



## **THE INFLUENCE OF BRAND REPUTATION, PRODUCT QUALITY, AND PRICE ON REPURCHASE INTENTION OF RESPIRO RIDINGWARE PRODUCTS IN SURABAYA**

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### **ABSTRAK**

*This study aims to analyze the extent to which Brand Reputation, Product Quality, and Price influence consumers' Repurchase Intention of Respiro Ridingware products in Surabaya. This research uses a quantitative approach. The sampling technique applied is probability sampling with a simple random sampling method, and the Slovin formula was used to determine the number of respondents, totaling 100 participants. The research findings indicate that Brand Reputation, Product Quality, and Price simultaneously have a significant influence on consumers' Repurchase Intention.*

**Keywords:** *Brand Reputation, Product Quality, Price and Repurchase Intention.*

### **A. INTRODUCTION**

As the motorcycle industry in Indonesia develops, the demand for rider equipment, particularly riding gear, is increasing. Riding gear, which includes jackets, pants, gloves, and other body protection, is designed to provide greater comfort and protection for motorcyclists. These products not only protect riders from the risk of injury in accidents but also offer a comfortable ride in all types of weather. Furthermore, riding apparel has become an essential element for riders, who are increasingly prioritizing fashion and popularity when selecting riding gear.

The development of the riding apparel market in Indonesia is accompanied by increasingly fierce competition among brands, both local and international. Various brands are competing to market their products using various methods, both directly in stores and online on e-commerce sites, to reach a wider consumer base. This intensifies competition, requiring companies to continuously innovate and improve product quality to maintain consumer relevance. In this highly competitive environment, understanding consumer preferences and market needs is key for riding apparel brands to survive and thrive in the rapidly expanding Indonesian market (Widawati & Arifin, 2021).

Respiro Ridingware is a local brand widely recognized by motorcycle users in Indonesia. This brand has a strong reputation as a manufacturer of high-quality riding gear that prioritizes safety, comfort, and stylish design. With its various innovations and high-quality materials, Respiro Ridingware has successfully captured the attention of consumers. However, in an increasingly competitive market, where both local and international brands compete to provide similar products, the company must work harder to maintain its position as a leading brand. One way to determine how much consumers consider repurchasing a product is through repurchase intention. (Pratama & Arifin, 2024)

Brand reputation has a significant impact on how consumers make choices, as brands with a positive and widely recognized image tend to build a high level of trust in the eyes of consumers. Product quality is also an element that influences repurchase intention. Customers who are satisfied with the products they purchase tend to show higher loyalty and are more likely to make repeat purchases in the future. Price is a key element influencing consumer repurchase intention. Consumers typically consider whether the cost is commensurate with the quality they receive (Arifin et al., 2020).

With increasingly fierce competition in the ridingware market, understanding the factors that influence repurchase intention is crucial. Therefore, the study chose the title "The Influence of Brand Reputation, Product Quality, and Price on Repurchase Intention of Respiro Ridingware Products in Surabaya."

## B. RESEARCH METHODOLOGY

This research uses a quantitative method, according to Sugiyono (2019), which is a research technique based on the philosophy of positivism. Quantitative methods involve collecting real and evidence-based data, by applying scientific principles objectively, measurably, rationally, and structured. This research aims to test previously made hypotheses with the aim of gaining an understanding of the relationship between two or more variables. In this case, this research will analyze the causal relationship between the independent and dependent variables.

This research begins by testing the quality of the data through validity and reliability to ensure the accuracy of the tools used. Next, classical assumption tests are carried out which include checking for multicollinearity, heteroscedasticity, and normality to ensure that the data meets the basic assumptions of regression analysis. Next, multiple linear regression analysis is used to examine the relationship between the independent and dependent variables. Then, the T test is used to measure the influence of each independent variable, the F test to evaluate general significance, and the R test is used to evaluate the strength of the relationship between variables. In this research, the questionnaire data collection technique used was distributed by the researcher to the Respiro Ridingware Store Surabaya on Jl. Raya Nginden No. 8 Surabaya.

## C. RESEARCH RESULTS AND DISCUSSION

### RESEARCH RESULTS

**Table 1 Validity Test**

No	r hitung	r tabel	information
1	0,755	0,18	VALID

<b>2</b>	0,732	0,18	VALID
<b>3</b>	0,755	0,18	VALID
<b>4</b>	0,745	0,18	VALID
<b>5</b>	0,722	0,18	VALID
<b>6</b>	0,727	0,18	VALID
<b>7</b>	0,766	0,18	VALID
<b>8</b>	0,792	0,18	VALID
<b>9</b>	0,767	0,18	VALID
<b>10</b>	0,676	0,18	VALID
<b>11</b>	0,745	0,18	VALID
<b>12</b>	0,666	0,18	VALID
<b>13</b>	0,712	0,18	VALID
<b>14</b>	0,717	0,18	VALID
<b>15</b>	0,721	0,18	VALID

Source: Data processed by SPSS 25 (2025)

**Table 2 Reliability Test**

Cronbach's Alpha	N of Items
.937	15

Source: Data processed by SPSS 25 (2025)

Of the 15 questions, valid results were obtained from the validity analysis conducted using SPSS 25. Because the significant number is lower than alpha (0.05), and the value of the Cronbach's Alpha coefficient for each research variable measurement instrument is large. It is known that the four measurement instruments are declared reliable, and testing must be continued to the next stage.

**Table 3 Normality Test**

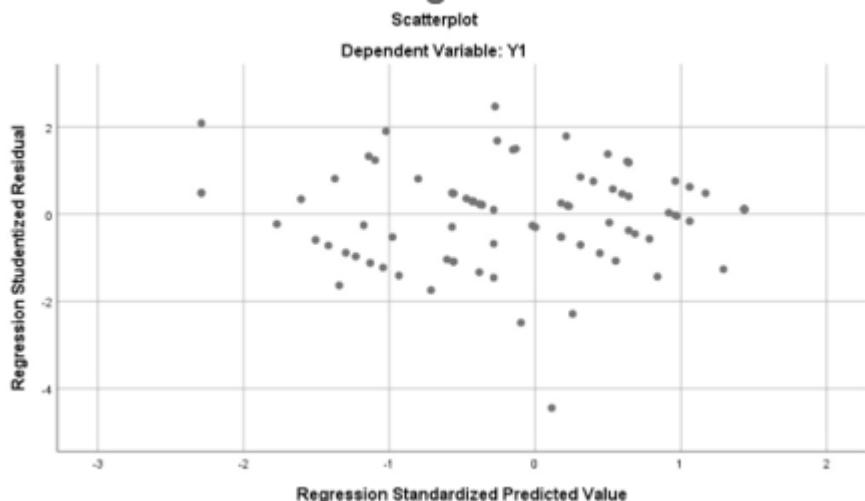
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0117424
	Std. Deviation	1.38022293
Most Extreme Differences	Absolute	.127
	Positive	.127
	Negative	-.115
Monte Carlo Sig. (2-tailed)	Sig.	.073 <sup>c</sup>
	99% Confidence Interval	
	Lower Bound	.066
	Upper Bound	.080

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed by SPSS 25 (2025)

**Table 4 Heterokedastisity Test**

Source: Data processed by SPSS 25 (2025)

**Table 5 Multikolinearity Test**

Collinearity Statistics		
Model	Tolerance	VIF
X1	.350	2.856
X2	.275	3.638
X3	.318	3.143

a. Dependent Variable: Y1

Source: Data processed by SPSS 25 (2025)

The results of the table above show a significance value of  $0.08 > 0.05$ . Normally distributed. Therefore, this data is suitable for regression analysis. And it can be seen that the data is spread above and below the number 0. This pattern shows a wave, and also does not widen or narrow. Therefore, it can be concluded that "The Effect of Brand

Reputation, Product Quality, and Price on Repurchase Intention of Respiro Ridingware Surabaya Products" does not show any heteroscedasticity problems. Then the tolerance value is greater than 0.10 or the VIF value is below 10, then there is no indication of multicollinearity in the independent variables.

**Table 6 Multiple Linear Regression Test**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	-1.318	1.046	-1.260	.211
	Reputasi Merek	.231	.119	.198	.055
	Kualitas Produk	.248	.083	.344	.004
	Harga	.325	.106	.328	.003

a. Dependent Variable: Repurchase Intention

Source: Data processed by SPSS 25 (2025)

Referring to the results from the table above, a regression model can be developed:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = -1.318 + 0.231 + 0.248 + 0.325$$

From the analysis, it can be concluded that the two independent variables, brand reputation and product quality, have a positive and significant impact on repurchase intention. Price has a stronger influence than brand reputation and product quality.

**Table 7 Parsial Test (T)**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	-1.318	1.046	-1.260	.211
	Reputasi Merek	.231	.119	.198	.055
	Kualitas Produk	.248	.083	.344	.004
	Harga	.325	.106	.328	.003

a. Dependent Variable: Repurchase Intention

a. Testing the Significance of the Brand Reputation Variable (X1)

The t-value for Brand Reputation is 1.944, indicating a positive value. As shown in Table 4.6, the obtained sig. value is  $0.055 > 0.05$ , indicating that Brand Reputation has no significant effect on Repurchase Intention. However, the calculated t-value is  $> 1.944 > 1.984$ , indicating that the Brand Reputation coefficient has a partial significant effect on Repurchase Intention.

b. Testing the Significance of the Product Quality Variable (X2)

The t-value for Product Quality is 2.987, indicating a positive value. As shown in Table 4.6, the obtained sig. value is  $0.004 < 0.05$ , indicating that product quality has a significant effect on Repurchase Intention. Furthermore, the calculated t-value is  $> 2.98$ .

c. Testing the Significance of the Price Variable (X3)

The calculated t-value for Price is 3.062, which is positive. The resulting t-value is 1.9842. Table 4.6 above shows that price significantly influences repurchase intention, as indicated by a significance value of  $0.003 < 0.05$ . Furthermore, the t-value is greater than the t-value ( $3.062 > 1.984$ ). Thus, the price coefficient partially influences repurchase intention.

**Table 8 Simultan Test ( F)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	298.460	3	99.487	59.476	.000 <sup>b</sup>
	Residual	160.580	96	1.673		
	Total	459.040	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Reputasi Merek (X1), Kualitas Produk (X2), Harga (X3)

Source: Data processed by SPSS 25 (2025)

The results of the F-analysis show a significance level of 0.000, which is below the 0.05 threshold, confirming that these three independent variables have a significant impact on repurchase intention, thus accepting the Ha hypothesis.

**Table 9 Determinasy Test (R2)**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 <sup>a</sup>	.650	.639	1.293

a. Predictors: (Constant), Reputasi Merek (X1), Kualitas Produk (X2), Harga (X3)

Source: Data processed by SPSS 25 (2025)

According to the results of the determination test, it can be concluded that 80.6% of the variation in consumer Repurchase Intention towards Respiro Ridingware Surabaya products can be explained by the variables of Brand Reputation, Product Quality, and Price, while the remaining 19.4% is influenced by other variables outside this study.

## DISCUSSION

### 1. The Influence of Brand Reputation (X1) on Repurchase Intention (Y)

Brand reputation plays a significant role in influencing consumers' repurchase intention for Respiro Ridingware Surabaya products. A good reputation can build trust, foster positive perceptions in consumers' minds, and encourage loyalty, ultimately increasing consumers' likelihood of repurchasing the product. Therefore, companies must ensure consistent quality, effective brand communication, and good relationships with consumers to maintain and enhance their brand reputation in an increasingly competitive marketplace.

### 2. The Influence of Product Quality (X2) on Repurchase Intention (Y)

The main factor influencing Repurchase Intention for Respiro Ridingware Surabaya products is product quality. High-quality products can satisfy consumers, create positive experiences, and build trust, which encourages repurchase intention. Therefore, maintaining quality standards, material durability, comfort, and product suitability to consumer needs are key for Respiro in maintaining repurchase intention and strengthening its market position.

3. The Effect of Price (X3) on Repurchase Intention (Y)

Price plays a significant role in influencing the level of repurchase intention of Respiro Ridingware Surabaya products. When the price is perceived as commensurate with the quality and benefits of the product, this will increase consumer satisfaction and perceived value. If customers believe that the value they receive is comparable to, or even lower than, the price they pay, the likelihood of repurchase intention is higher. Therefore, implementing a fair and competitive pricing strategy is crucial in driving consumer loyalty and repurchase intention.

4. The Influence of Brand Reputation (X1), Product Quality (X2), and Price: Brand reputation, product quality, and price simultaneously play a significant role in repurchase intention of Respiro Ridingware products in Surabaya. These three factors mutually support each other in shaping consumers' positive views of the product. A reputable brand fosters trust, high-quality products generate satisfaction, and reasonable prices provide additional benefits to consumers. The combination of these three factors drives consumer repurchase intention, strengthens their loyalty, and enhances Respiro's competitiveness in the competitive marketplace.

A 2018 study by Silvia Nurfitriana and Francy Iriani aligns with this research, examining the influence of brand image, product quality, and price on consumer repurchase intentions for Wardah beauty products. This study revealed that each element—brand image, product quality, and price—positively influences repurchase intentions. Furthermore, these three elements simultaneously influence repurchase intentions, with product quality being the most influential factor.

## **D. CONCLUSION AND SUGGESTION**

### **CONCLUSION**

Based on the discussion and research results in Chapter IV, the following conclusions can be drawn:

1. Brand reputation positively influences repurchase intention for Respiro Ridingware Surabaya products. This makes consumers more likely to repurchase due to strong trust and loyalty to the brand.
2. Product quality positively influences repurchase intention for Respiro Ridingware Surabaya products. Consumers are satisfied when the product quality is good and meets their expectations.
3. Price positively influences repurchase intention for Respiro Ridingware Surabaya products. Because the price is competitive and commensurate with the product's value, consumers perceive the product as worthwhile.
4. Consumers feel confident and satisfied to repurchase Respiro Ridingware Surabaya products because brand reputation, product quality, and price positively influence repurchase intention and become loyal to the product in the long term.

## SUGGESTION

Here are some suggestions for Respiro Ridingware Surabaya:

1. Respiro Ridingware Surabaya is expected to maintain and enhance its brand reputation through effective marketing strategies to strengthen customer trust and loyalty.
2. Respiro Ridingware Surabaya needs to monitor and improve product quality to meet customer needs and expectations.
3. Competitive pricing is needed that aligns with the value of the product offered.
4. A strategy that combines brand reputation, product quality, and price is needed to improve customer perception and increase repurchase intention.

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