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Product Quality, Price Perception, Green Packaging on Customer Satisfaction and Repurchase Intention Based on Sustainability

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ABSTRACT

Objective: This study aims to analyze the influence of customer satisfaction on product quality and price on repurchase intention. The population of this study was Holland Bakery customers in Jakarta.

Methodology: The sample in this study was 160 customers of Holland Bakery in Jakarta. The data analysis method used was Structural Partial Least Squares-Equation Model (PLS-SEM).

Findings: The results of the study show that product quality and price perception influence customer satisfaction (Agneset al., 2025) and (Muthi & Utama, 2023) but product quality does not affect repurchase interest (Rahmawan & Irmawati, 2024) and (Azizet al., 2023). Green packaging does not affect customer satisfaction but does affect repurchase intention (Arianty & Ariska, 2023). Customer satisfaction influences repurchase intention (Kotler & Keller, 2022). Customer satisfaction can mediate the influence of product quality and price perception by full mediation (Kartikaet al., 2023) and (Muthi & Utama, 2023), however customer satisfaction is not able to mediate the influence green packaging on repurchase intention.

Conclusion: Product quality and price perception have a positive and significant effect on customer satisfaction, but green packaging does not have a significant effect on customer satisfaction. Meanwhile, product quality and price perception do not have a significant effect on repurchase intention, but green packaging and customer satisfaction have a positive and significant effect on repurchase intention. Customer satisfaction is able to mediate the influence of product quality and price perception on repurchase intention positively and significantly, but customer satisfaction is not able to mediate the influence between green packaging on repurchase intention.

Keywords: Product Quality; Price Perception; Green Packaging; Customer Satisfaction; Repurchase Interest.

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INTRODUCTION

The diverse range of brands and products in Indonesia's globalization era provides customers with numerous choices, giving them ample opportunity to choose the products they will use. Therefore, businesses compete to gain customer trust and satisfaction (Shabrina & Budiarmo, 2023). Several factors companies use to create customer satisfaction, thus impacting customer interest in repeat purchases, are product quality and price perception.

Undeniably, businesses in the food and beverage processing industry are constantly thinking hard about how to survive in this competitive business world (Apriasty & Simbolon, 2022).

The food and beverage (F&B) industry plays a crucial role in the Indonesian economy and is a key contributor to the national manufacturing sector, contributing 21.04% of total manufacturing output, or more than one-fifth of the total contribution (Fauzan & Salim, 2025). This industry continues to grow annually. Bread is a significant food business. The Indonesian bread and cake market is growing rapidly, driven by changes in consumer shopping habits, rising incomes, and the trend toward practical and healthy foods (Bahteradijaya.com, 2024). These changes create significant opportunities for companies to capitalize on the growth of the bread sector. Bread, as a rice substitute, is increasingly popular, especially among millennials, who tend to explore a variety of modern and practical products. This shift in their eating habits is driven by evolving habits and ways of thinking. This shift in mindset has increased demand for their products. Companies need to create better and more competitive products to satisfy customers, attracting them to make purchasing decisions and retaining them amidst competition (Zulva & Ali, 2025). Satisfaction is one of the reasons why customers are interested in repeat purchases. They feel satisfied and interested in repeat purchases when they feel their needs are met (Wanti *et al.*, 2024). Today, people are increasingly aware of the importance of protecting the environment. Customers who understand and care about this issue are more likely to choose environmentally friendly products, which are called *green packaging*. By using *green packaging* Customers actively participate in reducing waste and conserving resources. This sense of contribution creates a strong bond between the brand and the customer (Handokoet *al.*, 2025).

Holland Bakery was founded in 1978 in Jakarta and is renowned as the first modern bakery in Indonesia. As a well-established bakery, Holland Bakery not only prioritizes high-quality products but also provides excellent customer service, which leaves visitors satisfied and encourages repeat purchases (Syah & Pratama, 2020). Holland Bakery contributes to the sustainable development goals of SDGs 8, where its business development will support inclusive and sustainable economic growth and provide decent employment for many people. In SDGs 12, Holland Bakery ensures a sustainable consumption and production cycle, one of which is by reducing its ecological footprint. This means efficient use of natural resources, environmentally friendly waste management, and massive waste reduction, recycling, and product reuse. Given the increasing environmental awareness among Indonesian customers, this could be a strategic step for Holland Bakery, such as collaborating with FoodCycle and acting as a major donor partner distributing bread products and other surplus food to help reduce food waste and overcome hunger in Indonesia, especially for vulnerable communities since 2018 (Foodcycle.id, 2021). In addition to collaborating with FoodCycle, another example of Holland Bakery's support is its collaboration with FoodCycle.*sustainable development enviromentalis* where Holland Bakery adopted *paper bag* as an effort to be environmentally friendly due to the material *paper bag* more environmentally friendly than plastic, because it can be recycled and decomposes more quickly in nature. By using *paper bag*, Holland Bakery helps reduce reliance on petroleum-based plastics, which collectively contributes to environmental sustainability. Similar research has been conducted (Mahendrayanti & Wardana, 2021), (Fitri & Mardikaningsih, 2023), and (Arianty & Ariska, 2023) where the quality of a product, price perception, and *green packaging* influence customer interest in repurchasing. Research (Yusup & Nurmahdi, 2020), (Putro & Nurmahdi, 2020), and (Safitri & Aditya, 2025) revealed that customer satisfaction is influenced by product

quality, price perception, and *green packaging*. Research (Muthi & Utama, 2023), (Alamudi & Utomo, 2022), and (Maharanyet *al.*, 2021) revealed that customer repurchase interest is influenced by satisfaction. In contrast, (Izzuddin & Muhsin, 2020) stated that customer satisfaction is not influenced by product quality. (Syahrizal & Sigarlaki, 2024) stated that price perception does not affect customer satisfaction. (Handokoet *al.*, 2025) which revealed that green packaging had no effect on customer repurchase intentions. (Taniaet *al.*, 2022) revealed that interest in repeat purchases was not influenced by customer satisfaction.

Various factors such as product quality, price perception, and green packaging influence customer satisfaction, which can impact repeat purchase intentions. However, in practice, there are still some *inconsistency* in previous research on the influence of product quality, price perception, and *green packaging* on satisfaction which results in customer repurchase interest. The main objective of this study is to investigate the impact of product quality, price perception, and *green packaging* on repurchase interest, by considering customer satisfaction as a mediating factor.

LITERATURE REVIEW

Sustainable Development Goals (SDGs)

The SDGs are a United Nations (UN) initiative launched in 2015 to provide solutions to various global challenges. The SDGs are designed to drive change based on human rights principles and ensure equitable social, economic, and environmental development. This program includes 17 main goals and 169 targets to be achieved by 2030 (Mukorrohah & Putra, 2025). In this study, researchers focused on goals 8 and 12, namely encouraging inclusive economic growth, creating decent work productivity for the community, and promoting sustainable consumption and production processes. Emphasis is placed on the importance of resource efficiency, proper waste management, and the development of environmentally friendly products.

Theory Triple Bottom Line

In the modern business world, sustainability is no longer just green jargon, it has become game changer in determining the direction and reputation of a company. This is where the concept of Triple Bottom Line (TBL) is a new perspective that changes the way we assess business success. It is no longer just focused on profit, but also how business contributes to people (human) and planet (environment). This concept was first introduced by John Elkington, who challenged the old paradigm that financial profit is insufficient if it is not aligned with social welfare and environmental sustainability. Now, many companies are beginning to realize that sustainability is not a burden, but rather a smart strategy for surviving and growing in an era of increasing transparency and ethical demands. Consumers are also increasingly critical; they look not only at the product, but also at the value behind it (Ppmschool.ac.id, 2025). In this study, to maintain the sustainability of the Holland company Bakery paying attention to three main components, namely profit which is obtained from customer interest in repurchasing the product by paying attention to product quality and price perception, people where is Holland Bakery pay attention to customer satisfaction, and planet which is visible from the use green packaging.

Theory Stimulus Organism Response (SOR Theory)

The SOR theory was initiated by Houland, a theory in the field of psychology, which was then applied to the field of communication because it has a similar object, namely humans

who have aspects of attitudes, opinions, and perceptions (understanding), affection (feelings), and conation (actions). The SOR model is a psychological work scheme where individual responses are described from the interaction between external stimuli, the internal conditions of the organism, and the results in the form of responses (Janah et al., 2024). In this study, business actors who are the objects will provide external stimulation in the form of quality products, competitive prices, and green packaging to customers so that customers will receive the stimulus into their internal organism in the form of satisfaction and then provide a final response in the form of repurchases.

Product Quality

Product quality encompasses a number of characteristics and properties that can meet customer needs and preferences (Syahrizal & Sigarlaki, 2024). Indicators of product quality include: performance, durability, features, reliability, aesthetics, and perceived quality (Abiyyu & Tjahjaningsih, 2023). Product quality is related to how well its characteristics meet customer needs and expectations, which fosters trust that can only grow and increase satisfaction (Agneset al., 2025). When customers experience excellent product quality, they usually have the desire to make repeat purchases in the future (Teressaet al., 2024). By improving product capabilities, a competitive advantage will be created, thereby increasing customer satisfaction. Customers will be satisfied with the product quality if it meets their expectations, and they will return to purchase (Kartikaet al., 2023). Therefore, the research hypothesis is:

H1: Product quality influences customer satisfaction

H4: Product quality influences repurchase intention

H8: Product quality influences repurchase intention through customer satisfaction.

Price Perception

Price perception is the amount of costs that customers feel they have to pay to get the product/service they want, based on how they view the price, whether it is affordable, commensurate with the quality, competitive, or commensurate with the benefits provided (Marwanto) et al., 2022). Price perception indicators include: affordable price, price commensurate with quality, and competitive price (Abiyyu & Tjahjaningsih, 2023). Price is an element that influences customer satisfaction and is also a key component of sales (Ariyantiet al., 2022). When customers decide to buy something, they usually assess how good the item is relative to the price they are paying. If customers feel the cost is reasonable for what they are getting, they will likely want to buy the item again in the future (Mahardhika & Nurmahdi, 2023). When the cost is fair and aligns well with the items clients receive, the company benefits from a positive image. This leads to customer contentment and fosters a desire to buy from the company again (Muthi & Utama, 2023). Therefore, the research hypothesis is:

H2: Price perception influences customer satisfaction

H5: Price perception influences repurchase intention

H9: Price perception influences repurchase intention through customer satisfaction.

Green Packaging

Green packaging packaging that does not damage the environment and contributes to sustainable environmental development (Pantilu)et al., 2025). Indicators *green packaging* includes: recyclable packaging, reusable packaging, packaging made from recycled materials, and packaging that does not use hazardous materials (Amaliaet al., 2023). When

customers encounter products packaged in environmentally friendly materials, their initial perceptions are often positive. This positive perception can lead to increased satisfaction because it meets customer expectations and gives the impression that the company truly pays attention to detail and provides the best for its customers (Handokoet *al.*, 2025). Relationships between customers and positive attitudes toward environmentally friendly products will attract their interest, including packaging that serves as a differentiator and builds positive attitudes toward all phases of customer purchasing behavior (Arianty & Ariska, 2023). High customer satisfaction resulting from good quality green packaging will encourage greater purchasing interest. Customers who are satisfied with products and packaging tend to repurchase more frequently (Handokoet *al.*, 2025). Therefore, the research hypothesis is:

H3: Green packaging affect customer satisfaction

H6: Green packaging influence repurchase intention

H10: Green packaging influence on repurchase intention through customer satisfaction

Customer Satisfaction

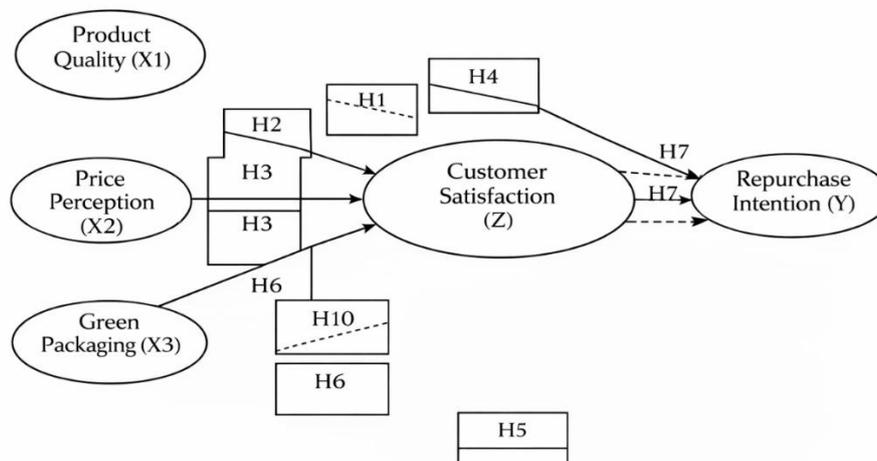
Customer satisfaction is something that depends on what customers think they should get. It's usually seen as how customers feel after using a product, based on how much they liked it compared to what they thought it would be like before buying it (Muthi & Utama, 2023). Customer satisfaction indicators include: meeting expectations, ease of access, and willingness to recommend (Abiyyu & Tjahjaningsih, 2023). High levels of customer satisfaction can encourage their purchasing interest (Teressaet *al.*, 2024). When customers feel their expectations are met during shopping, this will create a sense of satisfaction for them and can lead to repeat purchase intentions (Wantiet *al.*, 2024). Therefore, the research hypothesis is:

H7: Customer satisfaction influences repurchase intention

Repurchase Interest

Repurchase intention is the act of someone being willing to buy the same brand of product more than once, based on their expectations and initial purchase experience (Qudus & Amelia, 2022). Indicators of repurchase intention include: exploratory intention, preferential intention, transactional intention, and referential intention (Abiyyu & Tjahjaningsih, 2023).

Figure 1. Research Model



METHOD

Research Design

This research is quantitative research based on the philosophy of positivism, aimed at analyzing a specific population/sample, synthesizing information using research tools, analyzing data through a quantitative or statistical approach, and aiming to test the proposed hypothesis (Sugiyono, 2022). The research design uses a causal design, which is useful for assessing the relationship between research variables or evaluating how one variable can influence another (Umar, 2019).

Population and Sample

The study population was all customers of Holland Bakery Cake Shop, while the sample was customers of Holland Bakery in Jakarta. The sample selection was based on Hair's theory, which states that the ideal sample size is in the range of 100-200 participants. In the context of using *Structural Equation Modelling* (SEM), the minimum recommended sample size is 100. If the sample size is too large, it will be difficult to obtain a statistically significant measure. *goodness of fit* optimal, so it is recommended to have a minimum sample size of 5-10 observations for each estimated parameter (Hair *et al.*, 2022), so that the number of research samples was 160 respondents which was obtained by multiplying the number of indicators by 8 (20x8).

Data Collection

The data source used was primary data, which is data directly from original sources, collected by the researcher to address the problems identified through questionnaire distribution. Because the data was collected through questionnaire distribution, a Likert scale was used to assess the perceptions, opinions, or attitudes of individuals or groups regarding certain phenomena, arranged in tiers according to a weighted value between 1 and 5 (Sugiyono, 2022).

Data Analysis Methods

This study uses descriptive statistics to summarize the demographics of respondents, including gender, age, occupation, income, highest education, and domicile. For hypothesis testing, using *Structural Equation Model* (SEM) through the approach *Partial Least Square* (PLS) utilizes Smart PLS software version 4.1.1.4. PLS is an effective analytical technique because it does not rely on many assumptions, such as normal data distribution and large sample sizes. It is also useful for identifying relationships between latent variables (Ghazali, 2021).

RESULTS AND DISCUSSION

Research result

Description Analysis Results

Descriptive statistics in this study are used to provide a detailed overview of the characteristics of respondents related to each variable studied. This study involved a total of 160 respondents consisting of residents of Jakarta who are customers of Holland Bakery, with all questionnaires distributed and completed completely by respondents. Data collection was carried out through questionnaires distributed using Google Forms, which were disseminated using social media platforms such as WhatsApp and Telegram, both through direct messages and groups. Descriptive analysis provides information on the demographic characteristics of

the participants. The following data on respondent characteristics based on gender, age, occupation, income, last education, and domicile.

Table 1. Respondent Characteristics

Profile	Category	Frequency	Percentage (%)
Gender	Man	49	30.6
	Woman	111	69.4
Age	18-25 years old	14	8.8
	26-35 years old	30	18.8
	36-50 years	108	67.5
	51-65 years	7	4.4
	> 65 years	1	0.6
Work	Civil Servant	2	1.3
	Private Officer	85	53.1
	Self-employed	19	11.9
	Housewife	48	30.0
	Students	3	1.9
	Not yet working	3	1.9
Monthly Income	< Rp. 4,000,000	27	16.9
	Rp. 4,000,000 - Rp. 8,000,000	56	35.0
	Rp. 8,000,000 - Rp. 12,000,000	31	19.4
	Rp. 12,000,000 - Rp. 16,000,000	16	10.0
	> Rp. 16,000,000	30	18.8
Last education	Basic education (elementary school, middle school, high school, or equivalent)	34	21.3
	Diploma (D1,D2,D3)	22	13.8
	Master (S1)	91	56.9
	Magister (S2)	12	7.5
	Doctor (S3)	1	0.6
Domicile	Central Jakarta	9	5.6
	North Jakarta	2	1.3
	East Jakarta	34	21.3
	South Jakarta	106	66.3
	West Jakarta	9	5.6

Source: Processed data (2025)

Outer Model Analysis

Table 2. AVE (Average Variance Extracted) Test Results

Variables	Mark Average Variance Extracted (AVE)	Information
Product Quality (X1)	0.653	Valid
Price Perception (X2)	0.815	Valid
Green Packaging (X3)	0.685	Valid

Variables	Mark Average Variance Extracted (AVE)	Information
Customer Satisfaction (Z)	0.787	Valid
Repurchase Interest (Y)	0.697	Valid

Source: Smart PLS Data Processing (2025)

The AVE value for each variable is >0.5 , indicating that all research variables are valid. Thus, convergent validity at the construct level has been met, indicating that the indicators in each variable collectively represent their latent constructs well.

Table 3. Reliability Calculation Results

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
Product Quality	0.867	0.868	0.904	Reliable
Price Perception	0.775	0.793	0.898	Reliable
Green Packaging	0.770	0.773	0.867	Reliable
Customer Satisfaction	0.865	0.867	0.917	Reliable
Repurchase Interest	0.854	0.861	0.902	Reliable

Source: Smart PLS Data Processing (2025)

All latent variables in this study demonstrated excellent reliability. All Cronbach's Alpha and Composite Reliability values were above 0.70. Therefore, this research instrument was reliable and consistent in collecting data, thus ensuring trustworthy measurement results.

Table 4. Fornell Lacker Uji Discriminant Validity

	Green Packaging	Product Quality	Customer Satisfaction	Repurchase Interest	Price Perception
Green Packaging	0.828				
Product Quality	0.630	0.887			
Customer Satisfaction	0.636	0.768	0.808		
Repurchase Interest	0.631	0.710	0.615	0.835	
Price Perception	0.620	0.772	0.658	0.600	0.903

Source: Researcher, processed (2025)

Mark $\sqrt{\text{The AVE}}$ for each variable is higher than its correlation value with other variables. Therefore, the discriminant validity requirement based on Fornell-Larcker has been met and is declared valid.

Inner Model Analysis

Table 5. R Square Value Results (R²)

	R-square	R-square adjusted
Customer Satisfaction (Z)	0.720	0.714
Repurchase Interest (Y)	0.561	0.550

Source: Researcher, processed (2025)

The analysis of the relationship between constructs (structural model) for the Customer Satisfaction variable (Z) shows an adjusted R² value of 0.714, which means that the independent variables in the model, namely Product (X1), Price Perception (X2), and Green

Packaging (X3) are able to explain 71.4% of the variance of this dependent variable, the remaining 28.6% is influenced by other factors outside this research model. Meanwhile, the adjusted R² value for the Repurchase Intention variable (Y) shows a value of 0.550, which means that 55% of the variance in the Repurchase Intention variable can be explained by the variables Product Quality, Price Perception, Green Packaging, and Customer Satisfaction, the remaining 45% is influenced by other factors outside this research model. Overall, the R-Square value for the Repurchase Intention and Customer Satisfaction variables shows that the structural model in this study has moderate to strong predictive power. This means that the independent variables in this study are able to explain most of the changes or variations that occur in the Customer Satisfaction and Repurchase Intention variables.

Table 6. Hasil Uji Effect Size (f²)

Connection	F-value ²	Effect Size
Product Quality → Customer Satisfaction	0.308	Moderate Effect
Price Perception → Customer Satisfaction	0.341	Moderate Effect
Green Packaging → Customer Satisfaction	0.015	No Effect
Product Quality → Repurchase Interest	0.003	No Effect
Price Perception → Repurchase Interest	0.001	No Effect
Green Packaging → Repurchase Interest	0.094	Small Effect
Customer Satisfaction → Repurchase Interest	0.138	Small Effect

Source: Researcher, processed (2025)

Hypothesis Testing

The hypothesis test in this study aims to evaluate the significance of the influence shown by the independent variable on the dependent variable in the structural model through the procedure *bootstrapping* which allows researchers to determine the significance of the hypothesis by analyzing the path coefficient values and T-statistic values generated from the algorithm report. *boot strapping* on SmartPLS software version 4.1.1.4. Considering that this study uses a two-tailed test with a significance level (alpha) of 0.05 (5%), the T-table value used as a threshold is 1.654. If the T-statistic value (T-count) is greater than the T-table (T-count > 1.654), then the effect is considered significant.

Figure 2. Structural Model

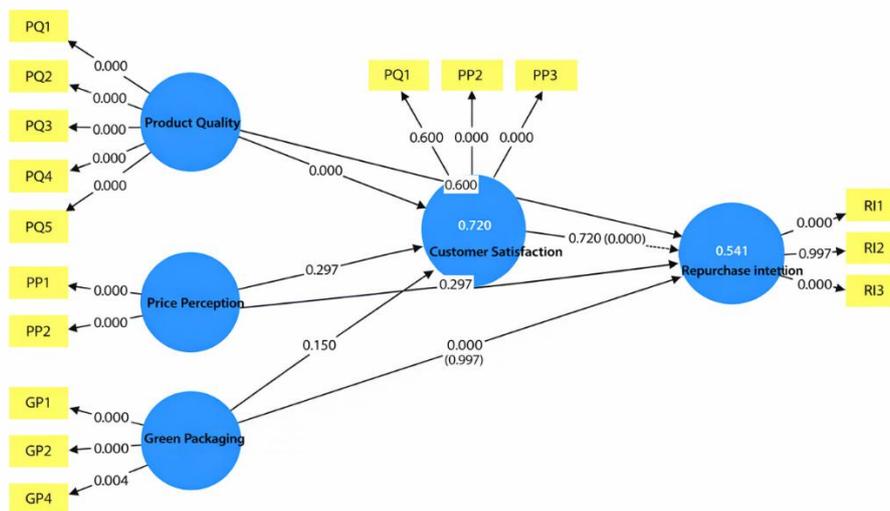


Table 7. Direct Hypothesis Test Results

Hypothesis	Variables	T statistics	P values		Information
H1	Product Quality -> Customer Satisfaction	5.704	0.000	accepted	Significant Positive
H2	Price Perception -> Customer Satisfaction	6.349	0.000	accepted	Significant Positive
H3	Green Packaging -> Customer Satisfaction	1.441	0.150	rejected	Not Significant
H4	Product Quality -> Repurchase Interest	0.680	0.497	rejected	Not Significant
H5	Price Perception -> Repurchase Intention	0.243	0.808	rejected	Not Significant
H6	Green Packaging -> Repurchase Interest	3.148	0.002	accepted	Significant Positive
H7	Customer Satisfaction -> Repurchase Interest	3.896	0.000	accepted	Significant Positive

Source: Researcher, processed (2025)

Table 8. Indirect Hypothesis Test Results

Hypothesis	Variables	T statistics	P values		Information
H8	Product Quality -> Customer Satisfaction -> Repurchase Intention	2.930	0.003	Full Mediation	Significant Positive
H9	Price Perception -> Customer Satisfaction -> Repurchase Intention	3.497	0.000	Full Mediation	Significant Positive
H10	Green Packaging -> Customer Satisfaction -> Repurchase Interest	1.448	0.148	Not Mediating	Not Significant

Source: Researcher, processed (2025)

Discussion

The findings indicate that product quality has a positive and significant impact on customer satisfaction. Respondents in this study were all customers who consume Holland Bakery products, so they were already familiar with Holland Bakery products. Product quality is related to how well its characteristics meet customer needs and expectations, which fosters trust that can only grow and increase satisfaction (Agneset *al.*, 2025). However, product quality does not significantly influence repurchase intention. This could be due to the high likelihood that customers will continue to make repeat purchases even if product quality fluctuates. This factor can certainly be related to previous positive experiences, such as an emotional connection with the brand. Therefore, product quality does not directly impact customer repurchase intention, especially when customers have high loyalty to the product (Rahmawan & Irmawati, 2024). Product quality has a positive and significant influence on repurchase intention, mediated by customer satisfaction. Customers will be satisfied with product quality if it meets their expectations and they will repurchase (Kartikaet *al.*, 2023). Because the direct relationship between product quality and repurchase intention is insignificant, customer satisfaction acts as a full mediator. This means that the entire effect of product quality on repurchase intention occurs through customer satisfaction.

Based on the test results, price perception has a positive and significant effect on customer satisfaction. A company's ability to demonstrate customer satisfaction after a purchase is enhanced by reasonable and acceptable costs paid by customers, which can result in a favorable perception of the business (Muthi & Utama, 2023). However, price perception does not significantly influence repurchase intention. This indicates that price perception is not a primary focus for customers in determining repurchase intention for a product or service. If price perception increases or decreases, it will not affect repurchase intention because customers do not prioritize price when purchasing (Azizet *al.*, 2023). Customer satisfaction can mediate the influence of price perception on repurchase intention, with positive and significant results. When prices are reasonable and commensurate with the goods received by customers, the company will benefit from a positive image (Muthi & Utama, 2023). Because the direct relationship between price perception and repurchase intention is insignificant, customer satisfaction acts as a full mediator. This means that the entire influence of perception on repurchase intention occurs through customer satisfaction.

Green packaging does not have a significant effect on customer satisfaction. *Green packaging* While products tend to be valued aesthetically and ethically, they do not always lead to customer satisfaction, especially among customers who are not environmentally sensitive. Customer satisfaction typically stems from the overall product performance (quality, price, and taste). *Green packaging* may be considered a value-added option, but it is often insufficient to satisfy consumers if the quality of the main product is not comparable. However, *green packaging* has a positive and significant effect on repurchase intention. Customers tend to be interested in making purchases due to the product's advantages, which include environmentally friendly packaging, which is able to convey information and give the impression that the product is high quality and functional, thus increasing customer interest in purchasing (Amaliaet *al.*, 2023). Customer satisfaction is not able to mediate the influence between *green packaging* on repurchase intention. Customer satisfaction is often unable to mediate the influence *green packaging* towards direct repurchase interest, this condition shows that *green packaging* plays a more direct role as a factor that influences consumer decisions, rather than as a factor that satisfies consumers first. In this case, companies still need to maintain innovation in packaging because this reflects a long-term commitment to sustainability, and can provide added value in the long term, especially in an increasingly environmentally conscious market so that customers are gradually moved to participate in preserving the environment, this sense of contributing to a greener future empowers customers and fosters satisfaction so that it is hoped that it will foster the intention to make repeat purchases. Customer satisfaction has a positive and significant impact on repurchase intention. Whether customers feel satisfied after a purchase or dissatisfied with a product will influence their future behavior. When customers are satisfied, they are more likely to repurchase the product (Kotler & Keller, 2022). When customers feel satisfied after purchasing and using a product, this increases their likelihood of repeat purchases (Agnes et al., 2025).

CONCLUSION

Research reveals that consumer satisfaction is influenced by product quality and price perception, but not by price. *green packaging* However, repurchase interest is influenced by *green packaging* but not influenced by product quality and price perception. Customer satisfaction influences repurchase intention. Customer satisfaction is also able to mediate the

influence of product quality and price perception on repurchase intention, but customer satisfaction is unable to mediate the influence of *green packaging* on repurchase interest. Based on research results, product quality influences customer satisfaction. Therefore, *Holland Bakery* need to tighten standardization of production processes, monitoring of raw material quality, and quality audits between outlets. Price perception affects customer satisfaction, so pricing strategies need to focus on value creation (*value based pricing*). *Holland Bakery* can use bundling strategies and loyalty programs can be implemented without reducing *positioning premium*. This will increase the perception of value for consumers. *Green packaging* influence repurchase interest. This indicates that *Holland Bakery* consumers have considered sustainability aspects in their purchasing decisions, so that *green packaging* needs to be positioned not just as an operational element, but as a competitive differentiation strategy. Therefore, *Holland Bakery* it is recommended to make a gradual transition towards the use of 100% packaging materials. *recyclable, biodegradable*, or based on certified environmentally friendly materials. In addition, the use of water-based inks (*water based ink*) and reduction of laminated plastics need to be considered to minimize environmental impact. *Holland Bakery* it is also recommended to communicate the initiative *green packaging* through social media, promotional materials in outlets, and marketing campaigns that highlight a commitment to sustainability. Customer satisfaction influences purchase intention and mediates the variables of product quality and price perception, so *Holland Bakery* need to make customer satisfaction a key performance indicator (KPI). *Holland Bakery* It is necessary to conduct regular satisfaction surveys, provide a digital feedback system, and routinely evaluate service and product quality to maintain a consistent customer experience. Because satisfaction is a key determinant, companies need to improve the customer experience through responsive service, convenient outlets, and transaction efficiency. Research findings indicate that sustainability plays a role in driving repurchase intentions. Therefore, a strategic *sustainability* needs to be systematically integrated into brand positioning. Implementation *sustainability* which will consistently strengthen the company's image as *responsible brand*. This study was conducted only in a specific area in Jakarta. Therefore, it is recommended that future research expand the scope of the study, specifically to include other regions in Indonesia. This aims to obtain a broader and more generalized representation and findings in other regions regarding the factors influencing repurchase intention. The sample size in this study can be increased to be more representative, so that the results can better describe the population as a whole. Future research is also expected to add other independent or intervening variables, such as loyalty, brand image, and so on. *green product, green marketing*, or product diversity to see the broader influence on repurchase intentions.

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