

Exploration Of The Influence Of Marketing Mix Strategy On Repurchase Intention Of Motorcycle Products: A Consumer Perspective

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Abstract

*The purpose of this study is to explore how marketing mix strategies influence repurchase intentions of motorcycle products from the consumer's perspective. The research approach used in this study is a qualitative approach. This approach aims to understand the phenomenon in depth through the perspective of the participants. Qualitative research allows for in-depth exploration of consumer experiences, views, and perceptions related to marketing mix strategies and their influence on motorcycle product repurchase intentions. Based on the results of the study, it can be concluded that **the 7P marketing mix strategy** involving elements of **product, price, promotion, distribution, people, process, and physical evidence** has a significant influence on **motorcycle repurchase intentions** from a consumer perspective. Each element of the 7Ps plays a role in creating a positive consumer experience, which ultimately increases loyalty and repurchase decisions.*

Keywords: Marketing, Marketing Mix, Repurchase Intention

INTRODUCTION

Marketing mix strategy is one of the approaches used by companies to market their products effectively. In the motorcycle industry, the marketing mix, which includes product, price, promotion, and distribution, plays an important role in building consumer loyalty. Companies try to understand consumer needs and wants through these marketing mix elements to create satisfaction that leads to repeat purchase intentions.

The motorcycle industry in Indonesia shows steady growth as the public's need for efficient private vehicles increases. According to data from the Indonesian Motorcycle

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Industry Association (AIS), motorcycle sales in 2023 will reach more than 5 million units. This figure shows tight competition among manufacturers, which encourages them to optimize their marketing mix strategies.

However, amidst the competition, many companies face challenges in understanding consumer perspectives on the marketing strategies implemented. Consumers not only consider product quality, but also competitive prices, attractive promotions, and easily accessible distribution. Therefore, it is important to explore how consumers interpret these elements in influencing their repurchase intentions. Based on the background above, some problems that can be identified are Consumers have different views on marketing mix elements, such as product, price, promotion, and distribution. Not all motorcycle companies understand consumer needs and preferences thoroughly, so the marketing mix elements applied are not optimal. The specific factors in the marketing mix that most influence repurchase intentions have not been explored in depth from the consumer perspective.

LITERATURE REVIEW

Marketing Mix

The marketing mix is a core concept in marketing science that includes seven main elements, namely product , price, promotion, place, people, process, and physical evidence . These elements are designed to create value and satisfaction for consumers, thereby building loyalty and increasing the chances of repeat purchases.

Product (Product)

A product is the result of a production process that aims to meet the needs and desires of consumers. In an economic context, a product can be a good or service that has utility value, both functionally and symbolically (Kotler & Keller, 2016). Every product offered to the market is designed to create certain benefits, from making daily activities easier to improving the quality of life of consumers.

Price (Price)

Price is one of the important elements in the marketing mix that directly affects consumer purchasing decisions and company profitability. According to Kotler and Keller (2016), price is the amount of money paid by consumers to obtain a product or service. More than just a monetary value, price also reflects consumer perceptions of the quality, value, and benefits offered by a product.

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Place (Distribution/Place)

Place or distribution is one of the main elements in the marketing mix that plays a role in ensuring that products or services are available at the right place and time for consumers. Distribution includes the activities of managing distribution channels, logistics, and physical or digital locations to reach the market effectively (Kotler & Keller, 2016). The role of distribution is crucial, because even a superior product will not be valuable to consumers if it is not available when needed.

Promotion (Promotion)

Promotion is a key element in the marketing mix that aims to communicate the value, benefits, and advantages of a product or service to consumers. Kotler and Keller (2016) define promotion as a series of marketing communication activities designed to provide information, persuade, and remind consumers about a product so that they are encouraged to make a purchase.

People (People)

In the expanded marketing mix (7P), people play a central role because they are the elements that support the interaction between the company and customers. Kotler and Keller (2016) explain that people include all individuals involved in the process of delivering products or services, from company employees to customers themselves. This element highlights the importance of human resources in creating a positive and memorable customer experience.

Process (Process)

Process is one of the elements in the marketing mix (7P) that focuses on the steps, procedures, and mechanisms used by companies to create and deliver products or services to consumers. Kotler and Keller (2016) explain that efficient and effective processes play an important role in creating positive customer experiences, which ultimately increase consumer satisfaction and loyalty.

Physical Evidence

Physical evidence is one of the elements in the marketing mix (7P) which includes all forms of signs or real elements that support the consumer experience of a product or service. Lovelock and Wirtz (2020) explain that physical evidence plays an important role in creating perceptions of quality, building trust, and increasing customer satisfaction.

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These elements include the physical environment, product design, packaging, promotional materials, to the layout and decoration of the business premises.

Repurchase Intention

Repurchase intention is the consumer's desire to repurchase the same product based on previous experiences. This intention reflects the level of consumer satisfaction with the products or services they have used. According to Oliver (1997), repurchase intention is an important indicator of customer loyalty based on emotional relationships and positive experiences. There are several factors that influence repurchase intention, including : **Consumer Satisfaction, Trust, Previous Experience, Perceived Value**. In an increasingly competitive era, companies must be able to create higher perceived value than their competitors to win the hearts of customers. This can be achieved in various ways, such as improving product quality, providing superior customer service, or innovation in features and design. Chaffey and Smith (2022) also emphasize that digital technology allows companies to offer more personalized experiences, thereby increasing the value perceived by customers in a more efficient and relevant way.

RESEARCH METHODS

The research approach used in this study is a qualitative approach. This approach aims to understand the phenomenon in depth through the perspective of the participants. Qualitative research allows for in-depth exploration of consumer experiences, views, and perceptions related to marketing mix strategies and their influence on motorcycle product repurchase intentions.

According to Creswell (2014), a qualitative approach is very suitable for exploring complex phenomena and requires a rich understanding of context. This study uses a case study method, which is one of the strategies in a qualitative approach. Yin (2018) states that case studies are used when researchers want to understand a phenomenon in a real-life context, especially when the boundaries between the phenomenon and its context are unclear.

The case study method in this research aims to:

1. **Exploring Consumer Views:** Understanding how consumers interpret the marketing mix elements implemented by motorcycle companies.
2. **Identifying Key Elements:** Finding the marketing mix elements that most influence repurchase intentions.



3. **Uncovering the Relationship:** Exploring the relationship between marketing mix strategies and consumer decisions to repurchase motorcycle products.

Reasons for Choosing a Qualitative Approach , This approach was chosen for several main reasons: Focus on Subjective Perspective , Complex Context , and Flexibility in Data Collection . By using a qualitative approach and case study method, this study can provide a comprehensive understanding of how marketing mix strategies affect repurchase intentions from a consumer perspective.

RESULT

Consumer Views on the Marketing Mix

The 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) provides a more comprehensive view in understanding consumer needs and preferences. In this context, each element has a unique role that influences consumer perceptions and decisions. Here is an analysis of consumer views on each of the 7P elements:

1. **Product** Consumers evaluate products based on the features, benefits, and added value they offer. In the case of motorcycles, consumers tend to focus on:

1. **Fuel efficiency** : Fuel efficient vehicles provide economic benefits.
2. **Modern design** : An attractive, trendy appearance is attractive to young consumers.
3. **Comfort and safety** : Features such as quality suspension, ergonomic seating position and good braking system enhance the riding experience.

"The main thing when I choose a vehicle is its fuel efficiency, because I hope that if the vehicle is fuel efficient we can save more, it's good but if it's wasteful I don't want to" Product innovation that meets specific consumer needs will increase brand competitiveness.

2. **Price** Consumers view price as a representation of the product's value. Important elements include:

1. **Price-quality ratio** : Products that are considered to provide "value for money" are more in demand.
2. **Discounts and offers** : Promotions such as price cuts, easy installments, or cashback are significant attractions.
3. **Competitive pricing** : Consumers compare product prices with other brands before deciding to purchase.

Setting prices that are in line with consumer purchasing power helps increase loyalty.

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3. Place Accessibility and convenience of consumers in obtaining products are very important. Consumer views on place elements include:

1. **Dealer location** : Dealers that are easy to reach are the main choice for consumers.
2. **Product availability** : Consumers appreciate when products are available without having to wait long.
3. **Ease of online services** : In the digital era, consumers prioritize the ease of ordering products through e-commerce platforms or applications.

A good distribution network strengthens customer experience and increases brand trust.

4. Promotion Effective promotion increases consumer awareness and interest in a product or service. Consumers evaluate promotions based on:

1. **Digital advertising** : Brand presence on social media and creative advertising increases traction.
2. **Special offers** : Bonuses such as helmets, free service, or other attractive accessories make consumers feel like they are getting added value.
3. **Interactive campaigns** : Test rides or exhibition events give consumers the opportunity to try the product before buying.

Consistent promotional campaigns create an emotional connection between the brand and the consumer.

5. People The service provided by staff and employees influences consumers' view of the brand. Some important aspects:

1. **Staff friendliness** : Friendly and responsive service gives a positive impression to consumers.
2. **Competence** : Consumers value staff knowledge of products, features, and after-sales service.
3. **Technical support** : A well-trained service team increases consumer confidence in the brand.

Positive experiences with people involved in the service create customer loyalty.

6. Process An easy and efficient purchasing process is a priority for consumers. Elements assessed include:

1. **Purchase procedure** : Consumers prioritize fast and transparent transaction processes, both offline and online.
2. **After-sales service** : Ease of accessing service and warranty claims increases customer satisfaction.



3. **Technology integration** : Mobile applications or digital systems that make it easier for consumers to purchase, pay, and maintain products are added value.

Simple and efficient processes create a delightful customer experience.

7. Physical Evidence Consumers view physical evidence as a reflection of brand quality and credibility. Aspects of concern include:

1. **Dealership appearance** : A clean, modern, and organized dealership creates a professional impression.
2. **Accessories and packaging** : Products that are equipped with additional accessories and attractive packaging increase the premium impression.
3. **Certification or awards** : Formal evidence such as quality certification or industry awards increases consumer confidence.

Physical evidence gives consumers confidence in their purchasing decisions.

Consumers' view of the 7P marketing mix shows that each element plays an important role in shaping the overall customer experience. The combination of quality products, competitive prices, strategic locations, attractive promotions, friendly service, efficient processes, and strong physical evidence can increase customer loyalty while strengthening the brand image in the market.

Marketing Mix Elements that Influence Repurchase Intention (7P)

Based on the interview results, the **7P elements** (Product, Price, Place, Promotion, People, Process, Physical Evidence) have an influence on consumer repurchase intentions. The following are the details of the analysis results based on these elements:

1. **Product** Product is considered the most important element. Informants focus on quality, key features, and product design when deciding to repurchase. Superior features such as fuel efficiency, comfort and design contribute significantly to building consumer loyalty towards the brand.
2. **Price** Price is the second element that greatly influences repurchase intention. Consumers consider the value they receive versus the price they pay. Consumers prioritize prices that match product quality. Promotional price offers or bonuses provide significant additional appeal.
3. **Place/Distribution** Dealer location and ease of access are important factors in repurchase decisions. After-sales service also affects customer experience. Good distribution, strategic location, and adequate after-sales service increase consumer confidence to make repeat purchases.



4. Promotion Creative and consistent promotions influence consumers' decisions to repurchase.

Friendly, professional and informative service creates consumer trust and encourages repeat purchase intentions.

6. Process Ease of purchase process and after-sales service are one of the main considerations for consumers to continue choosing a brand. A simple, fast, and efficient process enhances the consumer experience and strengthens their intention to repurchase.

7. Physical Evidence The appearance of the showroom, products, and accessories provides a positive impression that influences repurchase intentions. Strong physical evidence, from showroom displays to additional accessories, creates a lasting impression that drives customer loyalty.

7P elements have varying influences on consumer repurchase intentions.

Ranking of Elements Based on Influence :

- 1) **Product,**
- 2) **Price,**
- 3) **Promotion,**
- 4) **Distribution,**
- 5) **Person,**
- 6) **Process,**
- 7) **and Physical Evidence.**

Marketing strategies that synergistically integrate these elements can increase consumer loyalty and strengthen repeat purchase intentions.

The Meaning of Marketing Mix Strategy for Consumers

Interview results with participants show that the marketing mix strategy (7P) creates the impression that the brand understands consumer needs. This strategy influences consumer perception, trust, and loyalty to a brand. The following are details of the interviews regarding the meaning of each element of the marketing mix for consumers:

1. Product (Product) Meaning for Consumers : Products that suit their needs provide comfort and confidence that the brand is able to understand and meet their expectations.

2. Price (Price) Meaning for Consumers : The suitability of price to quality shows that the brand values its consumers and wants to provide the best offer.



3. Place/Distribution (Place) Meaning for Consumers : Easily accessible distribution provides a sense of comfort and shows that the brand cares about the convenience of its consumers.

4. Promotion (Promotion) Meaning for Consumers : Consistent and attractive promotions create trust that the brand is really trying to get closer to its consumers.

5. People (People) Meaning for Consumers : Good service shows that the brand value its consumers as individuals, not just buyers.

6. Process (Process) Meaning for Consumers : An efficient process shows that the brand cares about consumers' time and convenience.

7. Physical Evidence Meaning to Consumers : Strong physical evidence reflects the brand's professionalism and attention to its consumer experience. Participants agreed that the marketing mix strategy gives the impression that the brand truly understands their needs. It:

1. **Building Trust** : Consumers feel that the brand provides value according to their needs.
2. **Increase Loyalty** : Consistent service and attention creates an emotional connection between consumers and brands.
3. **Reflecting Professionalism** : All 7P elements show how the brand provides a positive and satisfying experience.

An optimal marketing mix strategy not only helps increase repurchase intentions but also strengthens long-term relationships with consumers.

DISCUSSION

This discussion explores the key elements of the marketing mix that influence consumer loyalty. The main focus of the discussion is on the product as a key factor influencing consumer loyalty to motorcycle brands.

Product as a Key Factor of Loyalty

The interview results show that **the product** is the main element in building consumer loyalty. High loyalty is created when the product is able to meet or even exceed consumer expectations in terms of quality, features, and design. This is in line with the opinion of **Kotler and Keller (2016)** , who emphasized that quality products are the core of a successful marketing strategy.



1. **Quality as a Determinant of Loyalty** Consumers consistently rate product quality as the main reason they return to the same brand.
2. Durable products and stable performance create consumer trust. Consistent quality provides added value, making consumers reluctant to switch to other brands.

2. Features Relevant to Consumer Needs Features that suit consumers' daily needs are an important factor in repurchase decisions. Consumers look for features that provide convenience, security, and efficiency. Product features that are relevant to consumer needs strengthen the emotional connection between consumers and brands. Consumers feel that the brand understands their needs, thus driving loyalty.

3. Attractive and Ergonomic Design Modern and ergonomic product design is one of the main attractions, especially for consumers who prioritize aesthetics and comfort. Product design not only creates visual appeal but also provides a better experience for consumers. This increases consumer satisfaction and brand loyalty. **Relevance to Theory** Quality products create high value for consumers, as explained by **Kotler and Keller (2016)**. They state that products designed to meet consumer needs and wants are the foundation of brand loyalty. If a product provides a satisfying experience, consumers are more likely to repurchase the product and recommend it to others.

Product has proven to be a major factor influencing consumer loyalty to a motorcycle brand. Quality, features, and design are important aspects that determine the consumer experience. Marketing strategies that focus on developing high-quality products, feature innovation, and designs that are relevant to consumer needs will strengthen brand loyalty in a competitive market.

The Role of Competitive Pricing in Repeat Purchases

Price is one of the important factors that influence consumer decisions to make repeat purchases. The results of interviews with motorcycle consumers show that prices that are considered fair and in accordance with the value received by consumers play a major role in strengthening loyalty and encouraging repeat purchases. Competitive pricing can create a positive perception of value, which ultimately shapes consumers' decisions to choose the same brand again. The role of price in consumer loyalty can be seen in various contexts, and this is in line with **Zeithaml's theory (1988)** which states that consumer perceived value—which is influenced by price and quality—is a major factor in purchasing decisions.



1. Competitive Pricing and Perceived Value Consumers are more likely to repurchase a product if they feel they are getting value for the price they paid. In this case, competitive pricing does not necessarily mean cheap, but rather a price that reflects the quality and features of the product received by the consumer.

Competitive pricing creates a positive perception of value, which builds consumer satisfaction. Consumers feel that the money they spend is worth the quality and benefits they receive, so they are more likely to repurchase the product.

2. The Effect of Promotional Prices on Repeat Purchases Promotional prices such as discounts or bonus packages also play a role in repeat purchase decisions. Although price remains an important factor, promotions attract consumers' attention, so they feel they are getting additional benefits. Promotions offered with lower prices or attractive bonuses increase consumer satisfaction and strengthen positive perceptions of the brand. This can create stronger loyalty because consumers feel appreciated and get more benefits from the products they buy.

3. Consistent and Transparent Pricing Consumers also appreciate transparent pricing that does not change significantly. When consumers feel that the price they pay remains fair and consistent, they are more likely to make repeat purchases. Consumers feel more secure when the price they pay is as promised, without any price surprises after the transaction. Clarity and consistency in pricing strengthen consumers' trust in the brand.

Relevance to Zeithaml's Theory (1988) Zeithaml's theory of perceived value (1988) underlines the importance of consumer perceptions of the relationship between price and product quality. Consumers are not only concerned with lower prices, but are more likely to choose products that provide maximum value based on the quality received. This perceived value is strongly influenced by fair prices and in accordance with product quality, which drives repeat purchase decisions.

Competitive pricing plays a critical role in driving consumer loyalty and repeat purchase decisions. Prices that are perceived as fair, whether in the context of fixed prices or promotional prices, create positive perceptions of value and strengthen the relationship between consumers and brands. In addition, consumers value price transparency and price consistency, which allows them to feel secure and valued. Pricing strategies that address consumers' perceived value can strengthen loyalty and increase repeat purchases.



Effectiveness of Digital Promotion in Increasing Attraction

Digital promotion, especially through social media, has become one of the most effective marketing tools in attracting consumer attention. Various motorcycle brands are now increasingly utilizing social media as the main channel to interact with consumers, disseminate information, and build long-term relationships. In this context, digital promotion can increase brand awareness and consumer loyalty, which in turn encourages purchases and repeat purchases.

The results of interviews with motorcycle consumers show that digital promotion through social media is very influential in creating interest and increasing consumer loyalty to certain brands. This is in accordance with the opinion of **Schiffman and Kanuk (2015)** who stated that the right promotional strategy can increase brand awareness and consumer loyalty.

1. Promotion through Social Media Increases Brand Awareness

One of the main benefits of digital promotion is its ability to reach a wider audience at a more efficient cost. Through advertising on social media platforms such as Instagram, Facebook, and YouTube, consumers can easily find out the latest information about motorcycle products. Social media allows brands to increase brand awareness in a very efficient and targeted way. An attractive advertisement can create a good first impression and motivate consumers to dig deeper, increasing brand awareness in a wider market.

2. Personalized Promotions Make Consumers Feel Valued

Promotions conducted on social media are often personalized and can be tailored to consumer preferences. Based on data collected through social media analytics, companies can target ads to consumers who have already shown interest in a particular product, making promotions feel more relevant. Personalized promotions based on consumer data can create more engaging and relevant experiences. Consumers feel rewarded for receiving offers that match their preferences, increasing the chances of purchasing and even repeat purchases.

3. Interactive Content and Engagement with Consumers

In addition to paid advertising, digital promotions through interactive content such as quizzes, challenges, and educational videos on social media are also effective in attracting consumer attention. This type of content allows consumers to interact directly with the brand, increasing engagement and a sense of ownership of the brand. **Results** Interactive and participatory content not only attracts attention, but also increases emotional engagement with the brand. Consumers who engage with a brand through



social interactions are more likely to feel loyal and consider the brand for future purchases.

4. Using Influencers to Increase Appeal

In addition to organic content and paid advertising, promotions through influencers on social media are also increasingly popular. Influencers who have an audience relevant to motorcycle products can have a big influence on consumer purchasing decisions.

RESULTS

Trust built through influencers who are considered authoritative in the eyes of the audience can improve brand image and accelerate purchasing decisions. Using the right influencers can make it easier for brands to reach a larger and more relevant audience for the products they offer.

Relevance to Schiffman and Kanuk's Theory (2015) According to **Schiffman and Kanuk (2015)**, the right promotional strategy has a significant impact on brand awareness and consumer loyalty. Digital promotion through social media allows companies to build broader brand awareness, interact directly with consumers, and increase their loyalty through relevant and personalized communication. This is in accordance with the finding that consistent and targeted promotions can strengthen the relationship between brands and consumers, and encourage repeat purchases.

Digital promotion through social media has proven to be very effective in attracting consumer attention and increasing loyalty to motorcycle brands. The use of social media allows brands to increase brand awareness, introduce products to a wider audience, and build more personal relationships with consumers. Relevant content, personalized promotions, and active engagement with consumers through interactive content and influencers can strengthen brand appeal and encourage repeat purchases.

Distribution and Customer Experience

Distribution is one of the important elements in the marketing mix that has a direct impact on customer experience. Consumers' ease of access to products, whether through strategic dealer locations or efficient distribution services, greatly influences satisfaction and repurchase decisions. Based on interviews with motorcycle consumers, it can be concluded that easy and affordable distribution plays a key role in improving the overall customer experience, which in turn contributes to their loyalty and satisfaction with the brand.



Effective distribution is not only limited to providing products in various locations, but also includes ease of access, quality of after-sales service, and convenience in the purchasing process. All of these factors shape the customer experience that can strengthen the relationship between consumers and brands.

1. Strategic Dealer Location and Accessibility: Consumers' ease in finding the nearest dealer and accessing products is an important factor in the purchasing experience. Easily accessible dealers reduce the barriers for consumers to get the products or services they want, whether it's buying a new motorcycle, getting maintenance, or getting accessories. Strategic dealer locations make it easier for consumers to access products and services, creating convenience in transactions. Dealers who are close to consumers create positive perceptions of the brand and increase convenience in the purchasing experience. This also reduces the time and costs incurred by consumers, increasing their satisfaction.

2. Availability of Efficient After Sales Service: Apart from dealer accessibility, availability of prompt and efficient after sales service is an integral part of effective distribution. Consumers are more likely to remain loyal to a brand if they feel well taken care of after purchasing the product. After sales service including regular maintenance, servicing and replacement of spare parts plays a major role in maintaining customer satisfaction. Good after sales service enhances consumer trust in the brand. Consumers feel cared for and prioritized not only during the initial transaction but also after they have purchased the product. This strengthens the long-term relationship between the consumer and the brand and increases loyalty.

3. Easy and Fast Purchasing Process Ease of purchasing process is also an important aspect of good distribution. Consumers appreciate ease in selecting products, simple payment process, and short waiting time when purchasing a motorcycle or accessories. A smooth and hassle-free purchasing process creates a positive experience for consumers. This convenience makes consumers feel valued and not complicated in the transaction process, which ultimately increases their likelihood of purchasing again in the future.

4. Positive Customer Service Experience: Distribution also includes direct interactions with dealer staff. A friendly, professional and responsive customer service experience can impact a consumer's perception of a brand. Helpful staff who provide clear formations can increase consumer convenience and satisfaction. A good customer service experience creates a positive relationship between the consumer and the brand. When



consumers feel valued and heard, they are more likely to stay loyal and return to purchase the same product. Good service provides a personal touch that increases loyalty.

Relevance to Distribution Theory in Marketing Mix: Efficient and effective distribution is an integral part of the marketing mix that touches not only the product delivery aspect, but also the overall customer experience. **Kotler and Keller (2016)** stated that well-designed distribution can increase customer satisfaction and strengthen the relationship between brands and consumers. In this case, easy access to products, efficient after-sales service, and a pleasant purchasing experience contribute to marketing success and consumer loyalty.

Effective distribution plays a vital role in creating a positive customer experience. Strategic dealer locations, efficient after-sales service availability, easy purchasing process, and satisfying customer service experience are key factors that enhance consumer satisfaction and loyalty. All these elements of distribution need to be carefully managed to ensure that consumers have a pleasant experience and encourage them to make repeat purchases. By designing an efficient distribution, companies can improve long-term relationships with consumers and strengthen their competitiveness in the market. .

CONCLUSION

Marketing mix strategies that include product, price, promotion, and distribution have a significant influence on motorcycle repurchase intentions from a consumer perspective. Consumers value a comprehensive experience, from product quality to after-sales service.

1) Conclusion Regarding the 7P Marketing Mix Strategy in Increasing Motorcycle Repurchase Intentions

Based on the research results, it can be concluded that **the 7P marketing mix strategy** involving elements of **product, price, promotion, distribution, people, process, and physical evidence** has a significant influence on **motorcycle repurchase intentions** from a consumer perspective. Each element of the 7Ps plays a role in creating a positive consumer experience, which ultimately increases loyalty and repurchase decisions.

1. Product : High-quality products with features that meet consumer expectations play a major role in driving repurchase intentions. Consumers highly value product quality that meets their needs, such as fuel efficiency, modern design, and driving comfort. **Kotler and Keller (2016)** stated that quality products are the core of a successful marketing

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strategy and are the first element that consumers consider in making purchasing decisions.

2. Price : Competitive prices that are considered fair by consumers contribute to positive value perceptions, which encourage repeat purchase decisions. Consumers not only consider price, but also evaluate whether the price is comparable to the benefits they receive. **Zeithaml (1988)** stated that consumer perceived value is an important factor in purchasing decisions, and fair prices will create a positive impression of the brand, which increases the likelihood of repeat purchases.

3. Promotion : Attractive promotions, especially those conducted through social media and digital advertising, are an important factor in attracting consumer attention. Discounts, bonuses, or additional gifts such as free services or free accessories increase brand appeal and encourage consumers to make repeat purchases. **Schiffman and Kanuk (2015)** emphasize that the right promotion can increase brand awareness, loyalty, and consumer motivation to buy again.

4. Distribution : Consumers' ease of access to products through strategic dealer locations and efficient and pleasant service experiences are very important. **Kotler and Keller (2016)** stated that efficient distribution will increase consumer satisfaction and provide a positive experience, which will strengthen the relationship between consumers and brands, and encourage repurchase intentions.

5. People : Human factors, such as sales and customer service staff, play a critical role in creating a pleasant customer experience. Friendly, professional, and responsive staff at a dealership or service center can enhance positive brand perceptions, foster loyalty, and increase the likelihood of repeat purchases.

6. Process : An easy, fast, and efficient purchasing process also influences repurchase intentions. Consumers tend to be more loyal to brands that provide convenience in purchasing, whether through various payment methods or simple administrative processes. An easy and seamless process increases consumer convenience, which in turn can encourage them to repurchase products from the same brand.

7. Physical Evidence : Physical evidence, such as a comfortable dealership design, clean facilities, and attractive promotional materials, contribute to consumer perceptions of the brand. The presence of physical evidence that reflects the quality and



professionalism of the brand strengthens the positive image in the eyes of consumers and increases their trust in the products and services offered.

FINAL CONCLUSION

The integrated 7P marketing mix strategy has a significant impact on motorcycle repurchase intention. Every element in the marketing mix, from product to physical evidence, contributes to creating a satisfying consumer experience. **Effective management of product, price, promotion, distribution, people, process, and physical evidence** will result in higher consumer loyalty, encouraging them to repurchase the product and become loyal customers. Thus, companies need to ensure that all elements in the marketing mix work synergistically to create sustainable value for consumers and increase long-term success in a competitive market .

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