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Price, Promotion, and Consumer Reviews on Repurchase Intention through Customer Satisfaction among Marketplace Users

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ABSTRACT

This study aimed to analyze the effects of price, promotion, and consumer reviews on repurchase intention with customer satisfaction as a mediating variable among marketplace users. An explanatory quantitative approach was employed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data were obtained through questionnaires from 152 university students in Probolinggo Regency who used marketplaces. The analysis showed that price, promotion, and consumer reviews had positive and significant effects on customer satisfaction. Customer satisfaction also had a positive and significant effect on repurchase intention. Directly, price, promotion, and consumer reviews had positive and significant effects on repurchase intention. The indirect-effect analysis showed that customer satisfaction mediated the relationships of price, promotion, and consumer reviews with repurchase intention. These findings indicate that fair pricing, relevant promotions, and credible consumer reviews can strengthen satisfaction and encourage repeat purchases in marketplaces.

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1. INTRODUCTION

The development of digital technology, the expansion of internet access, and the growth of electronic commerce activities have changed how consumers seek information, evaluate alternatives, and conduct transactions. In Indonesia, Badan Pusat Statistik [BPS] documents the development of e-commerce businesses through indicators of business activity, transactions, payment methods, and characteristics of digital commerce activities (Badan Pusat Statistik [BPS], 2025). At the same time, the e-Conomy SEA report shows that Southeast Asia's digital economy is increasingly oriented toward profitable growth and greater engagement among high-value users (Google, Temasek, & Bain & Company, 2023). These conditions make customer retention increasingly important for marketplace sustainability.

Repurchase intention refers to consumers' tendency to transact again after evaluating their previous purchase experience. In consumer behavior, post-purchase decisions are formed through cognitive and affective evaluations of the value received (Schiffman et al., 2012; Solomon, 2020). Satisfaction is an important part of this process because consumers compare perceived performance with their pre-purchase expectations (Oliver, 2014). Therefore, marketplaces need not only to generate initial transactions but also to create experiences that encourage consumers to return to the same platform or product.

Price is one of the most readily compared value signals in the marketplace environment. Price transparency allows consumers to compare offers across sellers quickly, so perceptions of affordability, price consistency with quality and benefits, and price competitiveness can influence post-purchase evaluations (Kotler & Keller, 2016; Tjiptono, 2019). Muthi and Utama (2023) found that price affects satisfaction and repurchase intention. Listyowati and Irmawati (2024) likewise found that price has a positive effect on satisfaction and repurchase intention and can operate through customer satisfaction.

Promotion is a communication instrument used to inform, persuade, and remind consumers about a company's offerings (Kotler & Keller, 2016). In marketplaces, promotions may take the form of discounts, vouchers, cashback, free shipping, and limited-time offers. Relevant promotional programs can increase perceived value and improve the transaction experience. Muthi and Utama (2023) found an effect of promotion on satisfaction and repurchase intention, while Rishanto and Putra (2024) reported a positive relationship among price perception, e-promotion, and e-satisfaction in an e-commerce context.

In addition to price and promotion, consumer reviews are an important source of information because consumers cannot always inspect products directly. Reviews are experience-based communication and part of *user-generated content* that functions as social proof (Chaffey & Ellis-Chadwick, 2019; Solomon, 2020). High-quality, sufficiently numerous, and credible reviews can reduce uncertainty and help consumers form more realistic expectations. Permatasari and Santosa (2021) found that consumer review quality has a positive and significant effect on customer satisfaction and that satisfaction affects repurchase intention.

Previous studies have examined relationships among price, promotion, consumer reviews, satisfaction, and repurchase intention, but their findings and research contexts remain diverse. Muthi and Utama (2023) positioned price, brand image, and promotion as predictors of repurchase intention with satisfaction as a mediator; Listyowati and Irmawati (2024) examined price and promotion among Shopee users; while Permatasari and Santosa (2021) examined consumer reviews, service quality, and sales promotion among Shopee users in Semarang. This study integrates three marketing stimuli—price, promotion, and consumer reviews—into one model with customer satisfaction as a mediator among university students who use marketplaces in Probolinggo Regency. This local context provides added value by offering empirical evidence from a young consumer group that actively uses marketplaces.

Based on the theoretical foundation and previous findings, the research hypotheses were formulated as follows: H1 price has a positive and significant effect on customer satisfaction; H2 promotion has a positive and significant effect on customer satisfaction; H3 consumer reviews have a positive and significant effect on customer satisfaction; H4 price has a positive and significant effect on repurchase intention; H5 promotion has a positive and significant effect on repurchase intention; H6 consumer reviews have a positive and significant effect on repurchase intention; H7 customer satisfaction has a positive and significant effect on repurchase intention; and H8 customer satisfaction mediates the effects of price, promotion, and consumer reviews on repurchase intention

2. RESEARCH METHOD

This study employed an explanatory design with a quantitative approach to examine causal relationships among variables. The research object was marketplace users among university students in Probolinggo Regency. Primary data were collected through a five-point Likert-scale questionnaire, ranging from 1 = strongly disagree to 5 = strongly agree. A total of 152 respondents were included in the analysis.

Price was measured through price affordability, price consistency with product quality, price competitiveness, and price consistency with benefits. Promotion was measured through promotional messages, promotional media, promotional timing, and promotional frequency. Consumer reviews were measured through review quality, review quantity, and source credibility. Customer satisfaction was measured through perceived product performance, expectation confirmation, and emotional response. Repurchase intention was measured through transactional, referential, preferential, and exploratory intentions.

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS. The measurement model was evaluated in terms of convergent validity, discriminant validity, and construct reliability. Convergent validity was assessed using *outer loadings*, while construct reliability was assessed using *composite reliability*. Discriminant validity was examined by comparing indicator loadings on their respective constructs with cross-loadings on other constructs. The structural model was evaluated using the coefficient of determination (R^2), path coefficients, and indirect-effect testing through *bootstrapping* (Hair et al., 2014; Sarstedt et al., 2014).

The sample size of 152 respondents was considered adequate for the PLS-SEM model because the endogenous construct with the largest number of structural paths, namely repurchase intention, received four predictor paths. Using the *10-times rule* as an initial guideline, the minimum requirement was 40 observations; therefore, the number of respondents analyzed exceeded this threshold. The rule was treated as an initial guideline rather than a substitute for *statistical power* analysis (Hair et al., 2014).

3. RESULTS AND DISCUSSIONS

Respondent Characteristics

A total of 152 respondents were analyzed. The majority were female (58.6%). Shopee was the most frequently used marketplace (45.4%), followed by Tokopedia (20.4%), TikTok Shop (17.8%), Lazada (9.9%), and Blibli (6.5%). The highest purchase frequency was 3–4 times per month (39.5%). A summary of respondent characteristics is presented in Table 1.

Table 1. Respondent characteristics

Characteristics	Category	n (%)
Gender	Male	63 (41.4)
	Female	89 (58.6)
Marketplace	Shopee	69 (45.4)
	Tokopedia	31 (20.4)
	TikTok Shop	27 (17.8)
	Lazada	15 (9.9)
	Blibli	10 (6.5)
Purchase frequency	1–2 times/month	39 (25.7)
	3–4 times/month	60 (39.5)
	5–6 times/month	33 (21.7)
	>6 times/month	20 (13.1)

Measurement Model Evaluation

The measurement model evaluation showed that all indicators had *outer loadings* above 0.60, ranging from 0.668 to 0.832. The highest values were observed for indicators X1.4 (0.811) and X3.1 (0.811), while the lowest was observed for X2.5 (0.668). These values indicate that the indicators made adequate contributions to their respective constructs. The cross-loading assessment also showed that each indicator loaded more highly on its original construct than on other constructs. Thus, convergent and discriminant validity were considered satisfied.

Table 2. Summary of measurement model evaluation

Construct	Outer loading range	Composite reliability
Price	0.741–0.811	0.910
Promotion	0.668–0.783	0.881
Consumer Reviews	0.706–0.811	0.885
Customer Satisfaction	0.691–0.792	0.859
Repurchase Intention	0.692–0.832	0.901

Structural Model Evaluation

The R^2 values show that price, promotion, and consumer reviews jointly explained 62.4% of the variance in customer satisfaction. Furthermore, price, promotion, consumer reviews, and customer satisfaction explained 67.9% of the variance in repurchase intention. These values indicate that the model had adequate explanatory power for the endogenous constructs in the research context.

Table 3. Coefficients of determination

Endogenous construct	R^2	Adjusted R^2
Customer Satisfaction	0.624	0.617
Repurchase Intention	0.679	0.670

Hypothesis Testing

Path testing was conducted using the *bootstrapping* procedure. All direct relationships showed p-values < 0.05. Based on the SEM-PLS model output in the source manuscript, the path coefficients from price to repurchase intention, promotion to repurchase intention, and consumer reviews to repurchase intention were 0.732, 0.695, and 0.632, respectively. Customer satisfaction had the largest path coefficient toward repurchase intention, at 0.756. For indirect relationships, the coefficients were 0.530 for price, 0.529 for promotion, and 0.481 for consumer reviews.

Table 4. Direct and indirect effect test results

Relationship	Path coefficient	p-value	Decision
Price → Customer Satisfaction	0.701	0.007	Significant
Promotion → Customer Satisfaction	0.700	<0.001	Significant
Consumer Reviews → Customer Satisfaction	0.637	<0.001	Significant
Customer Satisfaction → Repurchase Intention	0.756	<0.001	Significant
Price → Repurchase Intention	0.732	<0.001	Significant
Promotion → Repurchase Intention	0.695	<0.001	Significant
Consumer Reviews → Repurchase Intention	0.632	<0.001	Significant
Price → Satisfaction → Repurchase Intention	0.530	0.027	Significant
Promotion → Satisfaction → Repurchase Intention	0.529	0.002	Significant
Reviews → Satisfaction → Repurchase Intention	0.481	0.001	Significant

Structural Model

Figure 1 presents the structural model and the path coefficients used to interpret the findings. Customer satisfaction functions as a mediating construct that receives effects from price, promotion, and consumer reviews and subsequently transmits these effects to repurchase intention.

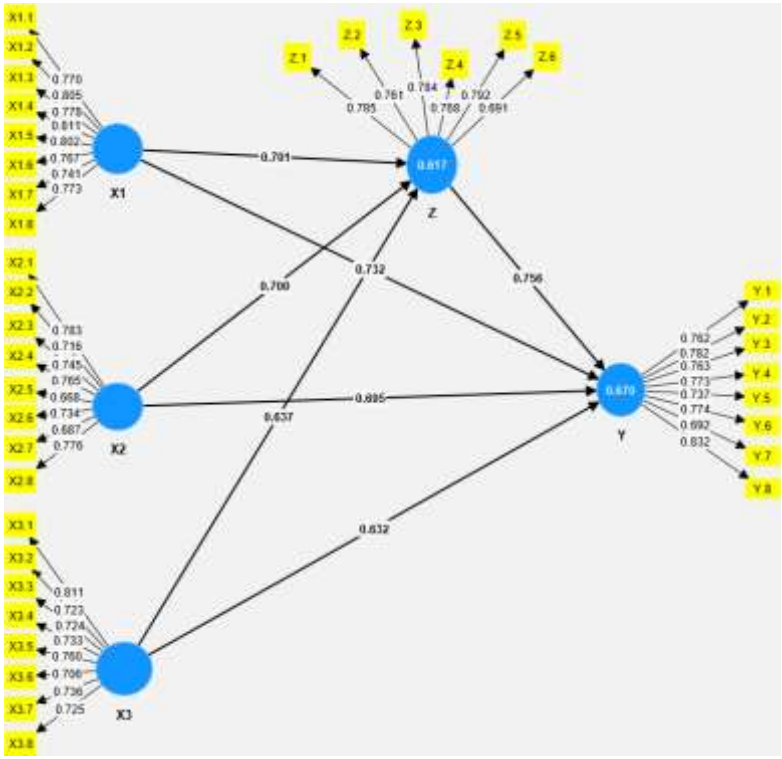


Figure 1. SEM-PLS structural model

Discussion

Effect of price on customer satisfaction. Price had a positive and significant effect on customer satisfaction (β = 0.701; p = 0.007). This finding indicates that consumers' perceptions of affordability, consistency between price and quality or benefits, and price competitiveness play a role in shaping post-purchase evaluations. The result is consistent with Muthi and Utama (2023) and Listyowati and Irmawati (2024). In marketplaces, consumers can compare prices quickly; therefore, prices perceived as fair and commensurate with the benefits received tend to produce more positive evaluations.

Effect of promotion on customer satisfaction. Promotion had a positive and significant effect on customer satisfaction (β = 0.700; p < 0.001). This finding indicates that promotional messages, media, timing, and frequency can provide added value when they match consumer needs. The result is consistent with Muthi and Utama (2023) and Rishanto and Putra (2024). Promotion not only functions as a transaction trigger but can also strengthen consumers' perceptions that they receive greater economic benefits from their transactions.

Effect of consumer reviews on customer satisfaction. Consumer reviews had a positive and significant effect on customer satisfaction (β = 0.637; p < 0.001). High-quality and credible reviews help consumers reduce uncertainty and form more realistic expectations before a transaction. When actual experience corresponds to information obtained from reviews, the expectation-confirmation process becomes more positive. This finding is consistent with Permatasari and Santosa (2021), who showed that consumer review quality affects satisfaction.

Effect of customer satisfaction on repurchase intention. Customer satisfaction had a positive and significant effect on repurchase intention (β = 0.756; p < 0.001). This was the largest coefficient in the model, indicating that satisfaction is an important determinant of consumers' tendency to transact again. The result supports Oliver's (2014) view that satisfaction is a post-purchase evaluation that influences subsequent behavior and is consistent with Pandiangan et al. (2021) and Muthi and Utama (2023).

Effect of price on repurchase intention. Price had a positive and significant effect on repurchase intention (β = 0.732; p < 0.001). Consumers who perceive a price as fair and

commensurate with the quality or benefits received tend to perceive lower risk when considering subsequent purchases. Thus, consistency in the value offered through pricing is an important factor in maintaining repurchase intention.

Effect of promotion on repurchase intention. Promotion had a positive and significant effect on repurchase intention ($\beta = 0.695$; $p < 0.001$). Relevant promotional programs can maintain consumer engagement and provide economic reasons to transact again. This finding reinforces Listyowati and Irmawati (2024), who reported a positive effect of promotion on repurchase intention and a mediating role of satisfaction.

Effect of consumer reviews on repurchase intention. Consumer reviews had a positive and significant effect on repurchase intention ($\beta = 0.632$; $p < 0.001$). Credible reviews function as social validation and as an information source for assessing the consistency of product experiences. This finding is consistent with Permatasari and Santosa (2021), who demonstrated a relationship among consumer reviews, satisfaction, and repurchase intention.

The mediating role of customer satisfaction. Customer satisfaction mediated the effects of price, promotion, and consumer reviews on repurchase intention. The indirect effects were 0.530 for price ($p = 0.027$), 0.529 for promotion ($p = 0.002$), and 0.481 for consumer reviews ($p = 0.001$). These results show that marketing stimuli do not stop at directly forming repurchase intention but also operate through consumers' evaluation of their experiences. The findings are consistent with Listyowati and Irmawati (2024) and extend Permatasari and Santosa (2021) by testing three antecedents simultaneously.

4. CONCLUSION

This study shows that price, promotion, and consumer reviews have positive and significant effects on customer satisfaction among marketplace users. The three variables also have positive and significant effects on repurchase intention, while customer satisfaction is a strong direct predictor of repurchase intention. In addition to the direct effects, customer satisfaction was found to mediate the effects of price, promotion, and consumer reviews on repurchase intention. These findings indicate that customer retention strategies in marketplaces should focus not only on price and promotional offers but also on managing credible review-based information so that consumers' actual experiences correspond to their expectations. Practically, marketplace managers and sellers should maintain fair pricing, design relevant promotions, and improve the quality and credibility of review systems. Future studies may expand the research object, geographical area, age groups, and include other variables that may explain repurchase intention. Comparative testing across platforms may also provide a more specific understanding of consumer behavior. Provide a statement that what is expected, as stated in the "Introduction" chapter can ultimately result in "Results and Discussion" chapter, so there is compatibility. Moreover, it can also be added the prospect of the development of research results and application prospects of further studies into the next (based on result and discussion).

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