

Original Article

# The Role of Attitudes Mediate the Effect of Subjective Norm and Product Quality on Repurchase Intention (Study on Endek Traditional Cloth Products in Denpasar)

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**Abstract** - Most Endek purchases in the Bali Province in 2021 are in Denpasar City. The intention to buy Endek in Denpasar City has been increasing for a long time. This is because Denpasar City is known to be the first to socialize with Endek cloth; this is proven by the use of Endek cloth among Denpasar City Government Employees since 2005. The purpose of this study was to examine the role of attitude in mediating the effect of subjective norms and product quality on the intention to repurchase Endek traditional cloth products in Denpasar City. The number of samples in this study was 130 residents of Denpasar City who used Endek products. The analysis technique used is PLS-based SEM and supported by VAF. Based on the results of the hypothesis analysis, it was explained that the subjective norm variable had a positive and significant effect on repurchase intention, and product quality had a positive and significant effect on repurchase intention. Subjective norms have a positive and significant effect on attitudes, and product quality has a positive and significant effect on attitudes. Attention to buying has a positive and significant effect on repurchase intention. Attention to buying mediates positively and significantly affects the relationship between subjective norms and repurchase intentions. Attention to buying positively and significantly mediates the relationship between product quality and intention to repurchase Endek traditional cloth products in Denpasar City.

**Keywords** - Subjective Norms, Product Quality, Attitude to Buy, Repurchase Intentions.

## 1. Introduction

Primary needs are clothing, food, and shelter, as basic human needs that must be met. If sorted, clothing comes first and means humans require the obligation to maintain behavior by dressing as civilized and cultured beings. Each individual has his own taste and style in meeting the increasingly varied needs for clothing. One of them is Endek cloth which is a Balinese woven cloth that is currently a trend in people's appearance. The following is data on the number of Endek purchases in the Province of Bali for 2020-2021.

Table 1.1 Endek Purchasing Data in Bali Province

No	City/Regency	2020	2021
1.	Jembrana	16.372	24.559
2.	Tabanan	170.220	255.330
3.	Badung	170.881	256.321
4.	Gianyar	75.404	113.105
5.	Klungkung	163.344	245.016
6.	Bangli	215.205	322.807
7.	Karangasem	169.200	253.800
8.	Buleleng	27.969	41.953
9.	Denpasar	323.203	484.804

Source: Disperindang Denpasar City (2022)

Based on Table 1.1, the most purchases of Endek in Bali Province in 2021 are in Denpasar City. The intention to buy Endek in Denpasar City has been increasing for a long time. This is because Denpasar City is known to be the first to socialize with Endek cloth; this is proven by the use of Endek cloth among Denpasar City Government Employees since 2005. In addition, various events have also been held, such as fashion shows, Endek fashion contests, etc. Denpasar, as the provincial capital of Bali, is currently starting to promote the existence of Endek woven cloth crafts intensively. With various efforts made by Ambassador Endek Denpasar, it has become a superior creative economic product in Denpasar. The world-renowned fashion house Dior at Paris Fashion Week presented Balinese Endek fabrics in its Spring or Summer 2021 collection, which highly acknowledges the beauty and quality of Balinese Endek fabrics and a positive contribution to the world of international fashion.

Repurchase intention can arise when someone feels interested so that it can create strong motivation and desire. This intention is interpreted as someone's desire to use a product with the hope of benefiting from the product used



(Wati and Ekawati, 2019). Repurchase intention is part of purchasing behavior caused by a match between the performance of the product or service the company offers, resulting in the user's intention to reuse it in the future (Putri and Sukaatmadja, 2018).

Generally, consumers will consider the comments, suggestions or opinions of other people who become role models before using a product or making a decision to continue using a particular product. The theory that explains the role of other people in determining one's intention to behave, which ultimately influences the behavior itself, is the Theory of Planned Behavior (TPB), which is one of the most influential theories in explaining and predicting behavior. One of the determinants of behavioral intention in TPB is subjective norms (Salehan, 2013). Subjective norms can be defined as a person's subjective belief that most other people think that he or she should (or should not) behave in a certain way (Ho et al., 2017). Subjective norms are determined by perceived social pressure from others for someone to behave in a certain way and their motivation to conform to those people's views. The higher the perceived expectations from others, the stronger the subjective norm; the stronger the subjective norm, the stronger the intention to perform the behavior (Hong, 2018). Someone who holds subjective norms will be stimulated by the need to obtain approval from significant others, so subjective norms are important for determining the user's intention to reuse behavior (Yang, 2019).

Various previous studies explain the relationship between subjective norms and repurchase intentions, such as research by Fadilla et al. (2018), which states that subjective norms have a significant positive effect on repurchase intentions. Similar research by Rofifah (2020) found that subjective norms positively affect consumer repurchase intentions. Tiranti (2018), in his research, revealed that the perception of subjective norms has a positive effect on repurchase intentions. The results of this study prove that the higher the subjective norm, the higher the consumer's purchase intention. In this study, subjective norms are influenced by normative beliefs about other people and motivations that are in line with the people who become the reference group. Furthermore, in the research of Sigit (2016) and Eriyani and Wiyono (2017), it was found that there was a significant effect from the subjective norms of the respondents partially (individually) on repurchasing intentions. However, different results were obtained in the research of Suryani and Ainiyah (2018) and Ningtyas et al. (2021), which stated that subjective norms had no significant effect on repurchase intention.

Repurchase intention is also influenced by product quality. Product quality reflects the product's ability to carry out its duties, including durability, reliability, progress,

strength, ease of packaging, product repair, and other characteristics. With every increase in product quality, the intention to repurchase will increase. Thus, there is a significant positive relationship between product quality and repurchase intention (Pratama and Yulianthini, 2022). Similar results in research by Sanjaya and Ardani (2018) state that product quality significantly positively affects repurchase intention. This means that the better the product quality, the higher the consumer's repurchase intention. Furthermore, Aryadhe and Rastini's research (2016) found results that there was a positive and significant effect between product quality and repurchase intention. In contrast to Afif's research (2017) which states that product quality has no significant effect on repurchase intention.

Based on the inconsistent results of previous research between subjective norms and product quality on repurchase intention, the role of intermediary variables is needed, namely variables, to see the indirect effect of subjective norms and product quality on repurchase intentions. According to research by Yasa et al. (2022), attitudes are able to mediate the effect of subjective norms on repurchase intentions. Attitude variables can be influenced by product quality. As stated in Setiawan and Santosa's research (2020), product quality has a significant positive effect on attitude, which means that the higher the product quality, the higher the level of customer satisfaction. As a result, the higher the customer attitude towards the quality of the product. Furthermore, Rofifah's research (2020) states that product quality variables have a positive effect on consumer repurchase intentions. Similar research by Hanifah and Rubiyanti (2017) and Suryani and Ainiyah (2018) also states a significant positive effect between product quality and repurchase intention.

According to Suryani and Ainiyah (2018), attitude has a significant positive effect on repurchase intention. Research by Fadilla et al. (2018) found that attitude has a significant positive effect on repurchase intention. Hajjah (2017) and Tiranti (2018) prove that attitude has a positive effect on repurchase intention, meaning that the higher the attitude, the higher the consumer's purchase intention, which is supported by attitudes towards products, attitudes towards services, attitudes towards companies, attitudes towards outlets, attitudes towards a whole. Hasan and Suciarto (2020) in their research found that attitudes have a strong positive effect on consumer repurchase intentions. The positive value explains that there is a unidirectional effect; that is, if the attitude increases, it will be followed by an increase in consumer intention to repurchase (Maulana, 2019). Similar results were obtained in research by Sigit (2016), Eriyani and Wiyono (2017), Ningtyas et al. (2021), and Kau et al. (2022), who found that there was a significant effect from the attitude of the respondents partially (individually) on repurchasing intentions.

Based on the phenomena described in the background and also the previous research studies that have been described, it is important to conduct research with the title: “The Role of Attitudes Mediating the Effect of Subjective Norms and Product Quality on Repurchase Intentions (Studies on Endek Traditional Cloth Products in Denpasar)”.

## 2. Literature Review and Research Hypothesis

### 2.1. Literature Review

The theory of Planned Behavior explains that attitude towards behavior is an important factor that can predict an action. However, it is necessary to consider a person's attitude in testing subjective norms and measuring the person's perceived behavioral control. Suppose there is a positive attitude and support from people around, and there is a perception of ease because there are no barriers to behavior. In that case, one's intention to behave will be higher (Ajzen, 2005).

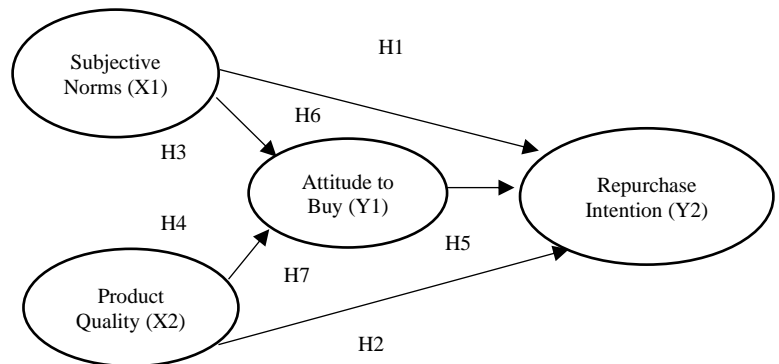
Subjective norms are pressures someone feels from their social environment about whether or not they should display a behavior. Ajzen (2005) says that subjective norms are functions based on beliefs called normative beliefs, namely beliefs regarding agreement and/or disagreement originating from referents or people and groups that influence individuals (significant others) such as parents, spouses, close friends, colleagues or others to a behavior. Subjective norms are defined as individual perceptions of social pressure to perform or not perform a behavior (Ajzen, 2005).

According to Tjiptono (2015: 105) that the conventional definition of quality is performance as a direct description of a product, reliability, ease of use, aesthetics, and so on. In a strategic sense, quality is everything that can provide consumer needs in accordance with what consumers want. According to Lesmana and Ayu (2019) that product quality is a dynamic condition related to products, humans or labor, and the environment to meet every consumer. According to Windarti and Ibrahim (2017), that product quality is the conformity of the needs and desires of each product to product specifications; product quality is a condition related to products, human services, and the environment to meet consumer expectations. In order to achieve the desired product quality, quality standardization is required. This aims to ensure that the resulting product can meet predetermined standards so that consumers will not lose confidence in the product in question (Giantari et al., 2022). Satisfaction is the benefit that consumers feel compared to expectations that come from the consumption, acquisition, and use of goods or services (Giantari et al., 2022).

Attitudes describe consumers' relative evaluations, feelings, and inclinations toward an object or idea. When a consumer has a compatible attitude towards one thing, it will be difficult for him to adapt to another thing if one of these attitudes has to be changed. Attitude can be defined as a consistent consumer evaluation of likes and dislikes, feelings, and tendencies toward an object or idea (Kotler and Armstrong, 2014). Attitudes are actions that represent what consumers like or dislike. Attitude has three components, namely cognitive, affective, and conative (Schiffman and Kanuk, 2016:32).

According to Kotler (2012: 255), in the buying process, the consumer's purchase intention or repurchase intention is closely related to his motives for using or buying certain products. This purchase motive is different for each consumer. Consumers will choose products that contain attributes they believe are relevant to their needs. According to Trisnawati et al. (2012), repurchase intention is a behavior that appears in response to an object. Repurchase intention shows the customer's desire to repurchase in the future.

### 2.2. Conceptual Framework



### 2.3. Research Hypothesis

#### 2.3.1. The Effect of Subjective Norms on Repurchase Intentions

Subjective norms are individual beliefs about the expectations of influential people around (significant other), both individually and in groups, to display certain behaviors or not. The definition above explains that subjective norms are the product of individual perceptions of the beliefs held by others. Significant other provides guidance on the right thing to do (Mada, 2016). Research by Sigit (2016) and Eriyani and Wiyono (2017) found that there was a significant effect from the subjective norms of respondents partially (individually) on repurchasing intentions. Based on the results of previous research, the following hypothesis is proposed:

H1: Subjective norms have a positive and significant effect on repurchase intentions.

### 2.3.2. *The Effect of Product Quality on Repurchase Intentions*

Repurchase intention is the purchase intention of consumers who have already purchased a product and intend to repurchase the product to satisfy their needs (Aryadhe and Rastini, 2016). Pratama and Yulianthini's research (2022) states that product quality positively and significantly affects repurchase intention. Similar results in research by Sanjaya and Ardani (2018) state that product quality has a significantly positive effect on repurchase intention. This means that the better the quality of the isotonic *Pocari Sweat* drink product, the more consumers' Repurchase Intention will increase. Furthermore, Aryadhe and Rastini's research (2016) found results that there was a positive and significant effect between product quality and repurchase intention.

Furthermore, Rofifah's research (2020) states that product quality variables have a positive effect on consumer repurchase intentions. Similar research by Suryani and Ainiyah (2018) also states that there is a significant positive effect between product quality and repurchase intention. Based on the results of previous research, the following hypothesis is proposed:

H2: Product quality has a positive and significant effect on repurchase intentions

### 2.3.3. *The Effect of Subjective Norms on the Attitude to Buy*

Subjective norms can be defined as a person's subjective belief that most other people think that he or she should (or should not) behave in a certain way (Ho et al., 2017). Subjective norms are determined by perceived social pressure from others for someone to behave in a certain way and their motivation to conform to those people's views. The higher the perceived expectations from others, the stronger the subjective norms; the stronger the subjective norms, the stronger the intention to perform the behavior (Hong, 2018). Someone who holds subjective norms will be stimulated by the need to get approval from significant others Yang (2019). Therefore, subjective norms are important in determining consumer attitudes. According to research by Yasa et al. (2022), subjective norms have a positive effect on consumer attitudes. Based on the results of previous research, the following hypothesis is proposed:

H3: Subjective norms have a positive and significant effect on the attitude to buy

### 2.4. *The Effect of Product Quality on Attitude to Buy*

Product quality reflects the product's ability to carry out its duties, including durability, reliability, progress, strength, ease of packaging, product repair, and other characteristics. Every time the product quality increases, the intention to repurchase will increase (Pratama and Yulianthini, 2022). Setiawan and Santosa's research (2020), namely, product quality has a significant positive influence on attitude,

which means that the higher the product quality, the higher the level of satisfaction obtained by customers. As a result, the higher the customer attitude towards the quality of the product. Similar research by Hanifah and Rubiyanti (2017) states that there is a significant positive effect between product quality and consumer attitudes. Based on the results of previous research, the following hypothesis is proposed:

H4: Product quality has a positive and significant effect on the attitude to buy

### 2.5. *The Effect of Attitude on Repurchase Intentions*

Consumer attitudes are expressions of feelings that indicate whether a person likes or dislikes, likes or dislikes, and approves or disapproves of an object (Simamora, 2015: 152). Repurchase intention is closely related to motivation which acts as a driving force from within individuals that compels them to take action. According to Suryani and Ainiyah's research (2018), the attitude variable has a significant positive effect on repurchase intention. Research by Fadilla et al. (2018) found that attitude has a significant positive effect on repurchase intention. Hajjah (2017) and Tiranti (2018) prove that attitude has a positive effect on repurchase intention, meaning that the higher the attitude, the higher the consumer's purchase intention, which is supported by attitudes towards products, attitudes towards services, attitudes towards companies, attitudes towards outlets, attitudes towards a whole. Hasan and Suciarto (2020) in their research found that attitudes have a strong positive effect on consumer repurchase intentions. The positive value explains that there is a unidirectional influence; that is, if the attitude increases, it will be followed by an increase in consumer intention to repurchase Maulana (2019). Similar results were obtained in research by Sigit (2016), Eriyani and Wiyono (2017), Ningtyas et al. (2021) and Kau et al. (2022), who obtained that there was a significant effect from the attitude of the respondents partially (individually) on the intention to repurchase. Based on the results of previous research, the following hypothesis was proposed:

H5: Attitude has a positive and significant effect on repurchase intention

### 2.6. *The Role of Attitude in Mediating the Effect of Subjective Norms on Repurchase Intentions*

Research by Sigit (2016) and Eriyani and Wiyono (2017) found that there was a significant effect of the subjective norms of respondents partially (individually) on repurchasing intentions. However, different results were obtained in the research of Suryani and Ainiyah (2018) and Ningtyas et al. (2021), which state that subjective norms have no significant effect on repurchase intentions. Further research by Yasa et al. (2022) obtained the result that subjective norms have a positive effect on consumer attitudes. Meanwhile, the attitude variable, according to research by Hajjah (2017) and Tiranti (2018), proves that

attitude has a positive effect on repurchase intention, meaning that the higher the attitude, the higher the consumer's purchase intention. Based on the results of previous research, the following hypothesis is proposed:

H6: Attitudes can mediate the effect of subjective norms on repurchase intentions

**2.7. The Role of Attitude in Mediating the Effect of Product Quality on Repurchase Intentions**

Research by Sanjaya and Ardani (2018) states that product quality has a significantly positive effect on repurchase intention. This means that the better the product quality, the higher the consumer's repurchase intention, in contrast to Afif's research (2017) which states that product quality has no significant effect on repurchase intention. Then, Setiawan and Santosa's research (2020) stated that product quality has a significant positive influence on attitude, which means that the higher the product quality, the higher the level of customer satisfaction. As a result, the higher the customer attitude towards the quality of the product. Similar research by Hanifah and Rubiyanti (2017) states that there is a significant positive effect between product quality and consumer attitudes. Meanwhile, research by Sigit (2016), Eriyani and Wiyono (2017), Ningtyas et al. (2021), and Kau et al. (2022) found that there was a significant effect from the attitude of the respondents partially (individually) on repurchasing intentions. Based on the results of previous research, the hypothesis is proposed as follows.

H7: Attitudes can mediate the effect of product quality on repurchase intentions

**3. Research Methodology**

This study uses quantitative data types, which are analyzed associatively. According to Sugiyono (2017: 37), associative research is a research problem formulation that asks about the relationship between 2 or more variables, and this relationship has a causal nature. This research was conducted to obtain empirical evidence of the relationship between the role of attitude in mediating the effect of perceived risk and product knowledge on purchase intentions of precious metals. This research was conducted on all residents of Denpasar City who use Endek. The sampling method used is non-probability sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Rahyuda, 2016: 145). The data collection technique was carried out by filling out a closed questionnaire. Respondents fill in the questions given in accordance with the actual situation. The data collection technique was carried out by filling out a closed questionnaire. Respondents filled out the questions given according to the actual situation. This study used the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach. The data obtained are presented in

the interpretation of the results and discussion. The sampling method used in this research is non-probability sampling with a purposive sampling technique. These methods and techniques are used with certain considerations in determining the sample (Rahyuda, 2016, 156). The number of samples used to obtain valid results can be determined by at least (5-10) times the number of indicators studied (Sugiyono, 2017: 91). The number of respondents obtained is determined based on calculations that meet the requirements of at least 10 times the number of valid indicators from the results of the instrument test and model test. There were 13 valid indicators in this study, so the number of samples used was 130 respondents.

**4. Results and Discussion**

**4.1. Distribution of Research Questionnaires**

The data collection for this research was carried out by distributing online questionnaires to 130 respondents. The respondents used in this study had several different characteristics or identities in filling out the questionnaire, while the characteristics of the respondents are presented in Table 1 as follows.

**Table 1. Respondent Characteristics**

No	Respondent Characteristics	Total (people)	Percentage (%)
1	<b>Based on Gender</b>		
	Male	51	39,2
	Female	79	60,8
	Total	130	100
2	<b>Based on Age (years old)</b>		
	17-26	29	22,3
	27-36	64	49,2
	37-46	2	1,5
	47-56	30	15,5
	≥ 57	15	11,5
	Total	130	100
3	<b>Based on Education</b>		
	Senior High School		
	DIPLOMA	34	26,1
	Bachelor	37	28,5
	Postgraduate	39	30,0
	Total	20	15,4
4	<b>Based on the Type of Job</b>	130	100
	Students		
	Civil Servants		
	State-Owned	21	16,1
	Enterprises	26	20,0
	employees	23	17,7
	Private Employees		
	Police	11	8,5
	Entrepreneurs	24	18,5
Total	25	19,2	
	130	100	

Source: Primary Data (2022)

**Table 2. R-Square Test Results**

	<b>R-Square</b>	<b>R-Square Adjusted</b>
<b>Attitude to Buy (Y1)</b>	0,495	0,488
<b>Repurchase Intention (Y2)</b>	0,730	0,724

Source: Primary data processed (2022)

Based on Table 1 above, it can be seen that the dominant users of female respondents were 60.8 percent and male respondents were 39.2 percent, 17 to 26 years were 22.3 percent, ages 27 to 36 years were 49, 2 percent, ages 37 to 46 years as much as 1.5 percent, ages 47 to 56 years as much as 15.4 percent and ages over 57 years as much as 11.5 percent. Senior High School is 26.1 percent, Diploma is 28.5 percent, Bachelor is 30 percent, and Postgraduate is 15.4 percent. Based on the type of job, students or university students are 16.1 percent, civil servants are 20 percent, State-Owned Enterprises employees are 17.7 percent, private employees are 8.5 percent, and entrepreneurs are 19.2 percent.

The measurement uses the R-Square latent dependent variable with the same interpretation as the regression; Q-Square predictive relevance for the constructed model, measuring how well the model produces the observed values and parameter estimates. Q-Square value > 0 indicates the model has predictive relevance; conversely, if the Q-square value < 0 indicates the model has less predictive relevance. Assuming the data is distributed freely (distribution free), the Partial Least Square (PLS) predictive approach structural model is evaluated with R-Square for the dependent construct; otherwise, the Q-Square test is for predictive relevance.

**4.1.1. R – square**

The R-square value is used to calculate later the Q-square value, which is a goodness-of-fit model test. Besides that, the R-square also functions to find out how much (%)

effect the independent variable has on the dependent variable. The range of R-square values is 0-1. If the R-square value is close to 0, the weaker effect of the independent variable on the dependent variable; conversely, if it is close to 1, the stronger the effect of the independent variable on the dependent variable.

Based on the data presented in Table 2, it can be explained that the R-Square value for the buying attitude variable (Y1) is 0.495, which means that this research model is moderate or 49.5 percent of the variation in attitude to buying towards Endek products in Denpasar City is influenced by subjective norms and product quality, while the remaining 50.5 percent (100-49.5) is influenced by other factors not explained in the model. The R-Square value of the variable repurchase intention (Y2) is 0.730, which means that this research model is moderate or 73 percent. The variation in repurchase intention for Endek products in Denpasar City is influenced by subjective norms and product quality, while the remaining 27 percent (100 -73) is influenced by other factors not explained in the model.

**4.1.2. Direct Effect Test Results**

Testing the direct effect hypothesis using Partial Least Square (PLS) will show five hypotheses. This test is carried out using the t-test on each path of influence between variables. In PLS, statistical testing of each hypothesized relationship is carried out using a simulation. In this case, the bootstrap method was carried out on the sample. Testing with bootstrap is also intended to minimize the problem of abnormal research data.

**Table 3. Direct Effect Test Results**

	<b>Path Coefficient</b>	<b>P Values</b>	<b>Information</b>
Subjective Norm (X1) -> Attitude to Buy (Y1)	0,436	0,000	Significance
Subjective Norm (X1) -> Repurchase Intention (Y2)	0,450	0,000	Significance
Product Quality (X2) -> Attitude to Buy (Y1)	0,320	0,000	Significance
Product Quality (X2) -> Repurchase Intention (Y2)	0,287	0,012	Significance
Attitude to Buy (Y1) -> Repurchase Intention (Y2)	0,216	0,002	Significance

Source: Primary data processed (2022)

Based on the test results in Table 3, the p-value to test the effect of subjective norms on attitude to buying is 0.000, which is lower than 0.05. These data indicate that subjective norms have a positive and significant effect on buying

attitudes. The p-value to test the effect of subjective norms on repurchase intention is 0.000, which is lower than 0.05. These data indicate that subjective norms positively and significantly affect repurchase intentions. The p-value to test

the effect of product quality on attitude to buying is 0.000, which is lower than 0.05. This data shows that product quality has a positive and significant effect on the attitude to buy. The p-value to test the effect of product quality on repurchase intention is 0.012, which is lower than 0.05. This data shows that product quality has a positive and

significant effect on repurchase intention. The p-value to test the effect of buying attitude on repurchasing intention is 0.002, which is lower than 0.05. This data shows that the attitude of buying a product has a positive and significant effect on the repurchase intention.

**Table 4. Indirect Effect Test Results**

	<b>Original Sample (O)</b>	<b>P Values</b>
<b>Subjective Norm (X1) -&gt; Attitude to Buy (Y1) -&gt; Repurchase Intention (Y2)</b>	0,094	0,012
<b>Product Quality (X2) -&gt; Attitude to Buy (Y1) -&gt; Repurchase Intention (Y2)</b>	0,069	0,014

Source: Primary data processed (2022)

Based on the results of the direct effect test in Table 4 shows that the p-value for testing the effect of attitude to buying in mediating subjective norms on repurchase intentions is 0.012, which is lower than 0.05. These data indicate that attitudes to buying are able to mediate the effect of subjective norms on repurchase intentions. The p-value to test the effect of buying attitude in mediating product quality on repurchase intention is 0.014, which is lower than 0.05. This data indicates that attitude to buying can mediate the effect of product quality on repurchase intentions.

Based on the hypothesis testing, it shows that the p-value to test the effect of subjective norms on repurchase intention is 0.000, which is lower than 0.05. These results indicate that H1 is accepted and H0 is rejected. This means that subjective norms have a positive and significant effect on repurchase intention. This research is in line with the research of Sigit (2016) and Eriyani and Wiyono (2017), which found that there was a significant effect of the subjective norms of respondents partially (individually) on repurchase intentions.

Based on the hypothesis testing, it shows that the p-value to test the effect of product quality on repurchase intention is 0.000, which is lower than 0.05. These results indicate that H2 is accepted and H0 is rejected. This means that product quality has a positive and significant effect on repurchase intention. Similar results in research by Sanjaya and Ardani, (2018) state that product quality has a significantly positive effect on repurchase intention. This means that the better the quality of the isotonic *Pocari Sweat* drink product, the more consumers' Repurchase Intention will increase.

Furthermore, Aryadhe and Rastini's research (2016) found results that there was a positive and significant effect between product quality and repurchase intention. Furthermore, Rofifah's research (2020) states that product

quality variables have a positive effect on consumer repurchase intentions. Similar research by Suryani and Ainiyah (2018) also states that there is a significant positive effect between product quality and repurchase intention.

Based on the hypothesis testing, it shows that the p-value to test the effect of subjective norms on attitude to buying is 0.000, which is lower than 0.05. These results indicate that H3 is accepted and H0 is rejected, and this means that subjective norms have a positive and significant effect on the attitude to buy. According to research by Yasa et al. (2022), subjective norms have a positive effect on consumer attitudes.

Based on the hypothesis testing, it shows that the p-value to test the effect of product quality on attitude to buying is 0.012, which is lower than 0.05. These results indicate that H4 is accepted and H0 is rejected; this means that product quality positively and significantly affects the attitude to buy. Setiawan and Santosa's research (2020) shows that product quality has a significant positive effect on attitude, which means that the higher the product quality, the higher the level of customer satisfaction. As a result, the higher the customer attitude towards the quality of the product. Similar research by Hanifah and Rubiyanti (2017) states that there is a significant positive effect between product quality on consumer attitudes.

Based on the hypothesis testing, it shows that the p-value to test the effect of buying attitude on repurchasing intention is 0.002, which is lower than 0.05. These results indicate that H5 is accepted and H0 is rejected; this means that the attitude to buying has a positive and significant effect on repurchasing intentions. This result is in line with the research of Fadilla et al. (2018) found that attitude has a significant positive effect on repurchase intention. Hajjah (2017) and Tiranti (2018) prove that attitude has a positive effect on repurchase intention, meaning that the higher the attitude, the higher the consumer's purchase intention, which

is supported by attitudes towards products, attitudes towards services, attitudes towards companies, attitudes towards outlets, attitudes towards a whole.

Based on the results of the analysis of the p-value to test the effect of attitude to buy in mediating subjective norms on repurchasing intentions, it is 0.012, which is lower than 0.05. These results indicate that H6 is accepted and H0 is rejected, which means that attitude to buying can mediate the effect of subjective norms on repurchasing intentions. These results are in line with the research by Sigit (2016) and Eriyani and Wiyono (2017), which found that there was a significant effect of the subjective norms of respondents partially (individually) on repurchase intentions.

Based on the results of the analysis of the p-value to test the effect of attitude to buy in mediating product quality on repurchasing intentions, it is 0.014, which is lower than 0.05. These results indicate that H7 is accepted and H0 is rejected. This means that attitudes to buying can mediate the effect of product quality on repurchasing intentions. This result is in line with research by Sanjaya and Ardani (2018), which states that product quality has a significant positive effect on repurchase intention. This means that the better the product quality, the higher the consumer's repurchase intention.

## 5. Implications and Limitations of Research

### 5.1. Theoretical Implications

Based on the results of the research analysis, it can be seen that theoretically, this research as a whole supports the Theory of Planned Behavior. This research is expected to provide an empirical contribution regarding the relationship between subjective norm variables, product quality, attitude to buying, and repurchase intentions.

Based on the results of the study showed that subjective norms and product quality had an effect on attitudes to buy and repurchase intentions, and attitudes to buying were able to mediate the effect between subjective norms and product quality on repurchasing intentions. Based on these findings, the results of this study can enrich the development of marketing management science, especially related to people's behavior, and support other empirical studies related to the role of attitudes to buy in mediating the effect of subjective norms and product quality on the intention to repurchase Endek products in Denpasar City.

### 5.2. Practical Implications

The results of this study are expected to be a reference for Endek entrepreneurs in Denpasar City to build confidence in society through subjective norms to increase purchases of Endek products. Entrepreneurs are also expected to improve the quality of their products, which will lead to repurchase intentions in society because the quality

of their products increases, and then the intention to repurchase the product will increase.

The statement on the subjective norm variable shows that the people in Denpasar City value the repurchase of Endek products because of trends among the people, so people intend to repurchase these products. Statements on product quality variables show that people in Denpasar City assess the quality of Endek products, such as durability, suitability of patterns and colors, and characteristics that have positive reviews. This means that every increase in product quality will result in an increase in the intention to repurchase Endek products. The buying attitude variable states that the people of Denpasar City have a high concern for Endek products, so people have the intention to buy back Endek products. The results of the study are in accordance with the statements on the questionnaire showing that consumers' evaluation of the intention to buy Endek products in Denpasar City is in a good category.

### 5.3. Research Limitations

The process of writing this research has several limitations that need to be underlined again, especially in future research. Some of these limitations include the following:

1. The scope of the research is limited to the Denpasar City area, so the results of this study cannot be generalized to consumers in a wider area.
2. This research is only limited to examining the variables of subjective norms, product quality, attitudes, and repurchase intentions and thus cannot examine the factors outside these variables more deeply.
3. This study uses a cross-sectional time design or at a certain point in time, but on the other hand, this study observes the dynamics of conditions that change every period. Therefore, this research is important to re-examine in the future.

## 6. Conclusion and Suggestion

### 6.1. Conclusion

Based on the results of the research analysis, the conclusions of this study are as follows:

1. Subjective norms positively and significantly affect the intention to repurchase Traditional Endek cloth products in Denpasar City. This means the stronger the subjective norms among the people, the higher the intention to repurchase from the community.
2. Product quality has a positive and significant effect on the intention to repurchase Traditional Endek cloth products in Denpasar City. This means that the better the quality of the product, the higher the intention to repurchase from the public.
3. Subjective norms have a positive and significant effect on the attitude of buying Traditional Endek cloth



products in Denpasar City; this means that the stronger the subjective norms among the people, the stronger the attitude to buying from the people.

4. Product quality has a positive and significant effect on the attitude of buying Traditional Endek cloth products in Denpasar City. This means that the better the product's quality, the stronger the attitude to buying from the public.
5. Buying attitude has a positive and significant effect on the intention to repurchase Traditional Endek cloth products in Denpasar City. This means that the more positive the attitude toward buying among the people, the higher the intention to repurchase.
6. Buying attitude mediates positively and significantly the relationship between subjective norms on the intention to repurchase Traditional Endek cloth products in Denpasar City. The results of the analysis obtained show that positive and significant attitudes to buying are able to mediate the relationship between subjective norms on the intention to repurchase Endek traditional cloth products in Denpasar City.

7. Buying attitude mediates positively and significantly the relationship between product quality and intention to repurchase Traditional Endek cloth products in Denpasar City. The analysis results show that attitude to buying positively and significantly mediates the relationship between product quality and intention to repurchase Endek traditional cloth products in Denpasar City.

## 6.2. Suggestion

Based on the results of the research analysis, discussion and conclusions, there are several suggestions that can be used, including:

1. Endek entrepreneurs in Denpasar City are expected to be able to build a trend of using Endek in society, such as by introducing Endek through exhibitions.
2. Endek entrepreneurs in Denpasar City are expected to improve product quality by increasing the variety of Endek, and diversifying Endek Traditional Cloth products into basic materials for bags, wallets and others.

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