
Price perception \rightarrow Repurchase intention (H ₃)	0.062	0.683 ^{ns}
Price perception \rightarrow Perceived quality (H ₄)	0.132	1.480 ^{ns}
Perceived quality \rightarrow Perceived value (H ₅)	0.148	1.970
Price perception \rightarrow Perceived value (H ₆)	0.615	10.264**
Brand experience \rightarrow Perceived quality (H ₇)	0.417	4.135
Brand affect \rightarrow Perceived quality (H ₈)	0.212	2.086*

Notes: *Significance at (ρ =0.05); **Significance at (ρ =0.01); ^{ns} Not significant



Figure 2. The result of the integrated model Notes: *Significance at (ρ =0.05); **Significance at (ρ =0.01); ^{ns} Not significant

In the product evaluation model, perceived value and perceived quality are confirmed as important factors that influence repurchase intention. It strengthens the previous literature in analyzing the important role of perceived value and perceived quality in the customers' purchase and post-purchase processes (Li & Hitt, 2010; Rafdinal & Suhartanto, 2020). Consumers' repurchase intention is influenced by what is expected before purchase while perceived value acts as the influence for repurchase intention (Li & Hitt, 2010). In perceived quality, one shall repurchase a product if the supplier is able to serve good quality (Rafdinal & Suhartanto, 2020). If the quality suits consumers' desires, they will be interested to repurchase the product. Besides, it reveals that the

product evaluation model contributes to understanding and predicting repurchase intentions of leather fashion products.

Table 5. The summary of relationships assessment							
Variables		Direct effect		Indirect effect		Total effect	
		T-value	β	T- value	β	T-value	
Perceived value \rightarrow Repurchase intention (H ₁)	0.332	3.093**	-	-	0.332	3.093**	
Perceived quality \rightarrow Repurchase intention (H ₂)	0.476	6.773**	0.049	1.663 ^{ns}	0.525	8.793	
Price perception \rightarrow Repurchase intention (H ₃)	0.062	0.683 ^{ns}	0.274	3.150 [*]	0.336	4.979**	
Price perception \rightarrow Perceived quality (H ₄)	0.132	1.480 ^{ns}	-	-	0.132	1.480 ^{ns}	
Perceived quality \rightarrow Perceived value (H ₅)	0.148	1.970	-	-	0.148	1.970	
Price perception \rightarrow Perceived value (H ₆)	0.615	10.264**	0.020	1.253 ^{ns}	0.634	10.819**	
Brand experience \rightarrow Perceived quality (H ₇)	0.417	4.135	-	-	0.417	4.135	
Brand affect \rightarrow Perceived quality (H ₈)	0.212	2.086*	-	-	0.212	2.086*	

Table 5. The summary of relationships assessment

Notes: *Significance at (ρ =0.05); **Significance at (ρ =0.01); ^{ns} Not significant

The result of this study also shows an insignificant influence of price perception toward either repurchase intention or perceived quality. If it is viewed from the research object, Garut leather products have various types of items with various prices. Similar products may have different prices offered by different sellers. It makes price perception biased and subjective toward every consumer. In this case, price perception implies the change in transaction utility. As transaction utility is a component of overall value, competitive price perception must positively affect total value (Kim et al., 2007). It can be stated that there is a linkage between the price offered by the seller and the one perceived by consumers (Kim et al., 2012). It is discovered that price perception does not influence repurchase intention and perceived quality if consumers are free to opt for similar products at various prices.

From the aspect of brand perception, the result indicates that brand experience and brand affect equally influence perceived quality of leather fashion products. The producers can establish a strong brand by managing consumers' brand experience, which results in emotional fulfillment so that the consumers will develop a close and prolonged emotional connection with the brand (Candus, 2012). Brand affect refers to the emotional sentiment of the consumers about an object or event, or whether they like or dislike a brand (Peter & Olson, 2010). It denotes that there is a linkage between brand experience and brand affect in building a positive perception of the customers. In the case of Garut leather fashion products, a positive experience felt by consumers in using the product will cause positive emotional sentiment; thus, the product will be perceived to have a decent quality.

As a conclusion, this result draws three pivotal points. First, this study is one of the few studies which integrates brand perception model and product evaluation model to predict repurchase intention. Second, the model established verifies the exploration power of repurchase intention. It is seen from substantial R^2 value on the integrated model. Third, this research empirically confirms that constructs on brand perception model and product evaluation model are able to explain purchase intention. Hypotheses testing results also reveal that brand perception is able to illustrate the perceived quality while the product evaluation model is important to define repurchase intention. Thus, this established model is suitable to explain repurchase intentions in the context of leather fashion products.

MANAGERIAL IMPLICATION

Practically, there are some important implications in this research. To stimulate consumer repurchase intention, the company must design a strategy to improve consumers' perception of the value. First, it is crucial to identify the quality aspect, price perception, and the most appreciated value by the customers, and then make an effort in these areas to influence quality improvement, price refinement, and value. When customers are confronted with more than one supplier, they may compare a brand to its alternatives. The company must convey clearly that the quality, price, and value that they offer are better than their competitors. As an alternative, they can improve the quality of leather material, always follow the trend of the world's popular fashion, and adjust the price with the quality offered. Quality, fashion trends, and prices are important factors in the evaluation of consumers to buy Garut leather fashion products.

Second, marketing strategies must be developed to target the customers who believe in one particular brand. It is paramount to examine brand perception which plays an important role in influencing consumers' perceived quality. The marketers need to adjust the brand with customers' target perception. On brand experience, every seller of Garut leather fashion product has to make sure that the product they sell has a good quality. It can be done by setting a standard of product quality. Therefore, the consumers who purchase Garut leather fashion products obtain decent quality which finally create a positive impression. It is also related to brand affect, if consumers seem to like Garut leather products, they will create a positive perception toward it. Thus, it requires an important role of leather business entities in Garut, the government, and the Ministry of Cooperatives and SMEs to ensure the product standards and to promote Garut leather fashion products.

LIMITATION AND FUTURE RESEARCH

This research has several limitations along with its substantial contribution toward literature and practices. First, this research integrated the brand perception and product evaluation model to explain repurchase intentions. Future studies are expected to explore customer repurchase intention with different theory and model concepts to gain a wider understanding. Second, the majority of respondents are domiciled in West Java and its surroundings. Next studies are hopefully able to reach wider respondent variation geographically to obtain better findings generalization. Third, leather fashion products have various types with different segments and target consumers. The results may be different if the focus is changed with another type of product. Therefore, future research is expected to give a better contribution practically.

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