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How Price Perception and Digital Marketing Drive Frozen Food Consumers' Repurchase Intention: The Role of Purchasing Decision Mediation

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Abstract:
This study aims to examine the influence of price perception and digital marketing on repurchase intention and also explores the role of purchase decisions as an intervening variable in this relationship. This study uses primary data collected by distributing questionnaires as the main instrument, with the Hair method applied for sampling. The study consists of a total sample size of 144 respondents. This study uses a quantitative approach using Structural Equation Modeling (SEM). The findings reveal that digital marketing and price perception positively affect purchase decisions. Furthermore, purchase decisions and digital marketing positively and significantly influence repurchase intention. However, price perception, on its own, does not have a significant effect on repurchase intention. Also, the purchase decision partially mediates the relationship between price perception and digital marketing with repurchase intention. It implies that the purchase decision variable serves as a key intermediary in the impact of price perception and digital marketing on repurchase intention for frozen food products in Lhokseumawe City. Substantially, price perception itself does not significantly affect repurchase intention when not mediated by purchase decisions.

Keywords: Price Perception; Digital Marketing; Repurchase Intention; Purchase Decision

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Abstrak:

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga dan pemasaran digital terhadap niat pembelian ulang (*repurchase intention*), serta mengkaji peran keputusan pembelian sebagai variabel intervening dalam hubungan tersebut. Penelitian ini menggunakan data primer yang dikumpulkan melalui penyebaran kuesioner sebagai instrumen utama, dengan teknik penentuan sampel mengacu pada metode Hair. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 144 responden. Penelitian ini menerapkan pendekatan kuantitatif dengan menggunakan analisis Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa pemasaran digital dan persepsi harga berpengaruh positif terhadap keputusan pembelian. Selanjutnya, keputusan pembelian dan pemasaran digital terbukti berpengaruh positif dan signifikan terhadap niat pembelian ulang. Namun, persepsi harga secara langsung tidak berpengaruh signifikan terhadap niat pembelian ulang. Selain itu, keputusan pembelian terbukti memediasi secara parsial hubungan antara persepsi harga dan pemasaran digital terhadap niat pembelian ulang. Temuan ini mengindikasikan bahwa keputusan pembelian berperan sebagai variabel perantara yang penting dalam menjembatani pengaruh persepsi harga dan pemasaran digital terhadap niat pembelian ulang produk *frozen food* di Kota Lhokseumawe. Secara substantif, persepsi harga tidak memiliki pengaruh yang signifikan terhadap niat pembelian ulang apabila tidak dimediasi oleh keputusan pembelian.

Kata Kunci: Persepsi Harga; Pemasaran Digital; Niat Pembelian Ulang,; Keputusan Pembelian.

Introduction

The growth of digital technology has resolved consumer behavior from traditional transactions to digital transactions where transactions are easier, faster, and dynamic. This resolution supports business actors to adapt to marketing methods and use digital marketing strategies to reach wider consumers and increase sales. Changes in consumer behavior in the digital era are influenced by the news received from digital media, not only based on needs. Therefore, digital marketing is quite influential in shaping consumer belief, perception, and purchasing decisions for a product.

Price perception is an important part of making a purchase decision, because customers not only consider the price in terms of cost, but also adjust to the quality and benefits obtained. If consumers feel that the price is in accordance with the value obtained, then the greater the confidence of customers to decide to buy the product. Strong purchasing decisions can influence consumers in making repurchases, so that they can influence consumers on future purchasing behavior. Therefore, there are many factors that influence consumers in making purchasing decisions.

The results of previous research explain that price perception can directly affect repurchase interest. However, in this study, it was found that the influence of price perception on repurchase interest is influenced by the purchase decision as a mediating variable, not directly. Digital marketing can increase consumer intent to make a repeat purchase. In fact, digital marketing becomes very influential when it succeeds in triggering consumers to make a purchase decision. The success of digital marketing is not only influenced by the breadth of marketing exports, but also how strong the impact has on making customers make purchasing decisions.

The frozen food business in the city of Lhokseumawe is growing rapidly, making business actors need to know what factors influence consumers to make purchasing decisions to maintain their business and increase customer loyalty in the midst of increasingly competitive competition. Research that combines variable price perception, digital marketing, and purchase decisions in one analysis model is still limited, especially in the frozen food business in the region, so further research is needed to understand consumer behavior more deeply. This study aims to examine the influence of price perception and digital marketing on purchase decisions and repurchase intentions directly as well as from the mediation of purchase decisions, this analysis is carried out to understand how the process of forming purchase decisions and repurchase intentions by consumers.

Methods

This study uses a quantitative approach to analyze the structural relationship between price perception and *digital marketing* on *repurchase intention*, with purchase decisions as a mediating variable. This approach was chosen because it allows testing of relationships between variables based on numerical data through structured and systematic statistical analysis.

This study involved consumers who had bought *frozen food* products in Lhokseumawe City as a research population. The sampling technique uses *a non-probability sampling* method with *a purposive sampling* technique, which is the selection of respondents based on certain criteria that have been set by the researcher. The respondent criteria in this study are consumers who have bought *frozen food* products at least once. The determination of the number of samples refers to the recommendation of Hair et al., which is 5–10 respondents for each *observed indicator.* This study used 16 indicators, so the recommended sample number ranged from 80 to 160 respondents. The number of samples used in this study was 144 respondents or equivalent to 9 respondents for each indicator. Thus, the number of samples used has met the recommendations of Hair et al.

This study uses primary data obtained directly from respondents through the distribution of questionnaires. The questionnaire was distributed online through Google Form and directly to consumers at several *frozen food* stores in Lhokseumawe City. Respondents who participated were confirmed to have met the research criteria that had been set. The variables studied were price perception, digital marketing, purchase decisions, and repurchase intention. Each construct was measured using four indicators adapted from previous literature. All indicators were measured using a five-point Likert scale, namely 1 = strongly disagree to 5 = strongly agree. Details of constructs, indicators, literature sources, and measurement scales are presented in Table 1.

Construct	Code	Measurement Indicators/Dimensions	Source	Scale
Price Perception	PH1	Price Affordability	Stanton (2021)	Likert 1–5
	PH2	Price Competitiveness	Stanton (2021)	Likert 1–5
	PH3	Price conformity with product quality	Stanton (2021)	Likert 1–5

	PH4	Price compatibility with product benefits	Stanton (2021)	Likert 1–5
Digital Marketing	DM1	Accessibility	Princess (2022)	Likert 1–5
	DM2	Interactivity	Princess (2022)	Likert 1–5
	DM3	Entertainment	Princess (2022)	Likert 1–5
	DM4	Informativeness	Princess (2022)	Likert 1–5
Purchase Decision	KP1	Stability in a product	Kotler (2018)	Likert 1–5
	KP2	Habits in buying products	Kotler (2018)	Likert 1–5
	KP3	Provide recommendations to others	Kotler (2018)	Likert 1–5
	KP4	Make a repurchase	Kotler (2018)	Likert 1–5
Repurchase Intention	RI1	Transactional intent	Hellier (2018)	Likert 1–5
	RI2	Referential intent	Hellier (2018)	Likert 1–5
	RI3	Preferential intent	Hellier (2018)	Likert 1–5
	RI4	Exploratory intent	Hellier (2018)	Likert 1–5

This study uses the Structural Equation Modeling (SEM) method which is processed using AMOS. The SEM method was chosen because it is able to analyze the simultaneous relationship between latent variables and test the direct and indirect influence through mediation variables. The analysis stages include testing the validity and reliability of constructs, testing model assumptions, evaluating model suitability (goodness of fit), and testing structural hypotheses. The mediation effect test was carried out using a bootstrapping procedure with a bias-corrected confidence interval approach of 5,000 bootstrap samples at a 95% confidence level. The indirect effect is declared significant if the bootstrap trust interval does not include a value of zero (0).

Result and Discussion

Common Method Bias Assessment

To minimize the potential for common method bias that can arise because all data is collected from the same respondents using the same instrument at one measurement time, this study conducted Common Method Variance (CMV) testing using Harman's Single-Factor Test. Common method bias is considered to be not a problem if a single factor does not explain more than 50% of the total variance of the data.

Table 1. Common Method Bias Test Results Using Harman's Single-Factor Test

Testing Criteria	Results
Number of Measurement Items	16
Number of Factors Formed	4
Variance Explained First Factor	38,74%
Cut-off	< 50%
Conclusion	No significant Common Method Bias

Source: Data Processing Results (2026)

Based on Table 1, the first factor is only able to explain 38.74% of the total variance, which is below the maximum limit of 50% as recommended in Harman's Single-Factor Test. These results suggest that there is no single dominant factor that explains most of the data variance. Thus, common method bias is not a significant problem in this study so that the relationship between the variables studied can be considered valid and not substantially influenced by common method variance.

To anticipate the potential for common method bias (CMB) that can arise because all variables are measured using a self-report questionnaire and collected at one measurement time, testing is carried out using Harman's Single-Factor Test. The test results showed that the first factor was only able to explain 38.74% of the total variance, which is below the maximum limit of 50%. These findings indicate that there is no single dominant factor that explains most of the data variance. Thus, common method bias is not a significant problem in this study so that the validity of the research results can still be maintained.

Before conducting the hypothesis test, the examiner evaluates the suitability of the model (Goodness of Fit). The initial model tested generally met the Goodness of Fit criteria, except for the AGFI value of 0.866 which is still in the marginal category because it is below the cut-off value of 0.90, so the model is not fully fit. Based on the value of the Modification Indices (MI) generated in the AMOS output, model modifications were made by correlating five pairs of errors, namely the error of the RI3 indicator with RI4 (Repurchase Intention), the error of the KP4 indicator with the Price Perception construct, the error of the KP3 indicator with the disturbance term (residual) of the Repurchase Intention construct, the error of the DM4 indicator with the Price Perception construct, and the error of the DM3 indicator with the error of the KP1 indicator. This modification can be theoretically justified: the correlation between RI3 and RI4 is made because both indicators come from the same construct and measurement instrument so that they have the potential to have the same measurement source (method effect), while the error correlation across indicators/other constructs can be explained as common method variance that is common in self-report survey data, considering that all indicators are measured using the same instrument and respondent the same at one time of measurement. The modification did not change the structure of the hypothetical causal relationship between the latent variables and was not done solely to pursue statistical fit value improvements. After the modification was made, all Goodness of Fit criteria showed improvement, with a GFI value of 0.933, RMSEA of 0.000, AGFI of 0.903, TLI of 1.008, CFI of 0.950, CMIN/DF of 0.093, and a probability value of 0.752. All of these values have met the required Goodness of

Fit criteria, so that this research model is declared fit and suitable for future hypothesis testing.

Although the RMSEA (0.000), CMIN/DF (0.093), and TLI (1.008) values indicate an excellent degree of model conformity, the results need to be interpreted carefully. These values were obtained after modifying the model based on Modification Indices (MI) accompanied by theoretical justification. Therefore, the evaluation of the model is not only based on one indicator of goodness of fit, but also considers the overall model suitability index, construct validity, construct reliability, and the significance of the relationship between variables in the structural model. Thus, the research model is considered feasible to be used for hypothesis testing without changing the structure of the causal relationship that has been formulated in the conceptual model of the research.

Table 1. Direct Impact Test Results

Relationships Between Variables	**Coefficients**	**C.R**	**P-Value**	**Remarks**
Price Perception → Purchase Decision	0,370	3,816	0,000	Accepted
Digital Marketing → Purchasing Decisions	0,458	4,598	0,000	Accepted
Price Perception → Repurchase Intention	0,113	1,169	0,243	Rejected
Digital Marketing → Repurchase Intention	0,328	3,096	0,002	Accepted
Purchase Decision →Repurchase Intention	0,348	2,973	0,003	Accepted

Based on table 1 it can be seen that only Most of the relationships between variables show a significant influence. The digital marketing variable has the greatest influence on the purchase decision with a coefficient of 0.458, followed by the price perception of the purchase decision of 0.370. Meanwhile, price perception does not have a significant effect directly on repurchase intention because price perception has a probability value of 0.243 which is greater than 0.05.

The Influence of Price Perception on Purchase Decisions

The results of the study show that price perception has a positive and significant effect on purchase decisions with a coefficient value of 0.370 and a probability value of 0.000. This proves that the better the consumer perception of the price of frozen food, the higher the consumer's decision to make a purchase.

The findings of this study are supported by Kotler and Keller's theory which states that price is one of the main causes that consumers consider when making purchase decisions. In Lhokseumawe City, consumers compare the price with the benefits obtained on the product before deciding to buy the product. The results of this study are in line with the research of Anisa (2024), Sirtis (2023), and Aziyah (2023) who found that price perception has a significant effect on purchasing decisions.

The Influence of Digital Marketing on Purchase Decisions

The results of this study show that the digital marketing variable has a positive and significant effect on purchase decisions with a coefficient value of 0.458 and a probability value of 0.000. This value is the biggest influence in the research model.

The results of the study prove that the use of social media, marketing content, digital promotions and various internet-based marketing activities is able to make consumers buy frozen food. This is supported by the opinions of Batu (2019) and As'ad (2019) who explain that digital marketing can expand the reach of product information and increase interaction between the Company and consumers. In fact, the results of this study are in line with the research of Putri (2022), Lubis (2021), and Diventy (2020) which found that digital marketing has a significant effect on purchase decisions.

The Effect of Price Perception on Repurchase Intention

The results of the study prove that the price perception variable does not have a significant effect on repurchase intention with a coefficient of 0.113 and a probability value of 0.243. This study also found that consumers who buy frozen food in Lhokseumawe City do not make price the main factor in forming repurchase intentions. Customers who have bought frozen food products will consider other factors, such as product quality, satisfaction, ease of obtaining products and previous purchase experiences. The results of this study are the same as the research of Sinan et al. (2021) which states that price perception cannot always affect customer repurchase intention.

The Influence of Digital Marketing on Repurchase Intention

After conducting research, the results of the study proved that digital marketing had a positive and significant effect on repurchase intention with a coefficient value of 0.328 and a probability value of 0.002. And these results show that a good digital marketing strategy is able to increase consumer intentions who often receive product information, customer feedback, promotional info, and even interesting content through digital media, so it will be easier for consumers to remember and repurchase intentions. The results of these findings are in line with Prisma (2022) and Diventy (2020) that digital marketing has a positive effect on consumer purchasing behavior.

The Effect of Purchase Decision on Repurchase Intention

The results of the study prove that the purchase decision has a positive and significant effect on repurchase intention with a coefficient value of 0.348 and a probability value of 0.003. So this study shows that the more relative the purchase decisions made by consumers, the higher their tendency to repurchase intention. When consumers feel that the decision they have made is right and provides the benefits as expected, then they will have the desire to buy the same product again in the future. This finding is supported by a theory from Setiadi (2019) which shows that the purchase decision is an important stage that determines consumers after purchase.

The Role of Purchasing Decision Mediation

Table 2. Mediation Effect Test Results Using Bootstrapping

Mediation Pathway	Direct Effect	Indirect Effect	Total Effect	Types of Mediation
Price Perception → Purchase Decision → Repurchase Intention	0,113	0,129	0,242	Full Mediation
Digital Marketing → Purchase Decision → Repurchase Intention	0,328	0,159	0,487	Partial Mediation

Based on the results of bootstrapping testing, purchase decisions are proven to mediate the influence of price perception on repurchase intention. The value of indirect influence of 0.129 was obtained from the result of multiplying the coefficient of the price perception path to the purchase decision (0.370) and the purchase decision to repurchase intention (0.348). Meanwhile, the direct effect of price perception on repurchase intention of 0.113 was not significant ($p = 0.243$). These findings show that purchase decisions act as full mediation in the relationship between price perception and repurchase intention.

The results of the bootstrapping test also showed that purchase decisions mediate the influence of digital marketing on repurchase intention. The indirect influence value of 0.159 was obtained from the result of multiplying the coefficient of the digital marketing channel on the purchase decision (0.458) and the purchase decision on the repurchase intention (0.348). In addition to indirect channels, digital marketing also has a significant direct influence on repurchase intention of 0.328 ($p = 0.002$). Therefore, purchasing decisions act as partial mediation in the relationship between digital marketing and repurchase intention.

These findings show that purchasing decisions are an important mechanism that bridges the influence of price perception and digital marketing on the repurchase intention of frozen food consumers in Lhokseumawe City. Thus, increasing positive price perception and an effective digital marketing strategy will be better able to increase repurchase intention if it first encourages the formation of consumer purchase decisions.

Conclusion

This study found that price perception and digital marketing both play a role in increasing the purchase decision of frozen food products in the city of Lhokseumawe. Consumers feel more confident to buy products when the price of a product is in accordance with the benefits obtained and product information is easy to obtain from digital media. then for variable purchase decisions proven to affect repurchase intention, which means that when consumers are satisfied with the product and the benefits obtained, the greater the desire of consumers to repurchase intention.

The results of the study also prove that digital marketing has a direct effect on repurchase intention, while price perception does not have a direct effect on repurchase intention. The findings of this study show that prices that are considered appropriate do not necessarily make consumers want to make a repeat purchase if there is no good buying experience. Therefore, purchase decisions act as a partial mediating variable in the correlation of price perception and digital marketing to repurchase intention. Therefore, variable purchasing decisions are an important influence that connects consumers' perception of prices and digital marketing activities with their intention to make a repeat purchase.

The impact of the results of this study shows that frozen food business actors need to implement a competitive price strategy that is in accordance with the benefits and value of the product, and can strengthen digital marketing activities through social media, digital promotion, and the delivery of product information that is attractive and easy to understand. These techniques can improve consumer purchasing decisions while driving repeat purchases and customer loyalty.

From the academic side, this research can expand research on the relationship between price perception, digital marketing, purchase decisions, and repurchase intention, especially in the frozen food industry in Lhokseumawe City. In this study, purchasing decisions are an intervening variable, so that they can be a reference for future researchers in the field of consumer behavior and marketing.

This research has several limitations. First, this research was only conducted in Lhokseumawe City so that the results of the research could not necessarily be generalized to other regions with different consumer characteristics and market conditions. Second, this study uses a *cross-sectional* survey design, so that all data is collected in one time period. Therefore, the relationships found in this study show statistical linkages and influences between variables, but cannot be used to conclude a definitive cause-and-effect relationship. Further research is suggested using longitudinal design or experimental approaches to provide stronger evidence regarding the direction of relationships between variables. Third, this study only uses two independent variables, namely price perception and *digital marketing*. Therefore, there are still other factors that have the potential to be related to *repurchase intention*, such as customer satisfaction, trust, product quality, brand image, promotion, service quality, and customer loyalty, but have not been analyzed in this study.

Another limitation is that this study has not tested the possibility of differences in relationships between variables based on the demographic characteristics of respondents, such as age, gender, education level, occupation, income, and frequency of purchases. Therefore, further research is recommended to use a multi-group analysis (MGA) approach or include demographic characteristics as a control variable so that it can provide a more comprehensive understanding of variations in consumer behavior in shaping purchase decisions and repurchase intentions.

For the next researcher, it is recommended to expand the research area, increase the number of respondents, and add other variables such as customer satisfaction, trust, product quality, brand image, promotion, service quality and customer loyalty. This is to provide a more comprehensive explanation of the factors that can influence purchase and repurchase decisions.

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