

ABSTRACT

This study examines the influence of customer attitudes, perceived value, and perceived price on consumers' repurchase decisions for Patagonia products in Indonesia. Using a quantitative approach based on the Theory of Planned Behaviour (TPB), data were collected through an online questionnaire from 100 respondents who had previously purchased Patagonia products. The data were analysed using multiple linear regression with SPSS 26.

The results indicate that customer attitudes and perceived value positively and significantly affect repurchase decisions, while perceived price has no significant effect. Customer attitudes were found to be the most influential factor. The model explains 12.6% of the variation in repurchase decisions, suggesting that positive brand perceptions and perceived value are more important than price in encouraging repeat purchases. Keywords: Customer Attitudes, Perceived Value, Perceived Price, Repurchase Decision

Keywords: Customer Attitudes, Perceived Value, Perceived Price

SEMARANG
FEB UNDIP