



Regular article

The Influence of Product Innovation, Product Quality, and Price on Repurchase Decision at Elegant Guitar with Customer Satisfaction as an Intervening Variable

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ABSTRACT

MSMEs are the leading sector of the Indonesian economy in achieving Indonesia's National Economic Growth. The problematic phenomenon faced by the MSME industry such as Elegant Guitar is the low level of sales due to weak repurchasing decisions from customers. The purpose of this study is to determine and analyze the effect of product innovation, quality of product, and price on Repurchase decisions through customer satisfaction at Elegant Guitar. This type of research is associative research and the data used is quantitative data. The research sample is 286 Elegant Guitar customers. The data analysis used is Partial Least Square Structural Equation Modeling. The results of the study directly show that product innovation has a negative and insignificant effect on customer satisfaction, product quality has a positive and significant effect on customer satisfaction, price has a positive and significant effect on customer satisfaction, product innovation has a negative and insignificant effect on repurchase decision, product quality has a positive but insignificant effect on repurchase decision, price has a positive and significant effect on repurchase decision, product innovation has a negative and insignificant effect on repurchase decision through customer satisfaction, product quality has a positive but insignificant effect on repurchase decision through customer satisfaction, and price has a positive but insignificant effect on repurchase decision through customer satisfaction.

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Introduction

The musical instrument industry, particularly guitars, has experienced rapid growth in line with the increasing public interest in music. Purchasing decisions are an important aspect of the retail business, including the musical instrument industry. Indonesian guitars successfully recorded potential transactions worth USD 963 thousand or IDR 15.5 billion at the Sound Messe in Osaka 2024, the largest annual musical instrument exhibition in Japan, held on May 11–12, 2024, at ATC Hall, Osaka. Indonesia's participation in this exhibition was the result of collaboration between the Ministry of Trade through the Indonesian Trade Promotion Center (ITPC) Osaka, the Trade Attaché of Tokyo, and the Consulate General of the Republic of Indonesia (KJRI) Osaka (Ministry of Trade of the Republic of Indonesia, 2024). This success

reflects the competitiveness of the Indonesian guitar industry in the international market, which is strongly influenced by factors such as product innovation, product quality, and pricing in affecting purchasing decisions. In addition, consumer satisfaction plays a vital role in strengthening purchasing decisions.

A purchase decision is a process in which consumers recognize a need, seek information, evaluate alternatives, and ultimately choose a specific product or service. According to Tjiptono (2020), a purchase decision is a process in which consumers assess products or brands that meet their needs. However, based on sales data from the past three months obtained from the three branches of Elegant Guitar, this can be seen in the graph below:

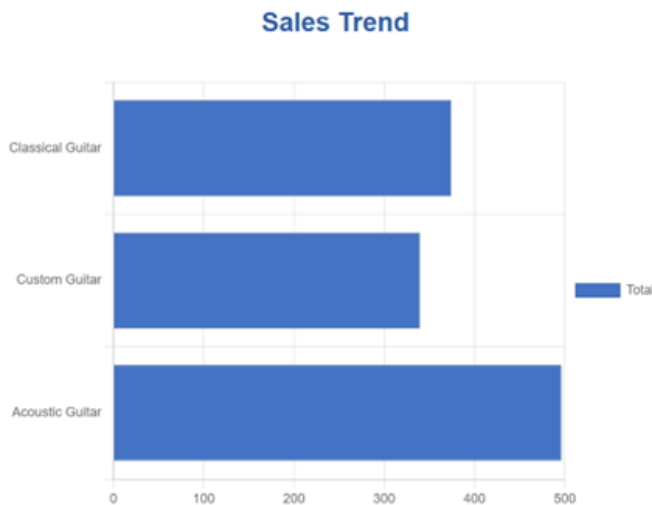


Figure 1 Elegant Guitar Sales Trend

Source: Data processed (2025)

Based on the sales trend chart, Acoustic Guitars recorded the highest sales (496 units), followed by Classical Guitars (374 units) and Custom Guitars (339 units). This variation in sales figures indicates that consumers tend to choose products that align with their needs and expectations. Purchasing decisions can be influenced by various factors such as product innovation, quality, and price. The high sales of Acoustic Guitars suggest that this product category may better match market preferences in terms of features, competitive pricing, and perceived quality. In contrast, the lower sales of Custom Guitars indicate that, despite their innovation, purchasing decisions for these products may be more selective due to higher pricing or specific consumer needs. This sales trend reflects how consumers consider multiple factors before making a purchase decision, opting for products that provide the best value according to their preferences.

One of the key factors influencing purchasing decisions is product innovation. Product innovation refers to the development and implementation of new ideas, processes, or products that provide added value to consumers. According to Prasetyo (2020), product innovation is an inspiring new idea that can be further developed. Innovation is deliberately created as part of development efforts and attractive business strategies. To remain competitive with other companies, continuous innovation must be carried out and further enhanced. Based on sales data from the past three months obtained from the three branches of Elegant Guitar, this is illustrated in the chart below.

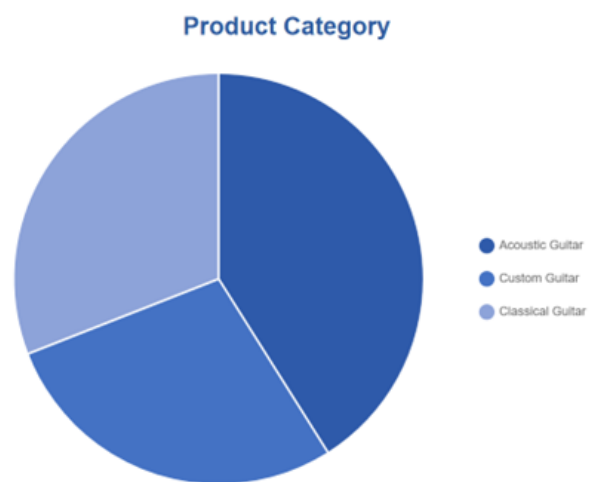


Figure 2 Product Categories of Elegant Guitar

Data processed (2025)

Based on the product category chart above, it can be seen that acoustic guitars have the highest sales, followed by classical guitars and custom guitars. The lower sales figures for custom guitars indicate that, although these products offer uniqueness and innovative features, they are not necessarily widely accepted by the market. This may be due to the fact that innovations in the design or features of custom guitars are targeted more toward a specific segment with particular preferences, unlike acoustic guitars, which are more commonly used by a broader audience.

In addition to innovation, product quality is also a factor that influences purchasing decisions. According to Kotler and Keller (2019), quality is the totality of features and characteristics of a product or service that rely on its ability to satisfy stated or implied needs. Based on sales data from the past three months obtained from the three branches of Elegant Guitar, this is illustrated in the chart below:

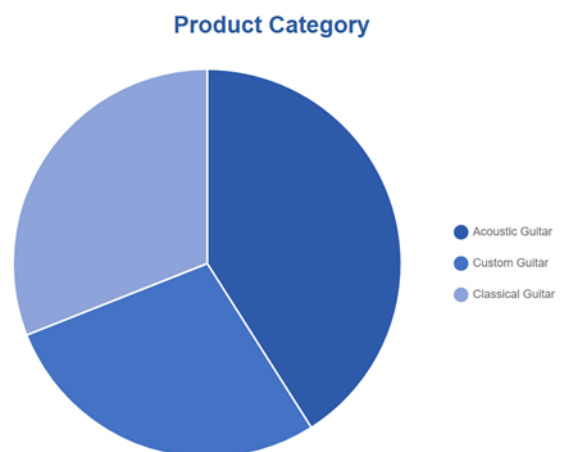


Figure 3 Percentage of Elegant Guitar Product Categories

Data processed (2025)

Based on the product category percentage chart above, acoustic guitars hold the largest share (41%), followed by classical guitars (31%) and custom guitars (28%). In relation to product quality, the dominance of acoustic guitar sales indicates that consumers prefer products with clear sound quality, high durability, and good materials. Meanwhile, although custom guitars offer unique designs and specifications, their smaller percentage suggests that consumers still prioritize standard quality aspects over customization.

In addition to product innovation and product quality, price is also a factor that influences purchasing decisions. According to Alma (2017), price is the value of a product expressed in monetary terms. Based on sales data from the past three months obtained from the three branches of Elegant Guitar, this is illustrated in the chart below.

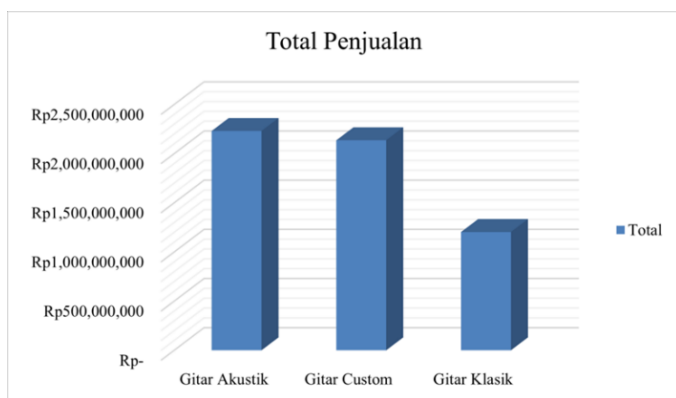


Figure 4 Total Product Sales by Category – Elegant Guitar Product Categories

Data processed (2025)

Based on the total sales chart, it can be seen that acoustic and custom guitars have higher sales values compared to classical guitars. This can be attributed to the pricing strategy implemented by Elegant Guitar. Acoustic and custom guitars generally offer a wider price range, from standard to premium categories, allowing them to reach various market segments. Meanwhile, classical guitars tend to cater to a more specific market niche, which may result in lower total sales. Consumers consider the alignment of price with their budget, quality, and the benefits gained from the product purchased. In addition, promotions or discounts also serve as attractive factors that increase consumer purchasing interest.

Based on the explanation and the phenomena described above, it can be concluded that in the musical instrument industry, various factors influence consumers’ purchasing decisions, including product innovation, product quality, and price. Appealing and distinctive product innovation can enhance a brand's attractiveness in a competitive market, while product quality plays a crucial role in meeting customer expectations. Moreover, price is a critical factor in purchasing decisions, as consumers tend to compare the value received with the cost they must incur. However, the dynamics of customer satisfaction as a variable that

may strengthen or weaken the relationship between these factors and purchasing decisions still need to be further explored in the context of the musical instrument industry. This reality encourages researchers to conduct a more in-depth study through research titled “The Influence of Product Innovation, Product Quality, and Price on Repurchase Decision at Elegant Guitar with Customer Satisfaction as an Intervening Variable.

Literature Review

Product Innovation

Product innovation is the process of developing or improving a product to enhance its functionality, quality, competitiveness, or added value for customers. According to Kotler & Keller (2019), product innovation may involve the introduction of new products, improvements in features or design, as well as changes that make the product more aligned with market needs. The goal of this innovation is to create a competitive advantage, increase customer satisfaction, and expand market share.

According to Prasetyo (2020), product innovation is an attractive new inspiration that can be further developed. Innovation is deliberately used within an organization to improve performance and enhance the company's competitiveness. This definition emphasizes the importance of creative ideas that are strategically implemented to achieve competitive advantage.

Quality of Product

Product quality is an important factor in determining consumer choice of a product. According to Kotler and Armstrong (2020), a product is anything that can be offered to a market to be noticed, acquired, used, or consumed that might satisfy a want or need. This definition emphasizes that a product is not only a tangible object, but also includes anything that can fulfill consumer wants or needs.

According to Heizer (2022), quality is defined as the total features and characteristics of a product or service that can satisfy customer needs, whether these needs are explicitly recognized or not. In other words, a product or service is considered to be of high quality if it is able to provide customer satisfaction, both in terms of tangible benefits such as durability and performance, and in terms of emotional satisfaction or a broader user experience. This approach indicates that companies must pay attention not only to the technical specifications of their products, but also to how the product can create value for customers based on their needs and expectations including those they may not yet be aware of.

Price

In the business world, price is a crucial factor that determines the value of a product or service in the eyes of consumers. According to Tjiptono (2020), price is a monetary unit or other measure exchanged to obtain ownership or the right to use a good or service. In practice, price

serves as a key indicator in purchasing decisions, as consumers will consider the balance between the price paid and the benefits received. Therefore, pricing strategies must be carefully designed to remain competitive in the market while also ensuring profitability for the producer.

According to Mardia et al. (2021), price is defined as the amount of money paid for a product or service, or the amount of value exchanged by consumers to gain the benefits or usage of a product or service. The greater the benefits obtained from a product, the more likely consumers are willing to pay a higher price. Therefore, companies must ensure that the price set is aligned with the value and quality of the product delivered to customers.

Repurchase Decision

Repurchase decision is a part of customer loyalty that is manifested in the actual behavior of repeatedly buying a particular product or service based on positive experiences, satisfaction, and perceived value of the product (Tjiptono, 2021). Repurchase decisions are an important indicator in measuring customer loyalty and are often influenced by product quality, satisfaction, trust, and customer value. According to Kotler (2021), a repurchase decision is a form of post-purchase consumer behavior that indicates satisfaction and trust in a particular brand or product, leading to a willingness to make repeat purchases. Repurchase behavior is a sign of customer loyalty and is usually influenced by customer satisfaction, trust, perceived value, and the tendency to continue choosing the same brand or product.

According to Hanaysha (2018), a repurchase decision is the tendency of customer behavior to buy the same product or service again based on previous positive experiences. This variable is often used to measure customer loyalty, which is shaped by satisfaction, trust, perceived value, and the quality of service or product received by the consumer. Kotler and Keller (2022) state that a repurchase decision is a post-purchase behavior that occurs when consumers feel satisfied, trust the brand, and perceive that the product provides greater value compared to alternatives. This indicates that repurchase decisions are driven not only by need but also by customers’ perceptions and emotional experiences. Furthermore, customer loyalty that leads to repeat purchases is also influenced by factors such as perceived value, ease of access to the product, and the brand's ability to meet consumer expectations (Kotler & Keller, 2022).

Customer Satisfaction

Customer satisfaction is a crucial aspect in the business world that determines a company's success in delivering value to its consumers. According to Hasan (2020), customer satisfaction is the level of feeling that arises after customers compare the performance or results they experience with their prior expectations. If the performance of a product

or service meets or even exceeds customer expectations, they will feel satisfied.

According to Sunyoto (2019), consumer satisfaction is one of the key factors that influence a person's decision to shop at a particular place. This satisfaction is affected by various factors such as product quality, price, service, and the overall experience gained when interacting with a brand or company. When customers are satisfied with their shopping experience, they are more likely to return for repeat purchases and become loyal customers. Therefore, companies need to focus on strategies to enhance consumer satisfaction in order to build long-term, profitable relationships.

Drawing from the literature review and prior studies, a conceptual framework can be developed. Sugiyono (2016) defines the conceptual framework as a representation of the research variables and how theories connect to the variables being investigated, specifically the independent and dependent variables. The conceptual relationships between these variables will be described as follows:

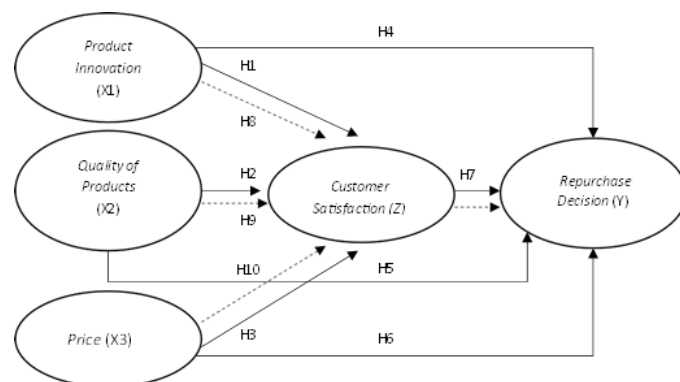


Figure 5 Conceptual Framework

Methodology

Research Population and Sample

The population in this study consists of all Elegant Guitar customers from its three branches. This population was selected because the objective of the research is to explore the influence of product innovation, product quality, and price on repurchase decisions, with customer satisfaction as a mediating variable. According to Sugiyono (2019), a population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. The total population in this study is 1,000 customers, recorded from November 29, 2023, to January 1, 2025. The required sample size for this study is 286 respondents. The sample will be randomly selected from the population to ensure representation that covers all customer groups within Elegant Guitar.

Data analysis

The data analysis method used in this study is partial regression analysis (partial least square/PLS), which aims to test the hypotheses proposed in this research.

Results and Discussion

Descriptive Analysis Results

According to Sugiyono (2017), descriptive analysis is a type of analysis in which data is collected, organized, grouped, analyzed, and then interpreted objectively to provide an overview of the issues being studied and to explain the results of the calculations. The questionnaire consists of a total of 50 statement items: 10 items for the product innovation variable (X1), 14 items for the product quality variable (X2), 8 items for the price variable (X3), 8 items for the customer satisfaction variable (Z), and 10 items for the repurchase decision variable (Y).

Respondent Characteristics Analysis

Table 1 Frequency Distribution and Percentage of Respondent Characteristics

Description	Category	Frekuensi	Presentasi
Gender	Man	197	68,88
	Woman	89	31,12
	Total	286	100,0
Age	17-25	146	51,04
	26-34	76	26,57
	35-43	41	14,33
	44-52	20	6,99
	>52	3	1,04
	Total	286	100,0
Last education	Senior High School	159	55,59
	D3	9	3,14
	S1	111	38,81
	S2	2	0,69
	S3	5	1,74
	Total	286	100,0
Work	Students	99	34,61
	Self-employed	102	35,66
	Civil Servants/TNI/POLRI	52	18,18
	Private sector employee	32	11,18
	Housewife	1	0,34
	Total	286	100,0
Income (Rupiah)	< Rp 1.000.000	67	23,42
	1.000.000 - 3.000.000	87	30,41
	3.000.000 - 5.000.000	95	33,21
	5.000.000 - 8.000.000	28	9,79
	8.000.000	9	3,14
	Total	286	100,0

The majority of respondents were male, totaling 197 individuals or 68.88%. This male dominance is likely due to the fact that guitars and guitar-playing activities are generally more popular among men, both as a hobby and a profession. Additionally, the image of the guitar is often associated with masculinity in popular culture, making it more appealing to male consumers. Most respondents were in the age range of 17–25 years, with 146 individuals or 51.04%. The dominance of this younger age group reflects a higher interest in musical instruments like guitars among the younger generation. At this age, individuals are

typically exploring or developing hobbies and talents, and they often have more free time compared to older age groups. The majority of respondents had completed senior high school (SMA), with 159 individuals or 55.59%. This aligns with the age group dominance, as many are still students or recent high school graduates. This education level also reflects that guitars are popular among those who have not yet entered higher education or have just begun. The most dominant employment categories were entrepreneurs (self-employed) with 102 individuals (35.66%), followed by students/university students with 99 individuals (34.61%). This shows two main consumer segments for Elegant Guitar: those with flexible time and independent income (entrepreneurs), and the younger demographic who are generally more interested in creative activities like playing music (students). The income group of Rp3,000,000-Rp5,000,000 was the most dominant, comprising 95 individuals or 33.21%. This indicates that Elegant Guitar products are accessible to the lower-middle-income segment, who have enough purchasing power for hobbies but still consider affordability. Guitars, in this context, can be seen as a relatively affordable hobby investment for this group.

Hypothesis Test Results

A path model is a diagram used to visually present hypotheses and the relationships between variables being examined when Structural Equation Modeling (SEM) is applied (Hair, 2021). The overall hypothesis testing in this study uses the Partial Least Squares (PLS) method. Partial Least Squares (PLS) is an analytical method that is not based on many assumptions (Ghozali, 2018). The PLS method allows the tested model to operate under assumptions such as: the data does not have to be normally distributed, measurement scales can be nominal, ordinal, interval, or ratio, a large sample size is not required, indicators do not have to be reflective (they can be either reflective or formative), and the model does not have to be based strictly on theory (Ghozali, 2018).

Table 2 Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O-STDEV)/V)	P Values	Hypohotesis
Customer Satisfaction (Z) -> Repurchase Decision (Y)	0,171	0,168	0,077	2,206	0,028	Accepted
Price (X3) -> Customer Satisfaction (Z)	0,206	0,215	0,083	2,488	0,013	Accepted
Price (X3) -> Repurchase Decision (Y)	0,189	0,192	0,083	2,282	0,023	Accepted
Product Innovation (X1) -> Customer Satisfaction (Z)	-0,088	-0,074	0,089	0,998	0,319	Rejected
Product Innovation (X1) -> Repurchase Decision (Y)	-0,028	-0,017	0,103	0,268	0,789	Rejected
Quality of Product (X2) -> Customer Satisfaction (Z)	0,359	0,359	0,081	4,411	0,000	Accepted
Quality of Product (X2) -> Repurchase Decision (Y)	0,136	0,135	0,078	1,736	0,083	Rejected
Price (X3) -> Customer Satisfaction (Z) -> Repurchase Decision (Y)	0,035	0,035	0,022	1,632	0,103	Rejected
Product Innovation (X1) -> Customer Satisfaction (Z) -> Repurchase Decision (Y)	-0,015	-0,012	0,018	0,851	0,395	Rejected
Quality of Product (X2) -> Customer Satisfaction (Z) -> Repurchase Decision (Y)	0,061	0,061	0,034	1,787	0,075	Rejected

Source: data processed by smartpls, 2025

The Influence of Product Innovation on Customer Satisfaction

Theoretically, product innovation is considered one of the key strategies in shaping customer satisfaction. According to Kotler & Keller (2016), product innovation can create a competitive advantage by offering new benefits that exceed consumer expectations. Innovation is also believed to enhance the customer's perceived value of a product, which ultimately strengthens loyalty and satisfaction. In the context of musical instruments such as guitars, product innovation may involve various aspects, including improved sound quality, ergonomic design, lighter and more durable materials, or integration with digital technologies like automatic tuners or app connectivity. Thus, theoretically, the higher the level of innovation perceived by customers, the greater the potential increase in satisfaction, as the product is seen as more relevant, beneficial, and helpful in achieving the user's goals.

However, the results of this study show that Product Innovation does not have a significant effect on Customer Satisfaction, and even displays a negative direction. Technically, this phenomenon can be explained by field conditions. Most Elegant Guitar customers are young individuals with a high school education and come from lower-middle income groups. This segment tends to focus more on basic functional aspects such as affordable prices, standard sound quality, and product durability. Technological innovations or overly modern designs may not yet be seen as important or may not even be fully understood by this segment. Furthermore, if the innovation implemented is not well communicated or does not align with the actual needs of the customers, it will fail to provide any perceived added value. For instance, new features like unique body shapes or added technology might instead confuse customers, cause discomfort, or make the product feel too "experimental." As a result, rather than increasing satisfaction, such innovations may actually lead to doubt or mistrust regarding the product's quality.

The Influence of Product Quality on Customer Satisfaction

Theoretically, product quality is one of the main determinants in creating customer satisfaction. According to Kotler and Armstrong (2018), product quality is a product's ability to perform its functions, including durability, reliability, precision, ease of use and repair, as well as aesthetic attributes that align with consumer expectations. A high-quality product will be able to meet or even exceed customer expectations, which in turn increases their level of satisfaction. In the context of musical instruments such as guitars, product quality includes aspects like sound clarity, sturdiness of materials (e.g., the type of wood), tuning precision, playability, and long-term durability. Therefore, it is theoretically reasonable that an increase in product quality directly contributes to customer satisfaction, as the product fulfills both emotional and functional needs of the user.

Technically, this positive and significant result can be explained by real-world conditions, particularly based on the characteristics of Elegant Guitar customers. The majority of customers are young people who, although they may have limited purchasing power, still expect products to meet a certain standard of quality. For them, a guitar is not just a musical instrument, but also a form of self-expression and identity. Poor quality is immediately noticeable both visually and audibly when played, which greatly affects the user experience. Conversely, a well-made product such as one with clear sound, solid build, and attractive visuals will bring satisfaction because it meets expectations and may even boost the user's confidence. In the music market, perceptions of quality spread quickly through word of mouth and community networks. Therefore, customers who are satisfied with a product's quality are more likely to recommend it to others and return for future purchases.

The Influence of Price on Customer Satisfaction

Theoretically, price is one of the key elements in the marketing mix that directly affects consumer perception and satisfaction. According to Zeithaml (1988), price not only represents the amount of money paid but also reflects the perceived value received by the consumer from the product. When consumers feel that the price of a product is fair or even lower than the benefits or quality obtained, they tend to feel satisfied. In this context, perceived value becomes the intersection between price perception and experienced satisfaction. Consumers who receive a product at a price they perceive as fair or affordable while enjoying satisfactory quality and usage experience are more likely to feel satisfied and even become loyal customers. Therefore, in theory, fair and competitive pricing plays a significant role in creating customer satisfaction, especially within price-sensitive market segments.

From a technical perspective in the field, the result showing that price has a positive and significant influence on customer satisfaction at Elegant Guitar can be explained by the demographic profile of the respondents. Most respondents are young consumers (aged 17–25) with lower-middle income and a high school education background. This segment is highly price-conscious when making purchases, and they tend to compare prices across brands or stores before making a decision. Elegant Guitar's products, which offer a combination of good sound quality, appealing design, and competitive pricing, are perceived as value for money by customers. Additionally, extra services such as bundle offers, seasonal discounts, or simple accessory bonuses further strengthen the perception that the price offered truly provides added value. This leads customers to feel satisfied not only with the physical product but also with the economic decision they made.

The Influence of Product Innovation on Repurchase Decision

Theoretically, product innovation is believed to be one of the

strategic factors influencing consumer purchasing decisions. According to Schilling (2013), effective product innovation can create a competitive advantage by offering new features, improving existing functions, and enhancing the product's appeal in the market. Innovation also enables companies to differentiate their products from competitors and to meet the evolving needs of customers. In marketing, consumers who observe updates or uniqueness in a product are generally more interested in trying it and, eventually, making a purchase. Therefore, in theory, relevant and clearly visible product innovations should lead to increased purchasing decisions by consumers especially in creative industries such as musical instruments, which are often associated with lifestyle and identity.

The Influence of Product Quality on Repurchase Decision

Theoretically, product quality is one of the main determinants in the purchasing decision-making process. According to Garvin (1987) and Kotler & Keller (2016), product quality reflects a product's ability to meet or exceed customer expectations across various dimensions, such as performance, durability, features, reliability, and aesthetics. From the consumer's perspective, purchasing decisions are generally based on their perception of the benefits or advantages offered by the product. Therefore, products with higher quality are logically assumed to be more attractive to buy because they provide assurance that the product will deliver a satisfying and valuable user experience. In the musical instrument industry, especially guitars, quality aspects such as sound clarity, material strength, comfort during play, and product finishing are important elements that shape perceived value and drive purchasing decisions.

The Influence of Price on Repurchase Decision

Theoretically, price is one of the most crucial elements in the purchasing decision-making process. In the marketing mix, price is not merely viewed as a nominal figure but also reflects the value received by consumers for what they pay. According to Monroe's theory (1990), purchasing decisions are greatly influenced by consumers' perception of the fairness between the price and the benefits they expect from a product. If consumers feel that the price of a product is reasonable and corresponds to the quality or experience they will receive, their tendency to purchase the product will increase. In this context, price is not simply about being cheap or expensive, but rather how consumers perceive the value they obtain as equal to or greater than the cost incurred. Therefore, the perception of a fair and affordable price significantly contributes to shaping purchasing decisions.

The Influence of Customer Satisfaction on Repurchase Decision

Theoretically, customer satisfaction is a key factor influencing consumers' subsequent behavior, including repurchase or continued purchase decisions. Festinger's (1957) cognitive dissonance theory states

that consumers seek balance between their expectations and the actual experience they have with a product or service. When perceived product performance exceeds or at least matches initial expectations, a sense of satisfaction emerges. According to Kotler & Keller (2016), high satisfaction fosters trust and confidence in the product, which in turn increases the likelihood that consumers will decide to repurchase or even recommend the product to others. In other words, customer satisfaction serves as a bridge between past purchasing experiences and future buying decisions. In the context of musical instruments such as guitars, a positive experience while using the product whether in terms of sound quality, comfort, or after-sales service—will strengthen the customer's decision to repurchase or remain loyal to the brand.

The Influence of Product Innovation on Repurchase Decision Through Customer Satisfaction

Based on the results of the SEM-PLS analysis, it was found that the indirect effect of Product Innovation on Repurchase Decision through Customer Satisfaction is negative and not significant; therefore, this hypothesis is rejected. Theoretically, product innovation has the potential to shape customer satisfaction, which ultimately impacts purchasing decisions. According to Schumpeter's (1934) theory, innovation is a crucial element in creating new value and product differentiation in the market. Targeted innovation is believed to enhance customer experience, enrich product functionality and aesthetics, and create positive surprises that exceed consumer expectations. In the context of modern marketing, as explained by Kotler & Keller (2016), innovation is not only aimed at producing new products but also at fostering satisfaction by adapting products to the continuously evolving needs and preferences of consumers. Therefore, in theory, if innovation is able to generate customer satisfaction, that satisfaction can serve as a mediating path that strengthens consumers' repurchase decisions.

The Influence of Product Quality on Repurchase Decision Through Customer Satisfaction

Based on the results of the SEM-PLS data analysis, it was found that the indirect effect of Product Quality on Repurchase Decision through Customer Satisfaction is positive but not significant; therefore, this hypothesis is rejected. Theoretically, product quality is one of the main drivers of customer satisfaction, which is believed to play an important role in influencing purchasing decisions. According to Garvin (1987) and Kotler & Keller (2016), good product quality in terms of durability, reliability, performance, and aesthetics provides a positive experience for customers, resulting in high satisfaction. Within a causal path framework, when consumers are satisfied with the quality of the products they receive, they tend to continue or repeat their purchases. Therefore, in theory, it can be assumed that product quality not only has a direct impact on purchasing decisions but also an indirect impact

through customer satisfaction. In the context of products such as guitars, aspects like material quality, comfort while playing, and sound stability are important factors that are rationally expected to influence satisfaction and encourage future purchase decisions.

The Influence of Price on Repurchase Decision Through Customer Satisfaction

Based on the results of the SEM-PLS analysis, it was found that the indirect effect of Price on Repurchase Decision through Customer Satisfaction is positive but not significant; therefore, this hypothesis is rejected. Theoretically, price is one of the key components in marketing strategy that not only directly influences purchase decisions but also indirectly through customer satisfaction. According to Kotler & Keller (2016), a price perceived as fair and proportional to the benefits received will create a sense of satisfaction in consumers. In this context, satisfaction acts as a mediator between price perception and purchasing decisions. When consumers feel that they receive a product of equal or greater value than what they paid for, they tend to feel satisfied and are more likely to continue or repeat the purchase. Thus, in theory, a fair and competitive price perception is expected to generate satisfaction, which in turn strengthens consumers' intention and decision to repurchase the product.

Conclusions

Based on the results of data processing and research observations, the conclusions can be summarized as follows:

1. Product Innovation has a negative and insignificant effect on Customer Satisfaction. This means that if Product Innovation increases, Customer Satisfaction will slightly decrease, though the effect is not significant, and vice versa.
2. Product Quality has a positive and significant effect on Customer Satisfaction. This means that if Product Quality increases, Customer Satisfaction will also significantly increase, and vice versa.
3. Price has a positive and significant effect on Customer Satisfaction. This means that if Price is improved, Customer Satisfaction will also significantly increase, and vice versa.
4. Product Innovation has a negative and insignificant effect on Repurchase Decision. This means that if Product Innovation increases, Repurchase Decision will slightly decrease, though the effect is not significant, and vice versa.
5. Product Quality has a positive but insignificant effect on Repurchase Decision. This means that if Product Quality increases, Repurchase Decision will also increase, but the effect is not significant, and vice versa.
6. Price has a positive and significant effect on Repurchase Decision.

This means that if Price is improved, Repurchase Decision will also significantly increase, and vice versa.

7. Customer Satisfaction has a positive and significant effect on Repurchase Decision. This means that if Customer Satisfaction is improved, Repurchase Decision will also significantly increase, and vice versa,
8. Product Innovation has a negative and insignificant effect on Repurchase Decision through Customer Satisfaction in the case of Elegant Gitar. This means that if Product Innovation increases, Repurchase Decision will slightly decrease through Customer Satisfaction, though the effect is not significant, and vice versa.
9. Product Quality has a positive but insignificant effect on Repurchase Decision through Customer Satisfaction in the case of Elegant Gitar. This means that if Product Quality increases, Repurchase Decision will increase through Customer Satisfaction, but the effect is not significant, and vice versa.
10. Price has a positive but insignificant effect on Repurchase Decision through Customer Satisfaction in the case of Elegant Gitar. This means that if Price increases, Repurchase Decision will also increase through Customer Satisfaction, though the effect is not significant, and vice versa.

For future research, it is recommended that studies not only examine the direct and indirect effects of product innovation, product quality, and price on customer satisfaction and repurchase decision in the context of Elegant Gitar, but also explore additional variables that may moderate or mediate these relationships. These variables could include brand image, customer loyalty, perceived value, emotional attachment, or marketing communication effectiveness. Moreover, future researchers are encouraged to conduct comparative studies across different musical instrument brands or product categories to gain broader insights into consumer behavior. Cross-regional or cross-demographic studies could also help identify how cultural, economic, or generational factors influence the relationship between marketing strategies and repurchase decisions. Such comprehensive investigations would provide a more nuanced understanding of how to build sustainable customer satisfaction and long-term purchasing intentions in a highly competitive market.

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