

The Effect of Price Perception, Product Quality and Self-Service Technology Quality on Repurchase Intention with Brand Image as a Mediation Variable on Wifi Oxygen.Id at Pt. Mora Telematika Indonesia, Tbk

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ABSTRACT: This study examines the influence of Price Perception, Product Quality, and Self-Service Technology Quality on Repurchase Intention with Brand Image as a mediating variable in the context of Oxygen.id WiFi services at PT. Mora Telematika Indonesia Tbk. In response to the increasingly competitive fixed broadband industry in Indonesia, internet service providers are required to improve service quality, pricing strategies, and digital service technology to strengthen brand image and encourage customers to continue subscribing. This research adopts a quantitative approach with a descriptive-explanatory research design, using data collected from 230 active Oxygen.id customers in the Jabodetabek area through purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with LISREL 8.80. The results indicate that Price Perception ($\beta = 0.243$, $t = 4.039$), Product Quality ($\beta = 0.278$, $t = 4.662$), Self-Service Technology Quality ($\beta = 0.269$, $t = 4.580$), and Brand Image ($\beta = 0.244$, $t = 4.215$) have positive and significant effects on Repurchase Intention. Furthermore, Price Perception ($\beta = 0.257$, $t = 3.292$), Product Quality ($\beta = 0.263$, $t = 3.461$), and Self-Service Technology Quality ($\beta = 0.256$, $t = 3.391$) significantly influence Brand Image. In addition, Self-Service Technology Quality significantly influences Price Perception ($\beta = 0.611$, $t = 8.653$) and Product Quality ($\beta = 0.360$, $t = 4.997$), while Price Perception also has a positive and significant effect on Product Quality ($\beta = 0.382$, $t = 5.156$). Mediation analysis confirms that Brand Image significantly mediates the relationship between Price Perception and Repurchase Intention ($t = 2.663$), Product Quality and Repurchase Intention ($t = 2.741$), as well as Self-Service Technology Quality and Repurchase Intention ($t = 2.683$). These findings demonstrate that improving digital self-service technology, maintaining superior service quality, implementing value-based pricing strategies, and strengthening brand image are essential managerial priorities to enhance customers repurchase intention toward Oxygen.id services.

KEYWORDS: Price Perception; Product Quality; Self-Service Technology Quality; Brand Image; Repurchasing Intention.

I. INTRODUCTION

Oxygen.id is a fiber-optic fixed broadband internet service operated by PT Mora Telematika Indonesia Tbk (Moratelindo), one of the largest private telecommunication infrastructure and network providers in Indonesia. Established in 2000, Moratelindo provides telecommunication infrastructure, internet services, and wholesale network solutions, while Oxygen.id serves residential and business customers through high-speed fiber-optic internet services. As internet penetration continues to increase in Indonesia, driven by rapid digital transformation and changing consumer lifestyles, the demand for reliable, high-speed, and stable internet connectivity has grown significantly. According to the Indonesian Internet Service Providers Association (APJII, 2024), Indonesia recorded more than 221 million internet users, representing approximately 79.5% of the national population. This rapid growth has intensified competition among Internet Service Providers (ISPs), including IndiHome, Biznet, MyRepublic, CBN, XL Home, and Oxygen.id, forcing providers to compete not only through competitive pricing but also through superior service quality, technological innovation, and brand reputation.

In this highly competitive environment, maintaining existing customers has become as important as acquiring new ones. Although Oxygen.id has experienced continuous subscriber growth, increasing from 139,301 customers in 2022 to 166,120 customers in 2023, and reaching 227,145 customers in 2024, customer retention remains a strategic challenge due to the availability of numerous competing broadband providers offering similar services. Customers increasingly evaluate internet services based on price fairness, network quality, service reliability, and digital service experiences rather than solely on

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subscription fees. Consequently, understanding the determinants of Repurchase Intention has become essential for ensuring long-term business sustainability and customer loyalty in the Indonesian broadband industry.

Previous empirical studies have demonstrated inconsistent findings regarding the relationships among Price Perception, Product Quality, Self-Service Technology Quality, Brand Image, and Repurchase Intention. Several studies reported that Price Perception positively influences Repurchase Intention because customers tend to repurchase when they perceive prices as fair and consistent with the benefits received. Conversely, other studies found that price has no direct influence on repurchase decisions, particularly when customer satisfaction or service quality becomes more dominant. Similarly, Product Quality has frequently been reported as a significant determinant of Repurchase Intention; however, several studies have shown insignificant direct relationships when product quality is not accompanied by satisfying service experiences or mediating variables. Likewise, studies concerning Self-Service Technology Quality (SSTQ) have also produced mixed results. Some researchers concluded that high-quality self-service technologies significantly improve customer satisfaction and repurchase intention through enhanced digital experiences, whereas others reported that SSTQ alone is insufficient to influence customer loyalty without the presence of mediating constructs such as customer satisfaction or brand-related perceptions. Similar inconsistencies also exist in studies examining Brand Image, where several researchers identified Brand Image as a significant mediator between marketing variables and Repurchase Intention, while others found insignificant direct relationships. These inconsistent findings indicate that the relationships among these variables remain context-dependent and require further empirical investigation, particularly within the fixed broadband internet service industry.

From a theoretical perspective, this study integrates several complementary theories to explain customer repurchase behavior. Perceived Value Theory explains how customers evaluate prices relative to the benefits they receive. Product Quality Theory emphasizes the importance of service performance, reliability, and conformance in shaping customer evaluations. Technology Acceptance Model (TAM) explains how perceived usefulness and perceived ease of use influence customer acceptance of self-service technologies. Furthermore, Customer-Based Brand Equity Theory suggests that positive customer experiences strengthen Brand Image, which subsequently influences customers' intentions to continue purchasing the same service. By integrating these theories, this study provides a comprehensive explanation of how customer perceptions regarding pricing, service quality, and digital technology collectively influence Repurchase Intention through Brand Image.

The novelty of this research lies in the development of a comprehensive structural model integrating Price Perception, Product Quality, and Self-Service Technology Quality as antecedents of Repurchase Intention, with Brand Image serving as the mediating variable within the context of Indonesia's fixed broadband industry. Previous studies have generally investigated these variables separately or focused on industries such as e-commerce, hospitality, retail, banking, or digital services. Empirical studies simultaneously examining these variables in the context of Internet Service Providers (ISPs), particularly Oxygen.id, remain very limited. Moreover, this study extends previous research by incorporating Self-Service Technology Quality as a strategic construct reflecting the increasing importance of digital customer interactions in broadband services. Therefore, this research contributes both theoretically and practically by expanding customer behavior literature within Indonesia's telecommunication sector while providing managerial insights for improving customer retention strategies.

Accordingly, this study aims to examine the effects of Price Perception, Product Quality, and Self-Service Technology Quality on Repurchase Intention, investigate their influence on Brand Image, analyze the relationships among the independent variables, and evaluate the mediating role of Brand Image in explaining customers repurchase intention toward Oxygen.id services. The findings are expected to enrich marketing and telecommunication literature while providing practical recommendations for PT Mora Telematika Indonesia Tbk in developing pricing strategies, improving service quality, enhancing digital self-service technology, strengthening brand image, and increasing customer loyalty.

II. THEORETICAL AND LITERATURE REVIEW

A. Theoretical Review

Price Perception

According to Larosa (2025), price is the amount of money required to obtain a certain amount of goods, benefits, and services. To set a product's price, a company must align the price with the product quality offered or the benefits received. Price is also a crucial factor influencing consumer purchasing decisions because it is often the primary indicator of a product or service's value. Price is a marketing component that serves as a source of revenue for companies with the goal of maximizing profits. Consumers can compare price with the benefits they receive, and price also serves as a benchmark for evaluating available options. Thus, prices remain competitive to attract customers. If the price is commensurate with the quality provided and meets consumer expectations, consumers will continue to make repeat purchases.

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According to Sari (2025), price perception relates to how consumers understand and assess the price of a product in relation to the quality offered. This perception influences consumer purchasing intention, with perceived price commensurate with quality increasing their interest in purchasing a product.

Product Quality

According to Noviana (2024), product quality is a product that meets qualifications and meets customer expectations and the standards set by the manufacturer. Product quality is crucial for companies because it significantly influences customer satisfaction with the product, which can serve as a marketing objective. Product quality has a direct, positive influence on repurchase decisions. A product can be assessed through several related indicators that provide benefits to users. Product quality is driven by customers. If the product or service they receive meets their expectations, the seller has delivered quality.

According to Larosa (2025), product quality is a product's function to meet consumer needs by ensuring adequate supply and providing products that meet quality standards, such as nets that have undergone a maintenance process to provide maximum benefits. Product quality can also be defined as the ability of a product or service to perform its primary function with optimal performance. Therefore, a company must be able to develop a product and first select a quality level that supports its positioning.

Self-Service Technology Quality

According to Dinesha (2025), Self-Service (SSTQ) facilitates customers to complete services themselves with minimal or no involvement from service employees. Self-Service Technology (SSTQ) allows customers to conduct service transactions themselves, without the intervention of service organization personnel.

According to Abidin (2025), SSTQ is a technological interface that allows customers to generate services independently, without direct involvement from employees. With SSTQ, customers can independently conduct various transactions, such as ordering, paying, and picking up orders, providing a faster and more efficient experience.

Brand Image

According to Silvia (2025) Brand Image is a perception or impression formed in the minds of consumers towards a brand, which is based on consumer experience with the brand. In addition, According to Febianty (2025) Brand Image is the belief, perception and first memory, when hearing the brand slogan, and continues to be in the minds of consumers. Brand Image is a tool that can be used to convey information to consumers about products, names, uses, logos, labels, warnings, and other types of promotions. Brand Image plays a major role as a driver that has a large influence on brand equity, which refers to the general feelings and perceptions of consumers about a brand and has implications for consumer behavior. A good Brand Image impression is the key to a product so that consumers make repeat purchases.

Repurchase Intention

According to Gusti (2025), repurchase intention is a customer's repeated repurchase of a product or service due to various motivations and perceptions that align with their needs or desires. Repurchase intention reflects repeat orders made repeatedly or more than once, thus fostering loyalty to a product, business, or brand. Meanwhile, according to Lesmana (2025), repurchase is a post-purchase consumer action. Post-purchase satisfaction or dissatisfaction with a product will influence subsequent behavior. If a consumer is satisfied, they will be more likely to repurchase the product. If someone has already purchased a product, they will likely repurchase it.

B. Literature Review and Hypotheses

H1: The Influence of Price Perception on Repurchase Intention.

Amalia (2024) research found that price perception positively influences customer satisfaction, which in turn influences repurchase intention. Furthermore, Rahmadhani (2024) found that price perception has a positive and significant influence on consumer repurchase intention, especially when the price is perceived as commensurate with the product's value and customer satisfaction increases.

However, Lathifah (2024) research on the influence of price on consumer repurchase intention found that price did not significantly influence repurchase intention directly, but did influence customer satisfaction. Wijaya (2024) stated that research on price, location, and repurchase intention also showed that price did not significantly influence repurchase decisions when location and service quality were more dominant factors.

H2: The Influence of Product Quality on Repurchase Intention

Research conducted by Syahrizal (2024) shows that Product Quality has a significant effect on Repurchase Intention. When a product is perceived as high quality, customers believe it will perform as expected. Research by Rahmawati (2024) found that Product Quality has a positive and significant effect on Repurchase Intention. The results showed that the higher the perceived product quality, the higher the consumer's intention to repurchase.

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However, Aprina (2024) found different results for skincare products, finding that Product Quality does not directly influence Repurchase Intention, but rather its effect occurs through the mediation of customer satisfaction. Therefore, although Product Quality is often proven to be important, there are cases where its influence is indirect. Ferdiansyah (2025) found that Product Quality does not significantly influence Repurchase Intention when compared to availability.

H3: The Influence of Self-Service Technology Quality on Repurchase Intention.

A study conducted by Olivar (2025) in the Self-Service Technology Quality, Acceptance, and Customer Delight study found that the quality of the SSTQ significantly impacted customer loyalty and repurchase intention. De Leon et al. (2022) showed that the quality of the SSTQ significantly influenced customer satisfaction, which in turn impacted repurchase intention in digital services.

However, there are also insignificant research results. A study by Kim (2023) found that the use of the SSTQ did not directly influence repurchase intention; instead, it had to be mediated by customer satisfaction and perceived value. Another study by Nguyen (2024) showed that although the SSTQ increased efficiency, its effect on repurchase intention was insignificant when human service quality was the dominant factor.

H4: The Influence of Price Perception on Brand Image

Handayani's (2022) research found that consumers perceive brands with fair prices as more likely to have a positive and trustworthy image. Rahmadhani (2024) found that perceived price fairness has a direct influence on brand image formation. Consumers who assess price as commensurate with product quality tend to have more positive brand perceptions.

This contrasts with Nguyen's (2023) research, which found that brand experience and service quality are more dominant in shaping brand image than price. Rahayu's (2023) research found a different finding, finding that price perception had no significant effect on brand image for fast fashion products because consumers were more influenced by trends than price.

H5: The Influence of Product Quality on Brand Image

According to research by Rajagukguk (2025), product quality has a positive and significant effect on brand image. This means that product quality and brand values, in this study, directly influence consumer purchase volume. Research by Fahlia (2025) shows that product quality significantly influences brand image. The results of this study indicate that products with consistent quality that meets consumer expectations can enhance brand image in consumers' minds.

However, research by Aprina (2024) on skincare products found that product quality had no direct effect on repurchase intention, although brand image played a strong role. Therefore, while product quality often plays a significant role in shaping brand image, its influence can weaken or be indirect in some contexts. Muzaki (2025) found that although product quality influences consumer trust, its impact on brand image is not always directly significant without the contribution of other variables.

H6: The Influence of Self-Service Technology Quality on Brand Image

Research by Farisa (2022) found that Self-Service Technology Quality has a positive and significant impact on Brand Image because consumers perceive companies as more innovative and professional when the technology system is running smoothly. Febriansah (2024) stated that the use of Self-Service Technology Quality in digital banking services has a positive impact on Brand Image because it increases perceptions of service innovation and efficiency.

However, contrary to these findings, research by Lee (2022) found that Self-Service Technology Quality has no significant impact on Brand Image if consumers prioritize interpersonal service quality over technology. Another study by Pratama Sari (2023) showed that the implementation of SSTQ has no impact on Brand Image because consumers are not yet fully accustomed to using self-service technology.

H7: Self-Service Technology Quality on Price Perception.

Research by Vakulenko (2021) found that the use of self-service technologies in the retail sector positively impacts perceived value and price fairness because consumers perceive greater time efficiency and control over transactions. Research by Ali (2023) states that digital self-service experiences positively impact price perception by increasing service efficiency and cost transparency.

However, in contrast to these results, research by Lee (2022) found that self-service technology quality has no significant impact on price perception if consumers experience difficulty using the system. Another study by Hwang (2024) found that in certain retail contexts, the use of self-service technology does not impact price perception because consumers prioritize product quality over service efficiency.

H8: Self-Service Technology Quality on Product Quality.

Research by Farisa (2022) found that digital and self-service-based service quality significantly increases perceived value and service quality, which in turn improves consumers' perceptions of product quality. Research by Yang (2023) found that the use of self-service technology positively impacts perceptions of service and product quality by improving service accuracy, consistency, and efficiency.

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However, in contrast to these findings, research by Lee (2022) found that self-service technology quality had no significant effect on perceived quality if consumers experienced difficulties using the system or experienced system failures. Research by Prentice et al. (2021) also showed that self-service technology quality does not directly influence perceived product quality; instead, it must be mediated by customer satisfaction.

H9: Content quality has a significant effect on repurchase intention through brand trust.

Research by Konuk (2021) found that perceived fairness of price positively influences consumer perceptions of product quality and perceived value in a food retail context. Research by Cham et al. (2022) showed that price fairness significantly influences perceived product quality because price is considered a standard indicator of quality in online purchasing decisions.

However, contrary to these findings, research by Ali et al. (2022) found that price perception had no direct effect on product quality. Research by Pratama (2024) also found that price perception had no effect on product quality because quality is determined more by the physical attributes of the product than by price.

H10: The Influence of Brand Image on Repurchase Intention

Research by Salsabila (2022) also supports these findings, stating that a positive brand image can increase repurchase intention because consumers feel confident in consistent product quality. Research by Dam (2021) found that brand image has a positive and significant effect on repurchase intention because a strong brand image increases customer trust and satisfaction.

However, in contrast to these results, research by Ali et al. (2022) found that brand image has no direct effect on repurchase intention if consumers prioritize price and actual experience over brand image. Research by Grace et al. (2024) found that brand image is partially insignificant on repurchase intention.

H11: The Influence of Price Perception on Repurchase Intention through Brand Image as a Mediating Variable

Research by Santoso (2023) shows that brand image significantly mediates the effect of price perception on repurchase intention. Research by Cham et al. (2022) shows that the perception of fair prices improves brand image and indirectly influences repurchase intention by increasing brand equity.

However, in contrast to these findings, research by Nguyen (2023) found that brand image does not mediate the relationship between price perception and repurchase intention for low-involvement products because purchase decisions are more influenced by promotions and discounts. Research by Ahmad (2022) found that the mediating effect is insignificant because brand image is not a major factor in product repurchase.

H12: The Influence of Product Quality on Repurchase Intention through Brand Image as a Mediating Variable

Research by Rahmadani (2023) shows that brand image significantly mediates the influence of product quality on repurchase intention. Research by Farisa (2022) states that the quality of digital products and services contributes to the formation of brand image, which ultimately drives consumer repurchase intention.

However, research by Widodo (2022) found that this mediation effect was insignificant because consumers rely more on direct experience of quality than brand image. Research by Ali et al. (2022) found that product quality has no direct effect on repurchase intention if consumers prioritize price over brand image.

H13: The Influence of Self-Service Technology Quality on Repurchase Intention through Brand Image as a Mediating Variable

Research by Farisa (2022) found that digital and self-service service quality positively impacts brand image, which then significantly increases repurchase intention. Research by Hwang (2023) shows that the experience of using self-service technology quality improves brand image and indirectly influences repurchase intention. However, in contrast to these findings, research by Lee (2022) found that self-service technology quality has no direct effect on repurchase intention if consumers experience difficulties using it. Research by Nguyen (2023) also shows that brand image does not always mediate the relationship between self-service technology quality and repurchase intention.

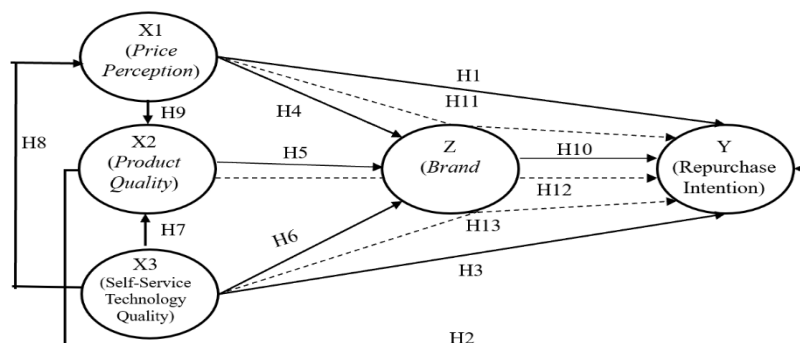


Figure 1. Conceptual Framework

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III. RESEARCH METHODS

This study employed a quantitative approach with a descriptive-explanatory research design to examine the relationships among Price Perception, Product Quality, Self-Service Technology Quality, Brand Image, and Repurchase Intention. The research was conducted in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), the primary service coverage area of Oxygen.id. The population consisted of active Oxygen.id customers, while the sample included 230 respondents selected using purposive sampling. Respondents were required to be at least 17 years old, have subscribed to Oxygen.id services for at least one month, and have experience using Oxygen.id's digital services. Data were collected through a structured online questionnaire distributed via Google Forms using a six-point Likert scale ranging from 1 (Strongly Disagree) to 6 (Strongly Agree).

Data analysis was conducted using Structural Equation Modeling (SEM) with LISREL 8.80 to examine both direct and indirect relationships among the research variables. The analysis consisted of measurement model evaluation through validity and reliability testing, followed by structural model assessment using several Goodness-of-Fit indices, including RMSEA, NFI, NNFI, PNFI, and CFI. Hypothesis testing was performed using standardized path coefficients and t-values, where a hypothesis was considered significant when the t-value exceeded 1.96 at the 5% significance level. The mediating role of Brand Image was evaluated by examining the significance of the indirect effects within the structural model.

IV. RESEARCH RESULTS

A. Validity and Reliability Test

The validity and reliability tests in this study were conducted to ensure that each indicator accurately and consistently measures the intended construct. Convergent validity was assessed using the Standardized Loading Factor (SLF), while construct reliability was evaluated through Construct Reliability (CR) and Average Variance Extracted (AVE). An indicator is considered valid if it has an SLF value ≥ 0.50 , as recommended by Hair et al. (J. Hair et al., 2010).

Table 1 Validity Assessment Based on Standardized Loading Factor (SLF)

Variabel	Dimensi	Standardized Loading Factor (SLF)
<i>Price Perception (PP)</i>	PP1	0.933
	PP2	0.927
	PP3	0.915
	PP4	0.941
<i>Product Quality (PQ)</i>	PQ1	0.928
	PQ2	0.940
	PQ3	0.934
	PQ4	0.916
	PQ5	0.964
Self-Service Technology Quality (S)	S1	0.936
	S2	0.935
	S3	0.950
	S4	0.950
	S5	0.919
	S6	0.934
	S7	0.939
<i>Brand Image (BI)</i>	BI1	0.952
	BI2	0.930
	BI3	0.940
<i>Repurchase Intention (RI)</i>	RI1	0.932
	RI2	0.933
	RI3	0.930
	RI4	0.941

Source: Author (2026)

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The table shows that all question items have an SLF value > 0.5. This means that all question items in dimensions PP1 to RI4 are valid.

Table 2 Average Variance Extracted (AVE) Validity and Construct Reliability (CR)

Variable	Average Variance Extracted (AVE)	Construct Reliability (CR)
Price Perception (PP)	0.863	0.962
Product Quality (PQ)	0.877	0.973
Self-Service Technology Quality (S)	0.879	0.981
Brand Image (BI)	0.885	0.959
Repurchase Intention (RI)	0.873	0.965

Source: Author (2026)

Based on the results presented in Table 2 From the AVE measurement, it is known that all AVE values are > 0.5, which means they have met the good convergent validity properties based on the AVE measurement. Meanwhile, based on the CR value, all CR values are > 0.7, which means they have met the good convergent validity properties based on the CR measurement.

B. Model Fit

Furthermore, a Goodness of Fit test was conducted to evaluate the extent to which the structural model developed in this study is able to represent the overall empirical data. This assessment involves three categories of fit indices, namely absolute fit, incremental fit, and parsimonious fit, with a good model fit indicated by RMSEA < 0.10; P-Value > 0.05; NFI, NNFI, CFI, IFI, and RFI > 0.90; and RMR < 0.10 (Suharto & Ligery, 2018).

Table 3 Overall Goodness of Fit Test

Goodness-of-Fit Index	Value	Threshold Value	Model Fit Assessment
RMSEA	0.0000	≤ 0.08	Fit
P-Value	1.0000	≥ 0.05	Fit
NFI	0.9372	≥ 0.9	Fit
NNFI	1.0082	≥ 0.9	Fit
PNFI	0.8657	0.8 – 0.9	Marginal Fit
CFI	1.0000	≥ 0.9	Fit
IFI	1.0075	≥ 0.9	Fit
RFI	0.9320	≥ 0.9	Fit
RMR	0.07073	≤ 0.08	Fit
SRMR	0.03454	≤ 0.08	Fit

Source: Author (2026)

Based on the results of the goodness of fit in Table 3, it shows that most of the model fit indices have met the required criteria. The RMSEA value of 0.0000 indicates that the model has a very good fit (close fit) because it is below the limit ≤ 0.08 . The RMR value of 0.07073 and SRMR of 0.03454 also indicate that the model is in the fit category because it is below the limit ≤ 0.08 . The NNFI value of 1.0082 and IFI of 1.0075 are above 1, which theoretically can occur under certain conditions due to very good model estimation. These values can still be interpreted as indicating a very good model fit (good fit). The majority of fit indicators provide FIT results, which means, in general, the results obtained show that the SEM model as a whole has a good ability in terms of matching the sample data (good fit).

C. Path Analysis and Hypothesis Testing

According to Qomusuddin (2022), path analysis is used to analyze the relationship patterns between variables with the aim of determining the direct and indirect influence of a set of independent (exogenous) variables on the dependent (endogenous) variable. The path analysis model describes the pattern of cause-and-effect relationships.

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Table 4 Hypothesis Testing Results

Path	Path Coefficient	Std. Error	T-Statistics	R-Squares	Keterangan
<i>Price Perception (PP) -> Repurchase Intention (RI)</i>	0.243	0.06	4.039	0.738	Accepted
<i>Product Quality (PQ) -> Repurchase Intention (RI)</i>	0.278	0.06	4.662		Accepted
<i>Self-Service Technology Quality (S) -> Repurchase Intention (RI)</i>	0.269	0.059	4.58		Accepted
<i>Price Perception (PP) -> Brand Image (BI)</i>	0.257	0.078	3.292	0.442	Accepted
<i>Product Quality (PQ) -> Brand Image (BI)</i>	0.263	0.076	3.461		Accepted
<i>Self-Service Technology Quality (S) -> Brand Image (BI)</i>	0.256	0.076	3.391		Accepted
<i>Self-Service Technology Quality (S) -> Price Perception (PP)</i>	0.611	0.071	8.653	0.373	Accepted
<i>Self-Service Technology Quality (S) -> Product Quality (PQ)</i>	0.36	0.072	4.997	0.443	Accepted
<i>Price Perception (PP) -> Product Quality (PQ)</i>	0.382	0.074	5.156		Accepted
<i>Brand Image (BI) -> Repurchase Intention (RI)</i>	0.244	0.058	4.215	0.738	Accepted
<i>Price Perception (PP) -> Brand Image (BI) -> Repurchase Intention (RI)</i>	0.063	0.024	2.663		Accepted
<i>Product Quality (PQ) -> Brand Image (BI) -> Repurchase Intention (RI)</i>	0.064	0.0234	2.7413		Accepted
<i>Self-Service Technology Quality (S) -> Brand Image (BI) -> Repurchase Intention (RI)</i>	0.062	0.0233	2.6828		Accepted

Source: Author (2026)

The hypothesis testing results indicate that all thirteen proposed hypotheses are supported, as evidenced by T-statistics values exceeding the critical value of 1.96. Repurchase Intention (RI) is positively and significantly influenced by Price Perception (PP) ($\beta = 0.243$, $T = 4.039$), Product Quality (PQ) ($\beta = 0.278$, $T = 4.662$), Self-Service Technology Quality (SSTQ) ($\beta = 0.269$, $T = 4.580$), and Brand Image (BI) ($\beta = 0.244$, $T = 4.215$). Furthermore, Price Perception ($\beta = 0.257$, $T = 3.292$), Product Quality ($\beta = 0.263$, $T = 3.461$), and Self-Service Technology Quality ($\beta = 0.256$, $T = 3.391$) each have positive and significant effects on Brand Image. In addition, Self-Service Technology Quality significantly influences Price Perception ($\beta = 0.611$, $T = 8.653$) and Product Quality ($\beta = 0.360$, $T = 4.997$), while Price Perception also has a positive and significant effect on Product Quality ($\beta = 0.382$, $T = 5.156$). The mediation analysis further confirms that Brand Image significantly mediates the relationship between Price Perception and Repurchase Intention ($T = 2.663$), Product Quality and Repurchase Intention ($T = 2.741$), and Self-Service Technology Quality and Repurchase Intention ($T = 2.683$), indicating meaningful indirect effects in addition to the direct relationships. Overall, these findings demonstrate that Price Perception, Product Quality, Self-Service Technology Quality, and Brand Image play important roles in enhancing customers' Repurchase Intention toward Oxygen.id services, while Brand Image strengthens the influence of the three antecedent variables as a mediating construct.

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Table 5 Sobel Test

	Dirrect Effect	T-Statistics	Indirect Effect	Z Sobel
<i>Price Perception (PP) -> Brand Image (BI)</i>	0.257	3.292		
<i>Product Quality (PQ) -> Brand Image (BI)</i>	0.263	3.461		
<i>Self-Service Technology Quality (S) -> Brand Image (BI)</i>	0.256	3.391		
<i>Brand Image (BI) -> Repurchase Intention (RI)</i>	0.244	4.215		
<i>Price Perception (PP) -> Brand Image (BI) -> Repurchase Intention (RI)</i>			0.062708	2.5944655
<i>Product Quality (PQ) -> Brand Image (BI) -> Repurchase Intention (RI)</i>			0.064172	2.67481682
<i>Self-Service Technology Quality (S) -> Brand Image (BI) -> Repurchase Intention (RI)</i>			0.062464	2.64210649

Source: Author (2026)

The Sobel Test results indicate that Brand Image mediates the relationship between Price Perception and Repurchase Intention, with an indirect effect of 0.062708 and a Sobel Z of 2.594 (>1.96). The Sobel Test results indicate that Brand Image mediates the relationship between Product Quality and Repurchase Intention, with an indirect effect of 0.064172 and a Sobel Z of 2.675 (>1.96). The Sobel Test results indicate that Brand Image mediates the relationship between Self-Service Technology Quality and Repurchase Intention, with an indirect effect of 0.062464 and a Sobel Z of 2.642 (>1.96). Among the three mediation pathways, the Product Quality → Brand Image → Repurchase Intention relationship has the largest indirect effect (0.064172) and the highest Sobel Z value (2.675). This shows that improving service quality is the most effective strategy in building brand image while increasing customer loyalty so that they can have repeat purchase intentions.

V. DISCUSSION

The Effect of Price Perception on Repurchase Intention

Based on the hypothesis testing results, Price Perception (PP) has a positive and significant effect on Repurchase Intention (RI), with a path coefficient of 0.243 and a T-statistics value of 4.039 (>1.96), indicating that Hypothesis 1 is accepted. The positive path coefficient indicates that an increase in customers' perceived price fairness leads to a corresponding increase in Repurchase Intention, assuming other variables remain constant. The relatively high T-statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that customers who perceive Oxygen.id's subscription price as affordable, competitive, and consistent with the quality and benefits received are more likely to continue subscribing to the service. This finding supports the argument of Perceived Value Theory that customers evaluate price based on the balance between benefits received and monetary sacrifice, thereby influencing future purchasing decisions. Effect of Social Media.

The Effect of Product Quality on Repurchase Intention

Based on the hypothesis testing results, Product Quality (PQ) has a positive and significant effect on Repurchase Intention (RI), with a path coefficient of 0.278 and a T-Statistics value of 4.662 (>1.96), indicating that Hypothesis 2 is accepted. The positive path coefficient indicates that an increase in Product Quality leads to a corresponding increase in Repurchase Intention, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that customers are more likely to continue subscribing to Oxygen.id when they perceive the internet service as reliable, stable, and capable of consistently meeting their expectations in terms of performance, network quality, and service reliability.

The Effect of Self-Service Technology Quality on Repurchase Intention

Based on the hypothesis testing results, Self-Service Technology Quality (SSTQ) has a positive and significant effect on Repurchase Intention (RI), with a path coefficient of 0.269 and a T-Statistics value of 4.580 (>1.96), indicating that Hypothesis 3 is accepted. The positive path coefficient indicates that an improvement in Self-Service Technology Quality leads to a corresponding increase in Repurchase Intention, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that customers are more likely to continue subscribing to Oxygen.id when they perceive its digital self-service features, such as ease of use, functionality, security, and convenience, as reliable and capable of enhancing their overall service experience.

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The Effect of Price Perception on Brand Image

Based on the hypothesis testing results, Price Perception (PP) has a positive and significant effect on Brand Image (BI), with a path coefficient of 0.257 and a T-Statistics value of 3.292 (>1.96), indicating that Hypothesis 4 is accepted. The positive path coefficient indicates that an increase in Price Perception leads to a corresponding increase in Brand Image, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that customers who perceive Oxygen.id's pricing as fair and consistent with the benefits received tend to develop a more positive perception of the company's brand.

The Effect of Product Quality on Brand Image

Based on the hypothesis testing results, Product Quality (PQ) has a positive and significant effect on Brand Image (BI), with a path coefficient of 0.263 and a T-Statistics value of 3.461 (>1.96), indicating that Hypothesis 5 is accepted. The positive path coefficient indicates that an improvement in Product Quality leads to a corresponding increase in Brand Image, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that customers who experience reliable and high-quality internet services tend to perceive Oxygen.id as a trustworthy and reputable internet service provider.

The Effect of Self-Service Technology Quality on Brand Image

Based on the hypothesis testing results, Self-Service Technology Quality (SSTQ) has a positive and significant effect on Brand Image (BI), with a path coefficient of 0.256 and a T-Statistics value of 3.391 (>1.96), indicating that Hypothesis 6 is accepted. The positive path coefficient indicates that an improvement in Self-Service Technology Quality leads to a corresponding increase in Brand Image, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that a user-friendly, secure, and efficient digital service enhances customers' perceptions of Oxygen.id as a modern and innovative brand.

The Effect of Self-Service Technology Quality on Price Perception

Based on the hypothesis testing results, Self-Service Technology Quality (SSTQ) has a positive and significant effect on Price Perception (PP), with a path coefficient of 0.611 and a T-Statistics value of 8.653 (>1.96), indicating that Hypothesis 7 is accepted. The positive path coefficient indicates that an improvement in Self-Service Technology Quality leads to a corresponding increase in Price Perception, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that customers perceive Oxygen.id's subscription fees as more reasonable when digital services provide convenience, efficiency, and added value.

The Effect of Self-Service Technology Quality on Product Quality

Based on the hypothesis testing results, Self-Service Technology Quality (SSTQ) has a positive and significant effect on Product Quality (PQ), with a path coefficient of 0.360 and a T-Statistics value of 4.997 (>1.96), indicating that Hypothesis 8 is accepted. The positive path coefficient indicates that an improvement in Self-Service Technology Quality leads to a corresponding increase in Product Quality, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that high-quality digital services improve customers' overall evaluation of Oxygen.id's service quality.

The Effect of Price Perception on Product Quality

Based on the hypothesis testing results, Price Perception (PP) has a positive and significant effect on Product Quality (PQ), with a path coefficient of 0.382 and a T-Statistics value of 5.156 (>1.96), indicating that Hypothesis 9 is accepted. The positive path coefficient indicates that an increase in Price Perception leads to a corresponding increase in Product Quality, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that customers who perceive the price as fair are more likely to evaluate Oxygen.id's service quality positively.

The Effect of Effect of Brand Image on Repurchase Intention

Based on the hypothesis testing results, Brand Image (BI) has a positive and significant effect on Repurchase Intention (RI), with a path coefficient of 0.244 and a T-Statistics value of 4.215 (>1.96), indicating that Hypothesis 10 is accepted. The positive path coefficient indicates that an improvement in Brand Image leads to a corresponding increase in Repurchase Intention, assuming other variables remain constant. The relatively high T-Statistics value confirms that the relationship is statistically significant.

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significant. Substantively, these findings suggest that customers with a positive perception of the Oxygen.id brand are more likely to continue subscribing to its internet services.

The Effect of Price Perception on Repurchase Intention through Brand Image

Based on the mediation analysis, Brand Image (BI) significantly mediates the relationship between Price Perception (PP) and Repurchase Intention (RI), with a Z Sobel value of 2.594 (>1.96), indicating that Hypothesis 11 is accepted. The significant indirect effect indicates that customers' positive perceptions of Oxygen.id's pricing strengthen Brand Image, which subsequently increases their intention to continue subscribing to the service.

The Effect of Product Quality on Repurchase Intention through Brand Image

Based on the mediation analysis, Brand Image (BI) significantly mediates the relationship between Product Quality (PQ) and Repurchase Intention (RI), with a Z Sobel value of 2.675 (>1.96), indicating that Hypothesis 12 is accepted. The significant indirect effect indicates that superior Product Quality enhances Brand Image, which in turn encourages customers to maintain their subscriptions to Oxygen.id.

The Effect of Product Quality on Repurchase Intention through Brand Image

Based on the mediation analysis, Brand Image (BI) significantly mediates the relationship between Self-Service Technology Quality (SSTQ) and Repurchase Intention (RI), with a Z Sobel value of 2.642 (>1.96), indicating that Hypothesis 13 is accepted. The significant indirect effect indicates that better digital self-service experiences strengthen Brand Image, which subsequently increases customers' willingness to continue using Oxygen.id services.

VI. CONCLUSIONS AND SUGGESTIONS

The findings of this study demonstrate that all thirteen proposed hypotheses are supported. Price Perception (PP), Product Quality (PQ), Self-Service Technology Quality (SSTQ), and Brand Image (BI) have positive and significant direct effects on Repurchase Intention (RI). Furthermore, Price Perception, Product Quality, and Self-Service Technology Quality significantly influence Brand Image, while Self-Service Technology Quality also positively affects Price Perception and Product Quality, and Price Perception positively influences Product Quality.

The mediation analysis confirms that Brand Image serves as a significant partial mediator in the relationships between Price Perception, Product Quality, Self-Service Technology Quality, and Repurchase Intention. These findings indicate that improving service quality, digital technology, and pricing strategies becomes more effective in increasing customers repurchase intention when accompanied by a strong Brand Image. From a managerial perspective, PT Mora Telematika Indonesia Tbk should prioritize improving Self-Service Technology Quality, maintaining consistent Product Quality, implementing value-based pricing, and strengthening Brand Image through service excellence and digital innovation to enhance customer loyalty and repurchase intention. Customer Loyalty, Customer Experience, or Perceived Value, expand the reseuture studies are recommended to include additional variables such as Customer Satisfsaarch area, and compare different Internet Service Providers (ISPs) to provide a broader understanding of customer repurchase behavior in the broadband internet industry

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