



The Effect of Brand Personality, Service Quality, and Price Perception on Repurchase Intention

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Abstract

Purpose: This study analyzes the influence of brand personality, service quality, and price perception on repurchase intention in barbershops in South Tangerang, focusing on how these factors contribute to customer loyalty.

Research Methodology: Using a quantitative approach, the study surveyed 100 respondents via Google Forms. The research model includes brand personality, service quality, and price perception as independent variables, with repurchase intention as the dependent variable. Data analysis was performed using structural equation modeling (SEM).

Results: The study found that all three factors—brand personality, service quality, and price perception—positively impact repurchase intention. The path coefficient for brand personality to repurchase intention was 0.231, service quality to repurchase intention was 0.195, and price perception to repurchase intention was 0.427. The model showed a good fit, with composite reliability above 0.7, indicating reliable results.

Conclusions: The study concludes that barbershops can boost repurchase intention by improving brand personality, service quality, and price perception. Strong brand identity, high-quality service, and fair pricing foster customer loyalty and repeat visits.

Limitations: This study is limited to barbershops in South Tangerang with a sample of 100 respondents, limiting generalizability to other regions or industries.

Contributions: The research enhances the understanding of repurchase intention in service industries, particularly in barbershops, emphasizing the importance of brand personality, service quality, and pricing strategies in customer loyalty.

Keywords: *Brand Personality, Perceived Price Quality, Repurchase Intention*

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1. Introduction

In the modern era, a person's appearance greatly influences the impression they make. How others perceive them can be a positive or negative factor. It is not just women; these days, men also need to take care of themselves (Ikhsani et al., 2021). Appearance plays a key role in whether someone's career will go well, as many people place great importance on first impressions in every encounter, whether as a customer or a business partner (Heriyanto, 2021; Keke et al., 2021).

In the Indonesian language dictionary, "metrosexual" refers to a man who places great importance on his appearance. Men in the modern era are quite conscious of their appearance, from clothing to personal

grooming to skin care. A common practice among men today is to get a haircut once or twice a month. Getting a haircut is now a common practice among most Indonesians. Typically, a man will make time to get his hair cut so that he looks neat and well-groomed (Abdullah, 2021).

Hair salons are common in the South Tangerang area. Many of them have been in business for 1–20 years. They range from simple barbershops to those offering special services. These barbershops with special services do more than just cut customers' hair; they also provide additional services such as hair washing, massages, and comfortable seating areas. Some even offer free food and drinks to entice customers to return the following months (Satria, 2021; Solihin, 2021).

Barbershops have become a business that is in high demand among many people. Initially, there were not many barbershops, so the market was still considered a “blue ocean”; however, today the barbershop business has entered the “red ocean” category (Agusinta et al., 2021; Kim, 2004). Barbershops with established brands tend to have a loyal customer base. In contrast, barbershops without a strong brand will find it more difficult to encourage customers to return for their services. A brand influences whether a consumer will purchase a product or service and be inclined to buy it again (Huang et al., 2019; Saputro & Soleha, 2021).

The challenge currently faced by barbershops is managing service quality in their stores. Service quality is crucial for encouraging customers to return and purchase the services offered by barbershops (Suyanto et al., 2021). It is common for customers to be reluctant to return due to unsatisfactory service, as good service influences the likelihood of repeat business (Fathihani & Nasution, 2021; Satriawan, 2020). In addition, service consistency and employee professionalism also play an important role in shaping customer satisfaction, as customers tend to evaluate not only the final result of the haircut but also the overall experience during the service process (Priyono et al., 2021; Saputra & Kusnadi, 2021).

Price perception plays a significant role in the pricing of a product or service, as what is considered expensive or cheap varies across regions with different purchasing behaviors. However, a fair price tends to influence the intention to repurchase a product or service (Nguyen et al., 2019). A fair price is one that is appropriate and aligns with what customers are willing to pay. Moreover, customers often compare price with perceived value, meaning that higher prices can still be acceptable if they are accompanied by better service quality and a satisfying customer experience (Sumaryadi & Kusnadi, 2021).

Repurchase intention refers to a situation in which customers consider a product or service and are interested in repurchasing it (Nugroho et al., 2020). This is a desirable outcome for many businesses, such as barbershops, where brand, service quality, and pricing strategies are expected to foster a desire to repurchase the services provided by the barbershop. In addition, repurchase intention is closely related to customer loyalty, where satisfied customers are not only likely to return but also recommend the service to others, creating positive word-of-mouth promotion (Berlian Rms & Wahyuningsih, 2021; Lumi & Yosef, 2022).

Furthermore, in the competitive barbershop industry, customer loyalty becomes a key factor for business sustainability. Barbershops must continuously innovate in terms of service quality, ambiance, and customer engagement strategies in order to differentiate themselves from competitors. Factors such as digital marketing, online booking systems, and social media presence are also increasingly important in attracting and retaining customers in the modern service industry (Parmenas, 2022).

Therefore, understanding the factors that influence repurchase intention is essential for barbershop business owners. By analyzing variables such as brand image, service quality, and price perception, businesses can develop more effective strategies to increase customer satisfaction and long-term loyalty (Abidin et al., 2022). This study is expected to provide insights into how these factors interact and contribute to customer behavior in the barbershop industry.

2. Literature Review

According to [Tjiptono \(2015\)](#), product quality has the following eight dimensions: Performance, Features (additional features or characteristics), Reliability, Conformity to Specifications, Durability (the product's longevity), Serviceability, and Perceived Quality. These dimensions explain how a product is evaluated based on its ability to meet customer expectations in terms of both functional performance and perceived excellence. Product quality does not only refer to physical characteristics, but also to the overall value perceived by customers compared to competing alternatives. In service-based industries such as barbershops, product quality can be interpreted as the quality of haircut results and additional services provided to customers, which directly influence customer satisfaction ([Amegayibor & Korankye, 2022](#)).

According to Parasuraman, Zeithaml, and Berry (as cited in [Tjiptono and Chandra \(2011\)](#)), there are five dimensions of service quality that customers use as guidelines when evaluating service quality, namely: Tangibility, Empathy, Reliability, Responsiveness, and Assurance. Tangibility refers to the appearance of physical facilities, equipment, and personnel, which reflects the professionalism of the service provider ([Zahedi & Khanachah, 2020](#)). Empathy represents the willingness to care for and provide personalized attention to customers. Reliability refers to the ability to deliver promised services accurately and dependably. Responsiveness is the willingness to assist customers quickly and provide prompt service. Assurance refers to employees' knowledge, courtesy, and ability to inspire trust and confidence in customers. These five dimensions form a comprehensive framework that is widely used to measure service quality in various service industries ([Tjiptono & Chandra, 2011](#)).

In service industries such as barbershops, service quality plays an essential role in determining customer satisfaction and behavioral intentions ([Zahedy et al., 2021](#)). Customers evaluate not only the final haircut result but also the overall service experience, including waiting time, staff behavior, and comfort of the service environment. Therefore, high service quality contributes significantly to customer satisfaction, which subsequently influences repurchase intention and customer loyalty ([Riestyaningrum et al., 2020](#)).

[Moorhead and Griffin \(2013\)](#) state that "customers who are satisfied with the products or services they have purchased will make repeat purchases." This indicates that customer satisfaction is a key determinant of repurchase behavior. When customers perceive that their expectations are fulfilled, they tend to develop trust and loyalty toward the service provider, increasing the likelihood of repeat visits ([Mwesigwa et al., 2021](#)).

Dimensions of repurchase intention ([Ferdinand, 2016](#)) include transactional intention, referential intention, preferential interest, and exploratory interest ([Ferdinand, 2016](#)). Transactional intention refers to the tendency of customers to repurchase a product or service based on previous positive experiences. Referential intention refers to the tendency of customers to recommend the product or service to others, which contributes to word-of-mouth marketing. Preferential interest describes a situation where a customer has a primary preference for a specific product or service over others. Exploratory interest refers to a customer's tendency to seek additional information and explore the positive attributes of a product or service before making a purchase decision.

Furthermore, repurchase intention is widely recognized as an important indicator of customer loyalty and long-term business sustainability. In competitive service industries such as barbershops, customers with high repurchase intention contribute to stable revenue and business continuity. Therefore, improving service quality and product quality becomes a strategic priority for business owners in order to enhance customer satisfaction and retention ([Herlina & Romadhona, 2021](#)).

In addition, previous studies indicate that product quality and service quality significantly influence customer satisfaction, which in turn affects repurchase intention. Higher perceived quality leads to stronger customer satisfaction and ultimately increases the likelihood of repeat purchases. Thus, under-

standing these theoretical dimensions provides a strong foundation for analyzing customer behavior in service-based industries such as barbershops (Rahmawati & Hadian, 2022).

3. Methodology

A population is the scope of generalization consisting of: objects or subjects possessing certain qualities and characteristics defined by the researcher for the purpose of study and subsequent drawing of conclusions (Sugiyono, 2014).

A sample is a subset of a population that shares the same characteristics. Hair et al. (as cited in Ferdinand (2016)) stated that the recommended sample size for SEM analysis is a minimum of 100 and a maximum of 200. Sugiyono (2011, p. 74) suggests that the optimal sample size for multivariate analysis is 5 to 10. This study uses Hair's formula, which involves 18 indicators; thus, by estimating 18 indicators multiplied by 5, 90 respondents were obtained, and the researcher rounded this to 100. Based on this, the researcher determined a sample size of 100 barbershop visitors as respondents. Sampling was conducted using a purposive method; every person who came in for a haircut or other services was provided with a Google Form link to complete the research questionnaire, thereby reducing direct contact via paper questionnaires handed to the respondents.

4. Results and Discussion

4.1 Evaluation of Measurement (Outer) Model

Three measures must be considered at this stage: convergent validity, discriminant validity, and composite reliability. Convergent validity refers to the correlation between the scores of reflective indicators and the scores of their latent variables. In this study, loadings ranging from 0.5 to 0.6 are considered sufficient, as this is the initial stage of scale development and the number of indicators per construct is not large, ranging from 2 (two) to 4 (four) indicators.

Discriminant validity: A measure of the indicators' ability to distinguish between groups based on cross-loadings with their latent variables. Another method involves comparing the square root of the average variance extracted (AVE) for each construct with the correlations between the other constructs in the model. Composite reliability: A measure of the internal consistency of the indicators that make up a construct, indicating the degree to which they share a common latent (unobserved) factor. A construct is considered reliable if it has a composite reliability value above 0.70 and a Cronbach's alpha above 0.60, although these are not absolute standards.

4.2 Convergen Validity

Table 1. Convergent Validity Test Results

Variable	Indicator	Outer Loadings	Description
Personality Brand	X1.1	0.765	Valid
	X1.2	0.724	Valid
	X1.3	0.722	Valid
	X1.4	0.718	Valid
	X1.5	0.707	Valid
	X1.6	0.821	Valid
	X1.7	0.808	Valid
	X1.8	0.847	Valid
	X1.9	0.744	Valid
	X1.10	0.775	Valid
Service Quality	X2.1	0.659	Valid
	X2.2	0.627	Valid
	X2.3	0.817	Valid
	X2.4	0.853	Valid
	X2.5	0.879	Valid
	X2.6	0.688	Valid
	X2.7	0.818	Valid
	X2.8	0.728	Valid
	X2.9	0.841	Valid
	X2.10	0.596	Valid
Price Perception	X3.1	0.711	Valid
	X3.2	0.742	Valid
	X3.3	0.887	Valid
	X3.4	0.895	Valid
	X3.5	0.920	Valid
	X3.6	0.880	Valid
	X3.7	0.854	Valid
	X3.8	0.844	Valid
	X3.9	0.718	Valid
	X3.10	0.684	Valid
Repurchase Intention	Y2.1	0.787	Valid
	Y2.2	0.808	Valid
	Y2.3	0.741	Valid
	Y2.4	0.862	Valid
	Y2.5	0.786	Valid
	Y2.6	0.731	Valid
	X2.7	0.687	Valid
	X2.8	0.700	Valid

Source: Processed data

The loading values were greater than 0.5, indicating good results. Based on Table 1, all indicators for Brand Personality, Service Quality, Price Perception, and Repurchase Intention meet the minimum threshold, meaning all items are valid in measuring their respective constructs. Overall, the results confirm that the model has good convergent validity and is suitable for further analysis.

Table 2. Average Variance Extracted (AVE)

Variable	AVE
Brand Personality	0.585
Quality of Service	0.573
Price Perception	0.669
Repurchase Interest	0.583

Source: Processed data

Table 2 shows good results, indicating that all constructs have strong convergent validity, as each value is above the recommended threshold of 0.5. Specifically, Brand Personality (0.585), Service Quality (0.573), Price Perception (0.669), and Repurchase Intention (0.583) all meet the required criteria, confirming that the indicators are valid in measuring their respective variables.

4.3 Composite Reliability dan Cronbach's Alpha

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Brand Personality	0.921	0.933
Quality of Service	0.915	0.930
Price Perception	0.943	0.953
Repurchase Interest	0.898	0.917

Source: Processed data

Based on Table 3, the results of Composite Reliability and Cronbach's Alpha show that all variables, namely Brand Personality, Service Quality, Price Perception, and Repurchase Interest, have values above the minimum threshold of 0.7. This indicates that all constructs in this study are reliable and consistent in measuring the intended variables. Therefore, the data used in this research is considered reliable for further analysis. A result is considered good if the reliability value is above 0.7, and the results indicate this, meaning that the data analysis yielded reliable results.

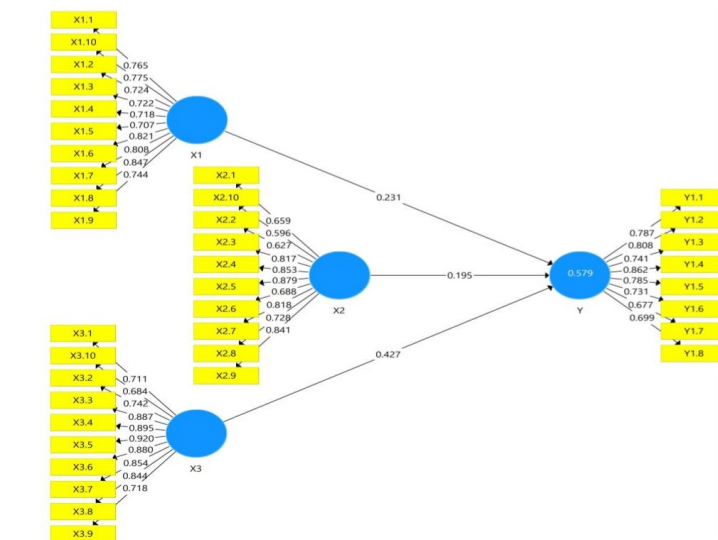


Figure 1. PLS Algorithm Results Display

Based on Figure 1, the model illustrates the relationships between three independent variables (X1, X2,

X3) and the dependent variable (Y). Each variable is represented by multiple indicators, labeled as X1.1 to X1.9, X2.1 to X2.10, and X3.1 to X3.9, which are all connected to their respective latent variables (X1, X2, and X3). The path coefficients indicate the strength of each relationship. For instance, the relationship between X1 and Y has a path coefficient of 0.231, while the relationship between X2 and Y is 0.195. The variable X3 shows a stronger relationship with Y, having a path coefficient of 0.427. This model suggests that all three independent variables have varying impacts on the dependent variable, with X3 having the strongest influence on Y, followed by X1 and X2. Each indicator under the independent variables shows significant loadings on their respective factors, indicating their relevance to the latent variables.

4.4 Structural Test

4.4.1 Structural Model Testing (Inner Model)

Calculation of Effect between Variables

Table 4. Path Coefficients (Mean, STDEV, t-Value)

Variable Relationship	Original Sample (O)	T Statistics	P Values	Significance Level
Brand Personality → Repurchase Intention	0.231	2.027	0.043	<0.05
Quality of Service → Repurchase Intention	0.195	2.025	0.043	<0.05
Price Perception → Repurchase Intention	0.427	3.251	0.001	<0.05

Sumber: Data diolah

Based on the Table 4, it can be seen that the measurement model formed is the Equation Model below:

$$Y = 0.231X_1 + 0.195X_2 + 0.427X_3$$

where: X_1 = Brand Personality

X_2 = Quality of Service

X_3 = Price Perception

Y = Repurchase Intention

Hypothesis test

The table above provides evidence for the research hypothesis regarding the impact of product quality and service quality on customer satisfaction, which, in turn, influences the likelihood of repeat purchases.

- a. The first hypothesis, which states that brand personality influences the intention to repurchase, was proven to be true. This can be seen from the t-statistic value of 2.710, which is greater than the critical t-value of 1.96, and the probability value of 0.043, which is smaller than the specified critical threshold of 0.05. Thus, it is concluded that brand personality significantly influences the intention to repurchase. The present study aligns with previous research indicating the influence of brand personality on repurchase intention, demonstrating that focusing on brand personality—specifically brand identity—can simultaneously increase customers’ repurchase intention. Research conducted by (Mao et al., 2020) indicates that brand personality significantly impacts repurchase intention, as most customers prioritize a good brand when selecting products for repurchase. Wang et al. (2009) stated that a well-established brand personality positively and significantly influences repurchase intention.
- b. The second hypothesis, which states that service quality influences customer satisfaction, was proven to be true. This can be seen from the t-statistic value of 2.025, which is greater than the critical t-value of 1.96, and the probability value of 0.043, which is smaller than the specified critical threshold of 0.05. Thus, service quality significantly affects repurchase intention. The

results of this study show a positive and significant effect, which is consistent with previous research. Service quality that positively impacts repurchase intention is the type of service quality that business owners genuinely prioritize; improving service quality enhances repurchase intention, as noted in the literature (Chen et al., 2019). Repurchase intention can be effectively fostered because there are supporting variables behind it, specifically, service quality. Customers satisfied with the service quality provided by businesses will feel comfortable, and it is highly likely that they will repeatedly demonstrate repurchase intentions. Mensah and Mensah (2018)

- c. The third hypothesis, which states that price perception influences repurchase intention, was proven to be true. This can be seen from the t-statistic value of 3.251, which is smaller than the t-table value of 1.96, and the probability value of 0.001, which is smaller than the specified critical value of 0.05. Thus, price perception significantly affects repurchase intention. Price perception plays a role in customer interest in repurchasing. The results of this study indicate a positive and significant influence of price perception on repurchase intention, which aligns with the research conducted by [author]. Price perception is an individual's assessment of the nominal price they perceive; a high price is not necessarily bad, nor is a low price necessarily good. Hasanuddin (2019) A good price is one that reflects the quality of the product or service received. With a positive price perception, a customer's repurchase intention will naturally follow Hudaya (2018). Repurchase intention refers to a customer's positive attitude toward a product or service, leading them to intend to make repeat purchases at a later time.

5. Conclusions

Brand personality and repurchase intention. The study's findings indicate that brand personality influences repurchase intention; a strong brand leads to increased repurchase intention. In the case of a barbershop, this means that customers will return. Brands play a crucial role, as evidenced by research findings on brand perception. In this context, brand perception is linked to increased trust in the brand, and the brand image reflects the quality for which customers pay. Therefore, even in contexts outside the scope of this study, brands are vital for boosting repeat purchase interest in a product or service. Service quality and repurchase intention. This study found that service quality has a positive coefficient for repurchase intention. Service quality, including improvements, physical enhancements, attention to customers, and the ability to resolve customer complaints, has been shown to increase repurchase intention. Repeat purchase intent will increase if the barbershop adjusts its pricing strategy, since each customer has a different perception of price; therefore, the barbershop must offer a diverse range of prices. Price perception is also linked to the quality of barbershop services, as this directly impacts repeat purchase intention—in this case, customer visits—making price perception crucial in such situations.

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Author Contributions

AH conceptualized the research, conducted the data analysis, wrote the manuscript, data collection, methodology development, revised the manuscript, and the final manuscript for submission.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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