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# The Influence of Service Quality, Product Attributes, and Company Reputation that Affect Consumer Buying Interest

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| ARTICLE INFO | ABSTRACT |
|---|---|
| *Keywords*: Service Quality; Product Attributes; Company Reputation; Consumer Buying Interest | *This study investigates the importance of the influence of service quality, product attributes, and company reputation on consumer repurchase intentions in a business and marketing context. The aim is to analyze how these factors interact and influence consumer repurchase intention. This research method involves collecting data through surveys of respondents who are consumers from various industrial sectors. Data analysis was performed using a statistical approach and a regression model. The findings show that service quality has a significant effect on consumer repurchase intention, as well as a positive effect on company reputation. In addition, product attributes also have a strong impact on consumer repurchase intentions and have a positive effect on company reputation. Company reputation is proven to have a significant influence on consumer repurchase intention. In conclusion, the factors of service quality, product attributes, and company reputation together play an important role in shaping consumer repurchase intention. These findings provide strategic insights for practitioners in designing marketing strategies that focus on strengthening service quality, attractive product attributes, and a positive company image to increase consumer repurchase interest and maintain a competitive market share.* |
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## 1. INTRODUCTION

In a business era full of increasingly fierce competition, maintaining consumer repurchase interest has become a crucial challenge for companies. Today, consumers have unlimited access to various product and service options, making maintaining consumer loyalty even more essential [1]. However, increasing competition, dissemination of information through digital platforms, changing consumer trends, and evolving ethical considerations, all provide a new constellation of challenges that must be faced by companies in maintaining consumer repurchase interest [2]. In this context, it is important for companies to understand the factors that influence consumer repurchase intentions, such as service quality, product attributes, and company reputation.

In the context of marketing, service quality, product attributes, and company reputation have a very important role in shaping consumer behavior. Service quality refers to the positive experience that consumers get while interacting with a company or brand [3]. Product attributes include various features, qualities, and characteristics possessed by the product and can influence consumer perceptions of the product's value and usefulness [4]. Meanwhile, the company's reputation reflects the image and reputation formed through long-term interactions between the company and consumers, as well as information received by consumers from various sources.

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This research has significant urgency given the increasingly competitive and dynamic business environment [5]. In an era where consumers have greater access to information and product alternatives, it is important for companies to understand the factors that can influence consumer repurchase intention[6]. The success of a company is not only determined by how good its product or service is, but also by its ability to build positive relationships with consumers through quality service, attractive product attributes, and a solid reputation [7]. Therefore, this research is relevant in providing strategic guidance for companies to retain existing customers and increase consumer repurchase interest.

Even though there have been previous studies that have analyzed each of these variables, there are still gaps both in theory and empirically. Theoretically, not many studies have thoroughly integrated the effect of service quality, product attributes, and company reputation simultaneously on repurchase intention. On the empirical side, there is a paucity of research that examines this relationship in different market contexts, so that research results are not fully universally applicable.

The novelty of this research lies in a holistic approach in examining the factors that influence consumer repurchase intention. This research will make a new contribution by bringing these variables together in a more holistic analytical framework and simultaneously examining their impact. Thus, this research is expected to be able to fill the existing knowledge gap and provide deeper insight into the factors that influence consumer repurchase intention. The main objective of this study is to identify and analyze the influence of service quality, product attributes, and company reputation on consumer repurchase intentions, thereby providing valuable guidelines for marketing decision making in various industrial sectors.

## 2. LITERATURE REVIEW

### 2.1 Service Quality

Service quality has become a central aspect in the context of business and marketing. Service quality refers to the extent to which a company is able to meet or exceed consumer expectations in interactions with its products or services [3]. Services can be considered quality if the reality is more than expected; conversely, if the reality is less than expected, the service can be considered inferior [8]. A service is called a mimosa when reality and expectations are the same [9]. Therefore, service quality is usually defined as a comparison between expected service and perceived actual performance [7]. Service quality indicators cover various aspects such as service responsiveness, staff ability to provide assistance, service reliability, staff physical appearance, and the ability to provide satisfactory solutions for consumers [10]. This whole concept emphasizes that service quality is not only about providing a product or service, but also about providing a positive experience and meeting consumer expectations in every business interaction.

### 2.2 Product Attributes

Product attributes are components consisting of product properties that guarantee that the product can meet the needs and desires of consumers. Product attributes can be tangible or intangible. Tangible attributes can be in the form of design packaging, branding, and so on, while intangible attributes can be in the form of the good name and reputation of the product producing company [11]. Product attributes are the development of products and services that define the benefits to be offered [12]. Product attributes that show the development of a product so that it can motivate buyers to buy the item. Product attribute indicators are size, price, appearance, and product availability.

### 2.3 Company Reputation

Reputation literally can be interpreted as counting or assessing regularly the positives and negatives of the problems, individuals, organizations, products and services that are made. Reputation also means consumer perception which includes the company's ability to provide and provide the best service to its customers [13]. In the business world, reputation is very important because good or bad reputation of a company shows how well the business is successful. People depend on the company's reputation to make decisions. Reputation itself can be classified as good, moderate, or bad. A bad reputation affects business operations and weakens a company's ability to compete. Indicators of company reputation are good name, competitor reputation, widely known, easy to remember.

## 2.4    Consumer Buying Interest

Purchase intention is defined as the possibility that buyers are interested in buying a product. Purchase intention as a statement related to the mind that shows the intention of the buyer to buy a certain brand within a certain period of time [14]. Some signs of buying interest are transactional interest (a person's tendency to buy a product) and referential interest (a person's tendency to refer products to others). changes if something happens to the product, and (4) explorative interest, namely interest that describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product [15]. One way to find out whether a company's product is successful or not in the market is to see how far consumers' buying interest in the product has grown. Indicators of repurchase interest are transactional interest, referential interest, preferential interest, and explorative interest.

## 2.5    Conceptual framework

Figure 2.1 shows the framework of this research, which includes the interrelationships between the variables studied, the need to solve research problems, and the formulation of hypotheses in the form of flowcharts with explanations:
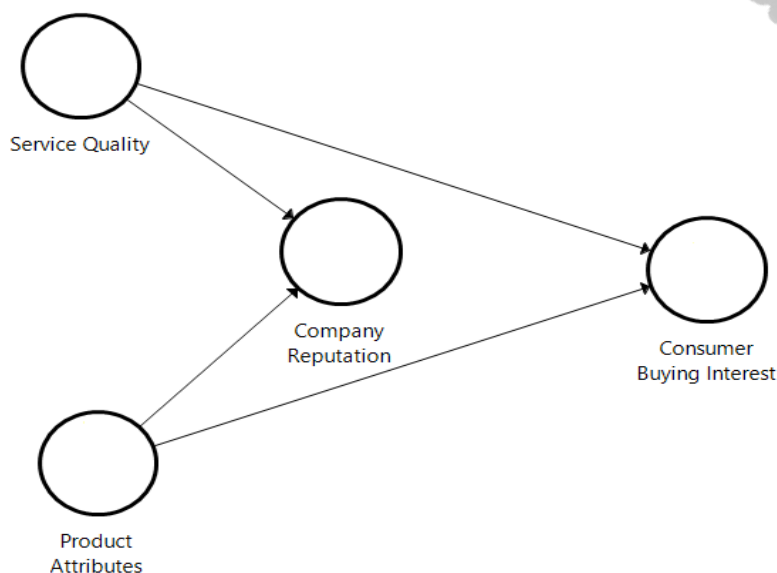


**Figure 2.1. Theoretical Thinking Framework**

According to Figure 2.1, the research variables consist of independent variables. Independent variables are variables that cause change and will explain or influence positively or negatively the dependent variable in

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the relationship pattern. These variables are X1 (Quality of Service), X2 (Product Attributes), and X3 (Company Reputation). Dependent variable (dependent) is a variable that is caused or influenced by the presence of independent variables. The variable of this research is Y (Repurchase Intention). The research hypothesis is based on the conceptual model framework, namely:

H1: Service Quality has a significant positive effect on repurchase intention.

H2: Service Quality has a significant positive effect on Company Reputation

H3: Product attributes have a significant positive effect on repurchase intention.

H4: Product Attributes have a significant positive effect on Company Reputation

H5: Company reputation has a significant positive effect on repurchase intention.

## 3. METHOD

This study used a survey approach with a cross-sectional survey design [16]. This research was conducted at PT Wijaya Karya Beton, Tbk sales area II – Palembang, which is located at Jl. Rama Kasih Raya No. 957, Duku, Kec. Team Ilir. II, Palembang City, South Sumatra 30163. The study was conducted from July to September 2023. This study used 4 (four) variables, thus taking a minimum of 40 samples. Sampling is considered sufficient because the sample plan to be taken is as many as 49 sample questionnaires. Primary data was collected through the questionnaire method from consumers of PT WIKA Beton Sales Area II. The table of construct variables can be seen in more detail below.

**Table 1. Construct Variables**

| No | Operational Variables | Operational definition | Indikator |
|---|---|---|---|
| 1. | Service Quality (X1) | Service quality is described as a statement about attitude, the relationship resulting from a comparison between expectations and performance Waldi & Santosa (2001) | a. Reliability<br>b. Responsiveness<br>c. Assurances<br>d. Empathy<br>e. Tangible |
| 2 | Company Reputation (X2) | Company reputation is the good name or image of the company that can make consumers believe in the company. Besides that, it also means consumer perceptions which include the company's ability to provide and provide the best service to Avita's customers. | a. Good name<br>b. Competitor reputation<br>c. Widely known.<br>d. Ease of remembering |
| 3 | Product attribute (X3) | Product attribute is a description that describes a tangible or intangible product that has certain | a. Size<br>b. Price<br>c. Appearance<br>d. Product availability |

| No | Operational Variables | Operational definition | Indikator |
|----|----------------------|------------------------|-----------|
|    |                      | characteristics. Product attributes can also be in the form of quality, shape, brand, packaging, warranty, color, label, price, service, and so on (Kotler & Amstrong, 2012). |           |
| 4  | Customer repurchase intention (Y) | Repurchase interest is the possibility of buyers interested in buying a product. Meanwhile, the intention to buy is a statement related to the mind that reflects the buyer's plan to buy a certain brand within a certain period of time. [19] | a. Transactional interest<br>b. Refrential interest<br>c. Preferential interest<br>d. Explorative interest<br>[20] |

The data analysis method used in this study was Smart-PLS software version 4.0 which was run on a computer. According to [21], SEM models are usually built using a variant or component-based or covariance-based approach. One example of this approach is CB-SEM, or Covariance-Based Structural Equation Model, or PLS-SEM. Structural equation analysis (SEM) based on variance, PLS (Partial Least Square) can test measurement models as well as structural models. The measurement model is used to test validity and reliability, while the structural model is used to test causality. Because PLS (Partial Least Square) is an analysis that is soft modeling, it does not require specific data measurements, which means that the number of samples can be small.

## 4.    RESULT AND DISCUSSION

### 4. 1    Measurement Model Analysis (Outer Model)

In this study, validity and reliability were tested for each indicator using latent variables, namely Service Quality, Company Reputation, Product Attributes, and Repurchase Interest using SmartPLS 4.0 software. The initial research model processed by Smart PLS 4.0 software can be seen in Figure 4.1.

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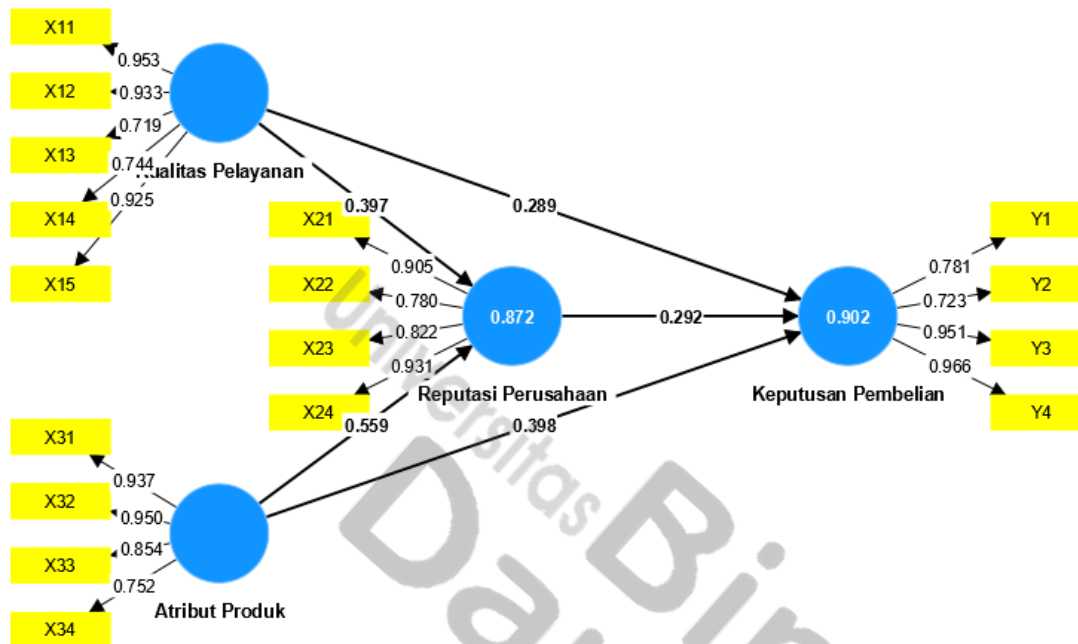**Figure 4. 1. Factor Loading Value from the Initial Outer Model Results**

The reflective measure of the indicator is said to be valid if it has a loading factor value (λ) with the latent variable to be measured ≥ 0.7. If one of the indicators has a loading factor (λ) < 0.7, then the indicator is not good enough to measure latent variables precisely. According to Abdillah and Hartono (2015) researchers should not delete indicators that have an outer loading between 0.5 - 0.7 as long as the Average Variance Extracted (AVE) and the communality of these variables are more than 0.5. Outer loading output results in the initial research model using SmartPLS 4.0 software are presented in Figure 4.6. From the results of processing using SmartPLS 4.0 software, the overall outer loading value is more than 0.7, thus it can be concluded that all the variables used can be said to be good (valid). In full, the results of testing the validity and reliability of each indicator using latent variables, namely Service Quality, Company Reputation, Product Attributes, and Repurchase Interest are shown in Table 2.

**Table 2. Outer Loading, Composite Reliability and Average Variance Extracted Values**

| Variable | Item | Indicator | Outer Loading | Cronbach's alpha | CR | AVE |
|---|---|---|---|---|---|---|
| Service quality | X11 | Consistency in fulfilling product/service specifications | 0,953 | 0,984 | 0,987 | 0,940 |
| | X12 | The product meets quality standards | 0,933 | | | |
| | X13 | Response speed and response | 0,719 | | | |
| | X14 | Services during work execution | 0,744 | | | |

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| Variable | Item | Indicator | Outer Loading | Cronbach's alpha | CR | AVE |
|----------|------|-----------|---------------|------------------|-----|-----|
| | X15 | The company is responsible for the failure | 0,925 | | | |
| Company Reputation | X21 | Mastery and understanding of work | 0,905 | 0,984 | 0,988 | 0,954 |
| | X22 | Consumers trust the company's performance | 0,780 | | | |
| | X23 | Products are widely known | 0,822 | | | |
| | X24 | Timeliness and work progress | 0,931 | | | |
| Product Attribute | X31 | Price expectations on quality fulfillment | 0,937 | 0,954 | 0,967 | 0,880 |
| | X32 | Facilities and means of production/distribution/installation | 0,950 | | | |
| | X33 | Safety and handling in the field | 0,854 | | | |
| | X34 | The size of the product varies according to needs | 0,752 | | | |
| Repurchase Interest | Y1 | Consumers are willing to buy WIKA Beton products repeatedly | 0,781 | 0,970 | 0,978 | 0,919 |
| | Y2 | Consumers are willing to recommend products to others | 0,723 | | | |
| | Y3 | Consumers prioritize using the product compared to competing products | 0,961 | | | |
| | Y4 | Consumers will look for products first to meet their needs | 0,966 | | | |

The Service Quality variable is measured by 5 (five) valid measurement items with outer loading values between 0.719 – 0.953 which means that the five measurement items are valid reflecting Service Quality measurements. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.940 > 0.50 met the requirements for good convergent validity. Overall the variation of measurement items contained by variables reaches 94%.

Among the five measurement items, measurement items X11 and X12 have the highest outer loading, namely (0.953) and (0.933) which indicate that the two measurement items are related to the consistency

of fulfilling product/service specifications and the product meets quality standards. Thus it can be said that Service Quality is highly reflected in how the company can meet the consistency of product/service specifications and compliance with quality standards. While the measurement items that are already good but still need to be accelerated or improved in improving the company's service quality, namely response and response speed measurement items, service during work execution, and responsibility for failure.

This condition is in accordance with several theories and research results that have been done previously, where Service Quality is determined by several indicators, including consumer trust, company responsiveness, guarantees given, empathy, and physical products/services provided to customers. Thus it becomes important for companies to continue to maintain or even improve these five indicators. The Company's Reputation variable is measured by 4 (four) valid measurement items with an outer loading value between 0.780 – 0.931 which means that the four measurement items are valid reflecting the measurement of Company's Reputation. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.954 > 0.50 met the requirements for good convergent validity. Overall the variation of the measurement items contained by the variables reached 95.4%. Among the four measurement items, measurement items X24 and X21 have the highest outer loading, namely (0.931) and (0.905) which indicate that the two measurement items are related to timeliness and work progress and mastery and understanding of work. Thus it can be said that the Company's Reputation is highly reflected in how the company can fulfill the punctuality and progress of work, as well as mastery and understanding of work. While the measurement items that are already good but still need to be accelerated or improved in improving the company's reputation, namely product measurement items that are widely known and consumers choose the company's products over competitors. This condition is in accordance with several theories and research results that have been done before, where the Company's reputation is determined by the quality of products and services, excellence and integrity of the workforce, innovation and social responsibility. Thus it is important for companies to continue to maintain a good name, view competitors' reputations as threats, and implement appropriate marketing strategies so that the product and company name can be widely known and easily remembered by customers.

Product Attribute Variables are measured by 4 (four) valid measurement items with outer loading values between 0.752 – 0.950 which means that the four measurement items are valid reflecting Product Attribute measurements. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.880 > 0.50 met the requirements for good convergent validity. Overall the variation of measurement items contained by variables reaches 88%. Among the four measurement items, measurement items X32 and X31 have the highest outer loading, namely (0.950) and (0.937) which indicate that the two measurement items are related to production/distribution/installation facilities and facilities and price expectations on quality fulfillment. Thus it can be said that Product Attributes are highly reflected in how the company can provide facilities and means of production/distribution/installation, as well as fulfilling price expectations according to product quality. While the measurement items that are already good but still need to be accelerated or improved in improving the company's product attributes, namely safety measurement and field handling items and product sizes vary so that they are according to needs. Product attributes are seen from several indicators, including size, price, appearance, and product availability. Thus it becomes important for the company to continue to innovate in the development of its products and services, so that it can provide a choice of products that suit the needs of its customers. The development of times and technology must also be

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responded to so that the products and services offered by PT WIKA Beton are in accordance with the latest conditions and remain in demand by its customers in a sustainable manner.

The Repurchase Interest variable is measured by 4 (four) valid measurement items with outer loading values between 0.723 – 0.966 which means that the four measurement items are valid reflecting Service Quality measurements. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.919 > 0.50 met the requirements for good convergent validity. Overall the variation of the measurement items contained by the variables reached 91.9%. Among the four measurement items, Y4 and Y3 measurement items have the highest outer loading, namely (0.966) and (0.961) which indicate that the two measurement items are related to searching for company products first to meet needs and prioritizing the use of company products compared to competing products. . Thus it can be said that Repurchase Interest is highly reflected in how companies can influence consumers in prioritizing finding and using the company's products first compared to competing products. Meanwhile, measurement items that are already good but still need to be accelerated or improved in increasing Repurchase Interest, namely items of willingness to buy products repeatedly and recommend products to others. This condition is in accordance with some of the results of previous studies, where repurchase intention can be indicated by indicators of transactional interest where customers decide to purchase a product or service, referential interest where customers are willing to recommend products to others, preferential interest where customers decide to use a product compared to competitors, and explorative interest in which customers voluntarily seek information on the products or services the company offers.

### 4.2 Hypothesis Test

Based on the results of the evaluation of the inner model, the researcher drew conclusions about the hypothesis put forward at the beginning of the study. The results of hypothesis testing in this study are as follows:

**Table 3. Table of Hypothesis Testing (Direct Effect)**

| Hypothesis | Path Coefficient | p-value | 95% intervals Trust Path Coefficient | | f square | Information |
|---|---|---|---|---|---|---|
| | | | Lower | Upper | | |
| H1. Quality of Service --> Interest to Repurchase | 0,289 | 0,045 | 0,002 | 0,579 | 0,124 | Significant |
| H2. Service Quality --> Company Reputation | 0,397 | 0,024 | 0,019 | 0,725 | 0,220 | Significant |
| H3. Product Attributes --> Repurchase Intention | 0,398 | 0,017 | 0,179 | 0,815 | 0,200 | Significant |
| H4. Product Attributes --> Company Reputation | 0,559 | 0,001 | 0,236 | 0,919 | 0,436 | Significant |
| H5. Company Reputation --> Repurchase Intention | 0,292 | 0,026 | -0,012 | 0,509 | 0,110 | Significant |

Based on Table 3 above, it can be concluded that the first hypothesis (H1) is accepted, namely that there is a significant positive effect of Service Quality on increasing Repurchase Interest with Path Coefficient (0.289) and p-value (0.045 <0.05). Any changes to Service Quality will increase customer

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Repurchase Interest. Within the 95% confidence interval, the influence of Service Quality on increasing Repurchase Interest lies between 0.002 and 0.579. Even so, the existence of Service Quality in increasing Repurchase Interest has a moderate effect at the structural level (f square = 0.124). The need for a Service Quality improvement program is considered very important where when there is a company policy to improve Service Quality, an increase in Repurchase Interest will increase to 0.579. These results are in line with research conducted by [22] which states that service quality has a significant effect on repurchase intention either partially or simultaneously. Then also in line with research conducted by [23] where service quality shows a positive and significant effect on customer repurchase intention after testing using multiple linear regression analysis. However, these results are different from the results of research conducted by [24], where service quality, although it shows a positive effect, does not affect repurchase intention when it is tested partially.

Based on Table 3 above, it can be concluded that the second hypothesis (H2) is accepted, namely that there is a significant positive effect of Service Quality on increasing Company Reputation with Path Coefficient (0.397) and p-value (0.024 <0.05). Every change in Service Quality will increase the Company's Reputation. Within the 95% confidence interval, the influence of Service Quality on improving Company Reputation is between 0.019 and 0.725. Even so, the existence of Service Quality in improving Company Reputation has a moderate effect at the structural level (f square = 0.220). The need for a service quality improvement program is considered very important where when there is a company policy to improve service quality, the company's reputation will increase to 0.725. The results of this study are in line with research conducted by [25] which states that Service Quality shows a significant positive effect on the Reputation of PT Bank Rakyat Indonesia (Persero) Tbk Sungai Full City Branch after testing using multiple linear regression analysis. Likewise research conducted by [26] which shows that good service quality will increase the company's reputation and customer satisfaction, a good company reputation will increase customer loyalty and high customer satisfaction will increase customer loyalty. This shows that service quality affects company reputation, customer satisfaction and loyalty.

Based on Table 3 above, it can be concluded that the third hypothesis (H3) is accepted, namely that there is a significant effect of Product Attributes on increasing Repurchase Interest with Path Coefficient (0.398) and p-value (0.017 <0.05). Any changes to Product Attributes will increase customer Repurchase Interest. Within the 95% confidence interval, the influence of Product Attributes on increasing Repurchase Interest lies between 0.179 and 0.815. Even so, the existence of Product Attributes in increasing Repurchase Interest has a moderate effect at the structural level (f square = 0.200). The need for a Product Attribute improvement program is considered very important where when there is a company policy to improve Product Attributes, an increase in Repurchase Interest will increase to 0.815. The results of this study are in line with research conducted by [27] which states that product attribute variables show a positive influence on repurchase intention variables. The results of this study recommend improving product attributes, especially product brands through promotions on online channels. However, the results of this study are different from the results of research conducted by [28] which actually states that product attributes do not show a significant influence on product purchasing decisions. This needs to be responded to by improving the quality and attributes of the products offered, strengthening the product image also needs to be improved so that the product is the top choice compared to competing products.

Based on Table 3 above, it can be concluded that the fourth hypothesis (H4) is accepted, namely that there is a significant effect of Product Attributes on increasing Company Reputation with Path Coefficient (0.559) and p-value (0.001 <0.05). Any changes to the Product Attributes will increase the Company's Reputation. Within the 95% confidence interval, the influence of Product Attributes on improving Company Reputation is between 0.236 and 0.919. Even so, the existence of Product Attributes in enhancing the

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Company's Reputation has a high effect at the structural level (f square = 0.436). The need for a product attribute improvement program is considered very important where when there is a company policy to improve product attributes, the company's reputation will increase to 0.919. The results of this study are in line with research conducted by [29] which states that there is a significant influence of Product Attributes and Positioning both jointly and partially on Brand Image. Other results from the regression analysis in this study indicate that the product attribute variable has a dominant influence on brand image. Likewise the results of research conducted by Sukardi & Kamener (2021) where product attributes have a significant effect on brand switching. Product attributes have a significant effect on brand image. Brand image has a significant effect on brand switching. Brand image mediates the indirect significant influence between product attributes on brand switching.

Based on Table 3 above, it can be concluded that the fifth hypothesis (H5) is accepted, namely that there is a significant effect of Company Reputation on increasing Repurchase Interest with Path Coefficient (0.292) and p-value (0.026 <0.05). Any changes to the Company's Reputation will increase customer Repurchase Interest. Within the 95% confidence interval, the influence of Company Reputation in increasing Repurchase Interest lies between -0.012 to 0.509. Nonetheless, the presence of Company Reputation in increasing Repurchase Interest has a low effect at the structural level (f square = 0.110). The need for a Company Reputation improvement program is considered very important where when there is a company policy to improve Company Reputation, the increase in Repurchase Interest will increase to 0.509. The results of this test are in line with the research conducted [31] who conducted research on the influence of company reputation on purchasing decisions on airline services. This study concludes that the company's reputation shows a significant positive influence on the purchasing decision of airline services, either partially or simultaneously. Likewise research conducted [32]which also states that the company's reputation variable shows a simultaneous and partial effect on consumer repurchase decisions after testing using multiple linear regression analysis.

### 4.3   Model Goodness and Fit Evaluation

PLS is a variance-based SEM analysis with the aim of testing model theory that focuses on predictive studies. Therefore, several measures have been developed to declare the proposed model acceptable, such as R Square, Q Square, SRMR, PLS Predict [33] and Goodness of Fit Index (GoF Index), as well as examining the robustness of the model by testing the linearity of the relationship between variables, endogeneity and heterogeneity of the sample model with Fimix PLS.

**Table 4. R Square Value**

| Variable | R-square | Q-square |
|---|---|---|
| Repurchase Interest | 0,902 | 0,895 |
| Company Reputation | 0,872 | 0,867 |

The statistical measure R square describes the magnitude of the variance of the endogenous variables that can be explained by other exogenous/endogenous variables in the model. According to [34] qualitative interpretation of R square values is 0.19 (low effect), 0.33 (moderate effect), and 0.66 (high effect). Based on the processing results above as shown in Table 4, it can be said that the magnitude of the joint effect of Service Quality and Product Attributes on Repurchase Interest is 90.2% (high influence). The magnitude of the joint effect of Service Quality and Product Attributes on Company Reputation is 87.2% (high influence). Q square describes a measure of prediction accuracy, namely how well each change in exogenous/endogenous variables can predict exogenous variables. This measure is a form of validation in PLS to state the predictive relevance of the model. A Q square value above 0 indicates that the model has predictive relevance but is deep [33] Q square interpretation values qualitatively are 0 (low effect), 0.25 moderate effect), and 0.50 (high effect). Based on the processing results above, the Q squarer value of the

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Repurchase Interest variable is 0.895 > 0.50 (high prediction accuracy), and Company Reputation is 0.867 > 0.50 (high prediction accuracy).

**Table 5. SRMR**

| Parameter | Model Estimation |
|-----------|------------------|
| SRMR | 0,073 |

SRMR stands for Standardized Root Mean Square Residual. This value is a measure of model fit (model fit), namely the difference between the data correlation matrix and the estimated model correlation matrix. In [33], the SRMR value in Table 4.12 is below 0.08 indicating a fit model. However, in Karin Schmelleh et al (2003), SRMR values between 0.08 – 1.10 indicate an acceptable fit model. The model estimation result is 0.083 which means that the model has acceptable fit. Empirical data can explain the influence between the variables in the model.

## 5.    CONCLUSION
### 5.1    Conclusion

Based on the findings and analysis that has been described, the conclusions that can be drawn from this study are as follows. First, service quality plays an important role in shaping consumer repurchase intentions, indicating that positive experiences in interactions with companies significantly influence consumer intentions to repurchase. Second, service quality also has a significant impact on a company's reputation, with good service experience contributing to a positive image perceived by consumers. Third, product attributes have a strong influence on repurchase intention, indicating that product characteristics and quality play an important role in retaining consumers. Fourth, product attributes also have a significant effect on company reputation, confirming that product aspects can influence consumer perceptions of the company's image. Fifth, company reputation also has a significant influence on repurchase intention, indicating that consumer perceptions of company reputation play a key role in influencing repurchase decisions. Overall, this study underscores the complexity of the interaction between service quality, product attributes, company reputation, and consumer repurchase intention, providing valuable insights for practitioners in designing marketing strategies that focus on maintaining and increasing consumer loyalty.

### 5.2    Suggestion

Derived from the findings of the study, researchers can offer a few valuable recommendations, some of which are outlined below:

### 5.2.1   For Companies

For companies as research objects, the results of this research can be used as a consideration in formulating marketing strategies in the following year. Thus, the company can achieve the targets that have been determined effectively and on target. Furthermore, companies can focus on things that are truly in line with customer expectations, so that the efficient use of resources can also be controlled properly.

### 5.2.2   For Further Research

For further research, it is suggested to add the variables of product diversification, product facilities, and customer satisfaction, as well as adding data on customers who have made a purchase for more than one year to measure loyalty..

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