

Consumer Satisfaction Mediating Price and Brand Image on Buying Interest KAC Stores Genuk Semarang

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ABSTRACT

This study aims to examine the influence of price and brand image on buying interest through consumer satisfaction as an intervening variable. The research is conducted in the context of the KAC Accessories Collection Store, Genuk Semarang Branch, a small-scale fashion retail business facing increasing competition. Understanding the determinants of buying interest is therefore essential to improve retail performance. A quantitative approach was employed using survey data collected from 96 consumers through purposive sampling. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The research model tested both direct and indirect relationships between price, brand image, consumer satisfaction, and buying interest. The results indicate that price and brand image have a significant positive effect on consumer satisfaction. Furthermore, price, brand image, and consumer satisfaction significantly influence buying interest. Consumer satisfaction is found to partially mediate the relationship between price, brand image, and buying interest, highlighting the importance of post-consumption evaluation in shaping consumer intentions. These findings imply that retail managers should implement value-based pricing strategies, strengthen brand image, and enhance consumer satisfaction to increase buying interest. This study contributes to the retail marketing literature by extending satisfaction-based mediation models to small-scale fashion retail businesses, which remain relatively underexplored.

Keywords: Price, Brand Image, Consumer Satisfaction, Buying Interest, Retail Marketing

INTRODUCTION

In general, women's accessories are striking, contain attention, both for all women and men are a women's lifestyle, meaning that the need for accessories is so important that it can be said to be the main part of every appearance. Brand image plays an important role in brand development, because it is related to brand trust and reputation that it becomes a reference for customers to try and use a product, service or goods. (Larika & Ekowati, 2020) . Price is one of the factors that can influence a person to make a purchase decision. Pricing is very important because the company needs to provide a price that makes customers want to carry out buying transactions along with providing profits for the company. Customers can collect data and compare the prices of services or goods determined by one organization with another. This makes competition increasingly demanded to make products that are more attractive and different from accessories

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products in other stores. We can see that in 2022 – 2024, various styles and shapes of accessories look more modern. This happens because the taste of youth accessories, especially women, is also affected by foreign countries, for example Korea. Fitzgerald (2018:78). One of the accessories stores has experienced rapid growth in recent years mainly driven by the increasing consumer interest in fashion and lifestyle in today's modern age. In the context of the growth of the retail sales industry, competition between other retail stores is increasing. This creates a challenge for existing players, including other retail stores, to maintain their market share. Success in understanding and utilizing the factors that influence consumer buying interest is crucial. In an effort to win the competition, retail stores need to continue to innovate in the products they offer and the services they provide to customers.

Table 1: Revenue Data at KAC Stores Semarang Branch Year (2021-2024)

No	Month	2022	2023	2024
1	January	IDR 16,455,800	IDR 14,564,250	IDR 12,897,650
2	February	IDR 17,890,990	IDR 11,735,861	IDR 13,097,864
3	March	IDR 12,368,560	IDR 15,625,780	IDR 14,087,650
4	April	IDR 15,786,010	IDR 12,569,820	IDR 11,568,974
5	May	IDR 14,517,450	IDR 15,158,456	IDR 14,156,987
6	June	IDR 18,500,000	IDR 13,798,654	IDR 10,254,789
7	July	IDR 19,540,500	IDR 18,645,750	IDR 16,458,126
8	August	IDR 17,146,574	IDR 12,645,000	IDR 14,515,698
9	September	IDR 14,560,098	IDR 11,156,423	IDR 10,456,987
10	October	IDR 16,523,540	IDR 18,652,105	IDR 13,028,765
11	November	IDR 15,478,000	IDR 12,435,426	IDR 10,897,653
12	December	IDR 18,965,410	IDR 20,547,650	IDR 16,345,654
	Total	IDR 197,732,932	IDR 177,535,175	IDR 157,766,797

Based on the revenue table above, for the last three years, it shows that the store's revenue at KAC Genuk Semarang Branch in 2022 received a total revenue of IDR 197,732,932, in 2023 the revenue reached IDR 177,535,175, and the last in 2024 the revenue reached IDR 157,766,797. So it can be said that the KAC Accessories Collection Store has problems because every year, from 2021-2023, the amount of income always decreases.

THEORETICAL BACKGROUND

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Price

Price is the amount of value or funds charged to a service or product against the amount of value that customers exchange for the benefits of price as an important factor that can influence buyer choice (Firmansyah, 2018). In addition, according to (Kotler & Armstrong 2018:308). Price definition is a sum of money that has an exchange rate to get a profit for owning or using a service or product. From the explanation above, it can be concluded that price is a sum of money value that is set on a product and has an exchange rate that can benefit consumers.

Recent studies emphasize that price perception plays a strategic role in retail settings, particularly in competitive markets. According to Konuk (2021), perceived price fairness significantly affects consumer satisfaction and purchase-related intentions, as consumers are more likely to respond positively when prices are viewed as reasonable relative to product quality and alternatives. Similarly, Pandey and Chawla (2022) argue that price perception directly influences consumers' emotional and cognitive responses, which in turn shape satisfaction and behavioral intentions.

In the context of retail businesses, especially fashion and accessories stores, competitive pricing strategies are essential for attracting and retaining customers. Research by Hwang and Lee (2023) demonstrates that transparent and value-based pricing enhances consumer trust and satisfaction, leading to stronger buying interest. Therefore, price can be understood not only as a monetary value attached to a product but also as a strategic marketing instrument that contributes to consumer satisfaction and buying interest.

Brand Image

According to (Firmansyah, 2018). The higher it is *ROA*, Brand image is a description of the overall perception of the brand and is formed from information and experience of the brand. (Dewi et al., 2020). Brand image is a consumer's perspective on a brand as an image of what is in the consumer's mind or mind towards a brand. Based on the above understanding, it can be concluded that brand image is a result of consumer perception of a certain brand, which is based on considerations and comparisons with several other brands, on the same type of product.

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Recent empirical studies highlight the strategic importance of brand image in shaping consumer attitudes and behavioral outcomes. According to Rather, Tehseen, and Parrey (2021), a positive brand image enhances consumers' emotional attachment and satisfaction, which subsequently strengthens their buying interest. Similarly, Nysveen, Oklevik, and Pedersen (2022) argue that brand image functions as a quality signal that reduces perceived risk and increases consumers' confidence in their purchase decisions.

In the retail context, particularly in fashion and accessories businesses, brand image plays a crucial role in influencing consumers' evaluations and preferences. Research by Jiménez-Castillo and Sánchez-Fernández (2023) demonstrates that a consistent and favorable brand image significantly affects consumer satisfaction and buying interest by creating symbolic value and trust. Therefore, brand image can be understood as the result of consumers' perceptions and evaluations of a brand based on comparisons with other brands offering similar products, which ultimately influences satisfaction and buying interest.

Buying Interest

Interest is one of the psychological aspects that has a considerable influence on attitudes, behavior and interest is also a source of motivation that will direct a person in doing what they do (French StuRat (talk) 20:15, 15 January 2018 (UTC)). Consumer buying interest is the stage where consumers form their choice among several brands that are members of the chosen device, then ultimately make a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations. (Scott, 2018). Interest is the impulse of human instinct, but it can also be the impulse of thought accompanied by feelings. Interest that arises only from the impulse of thoughtless feelings, easily changes according to the change in his feelings.

Recent empirical studies emphasize that buying interest is influenced by both rational evaluations and emotional responses. According to Prentice, Wang, and Loureiro (2020), buying interest is shaped by consumers' perceptions of product attributes, price fairness, and brand-related cues, which collectively determine purchase-related decisions. Similarly, Rather, Hollebeek, and Islam (2022) argue that buying interest represents an important motivational construct that bridges consumer attitudes and actual buying behavior.

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In retail and service contexts, buying interest functions as a key predictor of consumer behavior and market performance. Research by Konuk (2021) demonstrates that higher levels of buying interest significantly increase the likelihood of repeat purchases and positive word-of-mouth. Therefore, buying interest can be understood as a multidimensional construct that reflects consumers' cognitive evaluations, emotional engagement, and motivational readiness to purchase a product or service, shaped by internal perceptions and external marketing stimuli.

Consumer Satisfaction

Arguing customer satisfaction is a measurement of the extent to which customers consume the company's products or services, and feel happy with the products or services received. Customer satisfaction is a comparison between expectations regarding the perceived perception of the experience. (Fatihudin & Firmansyah, 2019). It can be concluded that from some of the opinions of experts, consumer satisfaction is where a consumer wants to get the right and expected things before using a product or service so that after getting what is expected or not expected, the consumer wants to express loyalty to a product or service in the sense of happiness or disappointment. In short, consumer satisfaction has a level of good, happy or disappointed feelings that come from a comparison of expectations of a product and service that has been given or felt.

Recent studies emphasize the central role of consumer satisfaction in shaping behavioral outcomes. According to Rather, Tehseen, and Parrey (2021), higher levels of consumer satisfaction lead to favorable emotional responses, increased loyalty, and stronger buying interest. Similarly, Konuk (2021) highlights that satisfaction acts as a critical mechanism linking marketing stimuli—such as price fairness and brand image—to consumers' future behavioral intentions.

In retail contexts, particularly in fashion and lifestyle businesses, consumer satisfaction functions as a key determinant of competitive advantage. Research by Hwang and Lee (2023) demonstrates that satisfied customers are more likely to develop trust, engage in repeat purchasing behavior, and recommend the brand to others. Therefore, consumer satisfaction can be understood as a multidimensional construct reflecting consumers' feelings of pleasure or disappointment that result from evaluating the

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performance of a product or service relative to their expectations, which ultimately influences buying interest and long-term relationships with the brand.

The Relationship of Price to Consumer Satisfaction

Research Results (Haekal Fikrrizalady Fasha & Putu Nina Mawadiawati, 2019). It resulted in research that price variables partially have a significant effect on consumer satisfaction variables. This means that the higher the price, the less demand there is for the product to be sold. Consumers tend to associate price with the quality level of a product.

Hypothesis 1: It is suspected that prices have a significant positive effect on consumer satisfaction.

The Relationship of Brand Image to Consumer Satisfaction

Satisfaction will occur if consumers perceive that the product has three indicators of good brand image, consisting of the image of the maker, the image of the product, and the image of the user. Research conducted by (Tommy & Retno, 2020) with the title "Analysis of the Influence of Service Quality and Brand Image on Consumer Loyalty through Consumer Satisfaction as an Intervening Variable" shows that brand image has a positive and significant relationship with consumer satisfaction of Samsung Smartphones

Hypothesis 2: Suspected Brand Image has a Positive Effect on Consumer Satisfaction

The Relationship of Price to Buying Interest

Based on research conducted by (Scott, 2019). It can be concluded that if customers have a good perception of the price and service received by customers according to expectations, then customer satisfaction will be attractive. In accordance with the results of the research. Fahrevi & Satrio, 2018) say price has a significant impact on buying interest

Hypothesis 3: It is suspected that the price has a significant positive effect on buying interest

The Relationship of Brand Image to Buying Interest

(Fahreza & Soesanto, 2021) and (Zakaria, 2021) conduct brand image research on buying interest. The results of the study prove that a good brand image can affect consumer buying interest. (Arusetyo, 2018) conducted research and found that the influence of brand image on buying interest is significant.

Hypothesis 4: It is suspected that Brand Image has a positive effect on Buying Interest

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The Relationship of Consumer Satisfaction to Buying Interest

Based on research conducted by (Ayu & Ginanjar, 2020) It can be concluded that consumer satisfaction has a positive effect on buying interest. After verifying the influence of the trust relationship between customer satisfaction about the coffee shop and buying interest has a positive effect on the confidence of buying interest. With the same variables in the study (Tufahati et al., 2021) gives results that customer satisfaction has a positive effect on buying interest.

Hypothesis 5: It is suspected that Consumer Satisfaction has a significant positive effect on Buying Interest

The Relationship of Price to Buying Interest through Consumer Satisfaction

Based on research conducted (Tondang & Sutrisna, 2019) Proving that price has a positive or significant influence on buying interest with consumer satisfaction as an intermediary, where high buying interest can be formed by the price offered by the service provider or product.

Hypothesis 6: Suspected Price can have a significant positive effect on Buying Interest through Consumer Satisfaction

The Relationship of Brand Image to Buying Interest through Purchase Satisfaction

Based on research conducted by (Stuart Aberdeen, 2019) It can be concluded that brand image has a significant influence on the buying interest of a product. It can be proven by the brand image that affects the interest in buying products in accordance with the brand image that is owned in each product offered.

Hypothesis 7: It is suspected that Brand Image can have a positive and significant effect on Belu's Interest through Consumer Satisfaction

Frame of Mind

Based on the literature review, previous research review and hypothesis development, the framework of thought proposed in this study is as follows:

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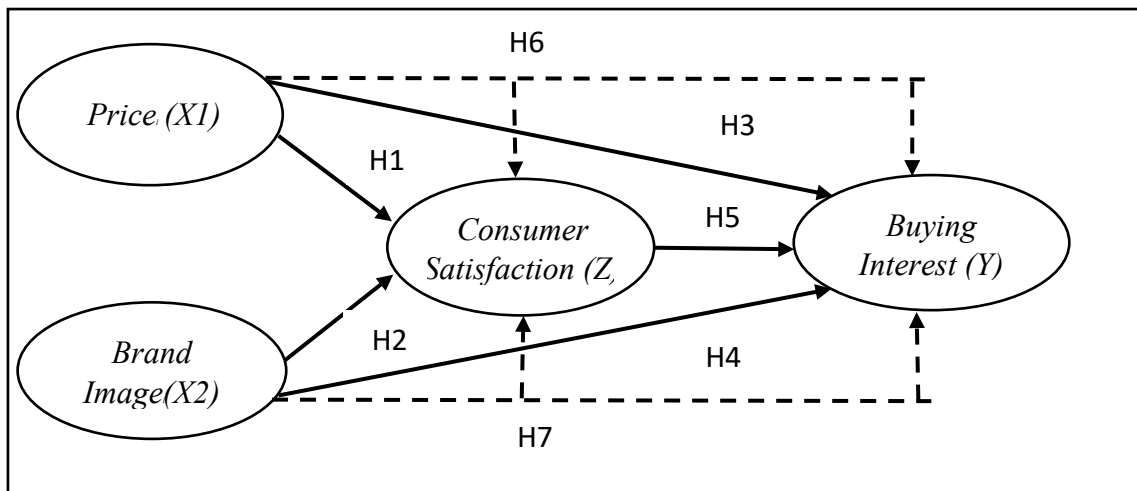


Figure 1: Frame of Mind

METHOD, DATA AND ANALYSIS

According to Ong & Sugiharto (2013), research variables are elements determined by researchers for investigation, and this study includes independent variables brand image (x1) and price (x2), which influence changes in the dependent variable (Scott, 2016); the dependent variable is stock price (Scott, 2016); and the mediating variable is consumer satisfaction, which explains the indirect relationship between independent and dependent variables (Sigh, 2017). The research object consists of customers of the KAC Accessories Collection Store, Genuk Semarang Branch, and the population includes all consumers who purchase at this store (Scott, 2024). The sample is selected using non-probability purposive sampling based on specific respondent characteristics (Scott, 2014). The study uses both primary data obtained from interviews, observations, and questionnaires distributed directly to customers (Sugiyono, 2017) and secondary data, which come from indirect sources or documents (Sugiyono, 2018), with questionnaire responses serving as the main data source. Data collection methods include observation, interviews, questionnaires, and documentation (Scott, 2018). SmartPLS is employed due to the limited sample size and complex model, enabling researchers to examine and confirm relationships between latent variables (Sugiyono, 2018). The measurement model (outer model) includes validity testing covering convergent validity, discriminant validity, and AVE, to ensure data accuracy, while reliability is assessed through composite reliability, where values above 0.7 indicate consistency. The structural model (inner model) evaluates causal relationships using the coefficient of determination (R^2),

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with values of 0.75 considered strong, 0.50 moderate, and 0.25 weak (Hair et al., 2014), and predictive relevance (Q^2), where values above zero indicate that the model has good predictive capability (Ghozali & Latan, 2015). This research consists of independent variables and dependent variables, including the following:

Table 2: Variable Operational Definition

Operational Definition	Indicators	Source
Price (X1) The amount (monetary unit) and or other aspects (non-monetary) that contain a certain utility or utility to obtain a product.	1. Price Affordability 2. Comparable price of products offered 3. Competitive prices with competitors 4. Product Price Benefits	(Lystia et al., 2022)
Brand Image (X2) The company must have a brand image that is different from its competitors. Because brand image is one of the things that customers see first before making a purchase or choosing a product to use.	1. The product gives a positive effect 2. Have special characteristics of the product 3. Interesting products 4. High-tech products	(Kiki et al., 2019)
Buying Interest (Y) A consumer's tendency to buy a brand or take a purchase-related action is measured by the likelihood of a consumer making a purchase.	1. Transactional interest 2. Reference interest 3. Preferential interests 4. Exploratory interests	(M.Aries, 2018)
Consumer Satisfaction (Z) Consumer satisfaction can be interpreted as a situation where customer needs, desires, and expectations can be fulfilled through the products consumed.	1. Good reputation 2. Quality of Service 3. Loyal 4. Fulfilling consumer expectations	(Riyanto, 2018)

Source: collected from various Research journals 2024

RESULTS

Validity Test

The convergent validity of the measurement model can be derived from the correlation between the score of the instrument item and its construction score (loading factor) with the criterion of the loading factor value of each instrument > 0.7 . The

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following are the results of the convergent validity test on variable price, brand image, customer satisfaction, buying interest:

Table 3: Outer Loading Values

Variable	Indicator	Loading factor	Rate of thumb	Conclusion
Price	X1.1	0.582	0,7	Valid
	X1.2	0.878	0,7	Valid
	X1.3	0.802	0,7	Valid
	X1.4	0.747	0,7	Valid
Brand Image	X2.1	0.758	0,7	Valid
	X2.2	0.908	0,7	Valid
	X2.3	0.888	0,7	Valid
	X2.4	0.920	0,7	Valid
Consumer Satisfaction	Z1.1	0.804	0,7	Valid
	Z1.2	0.857	0,7	Valid
	Z1.3	0.826	0,7	Valid
	Z1.4	0.881	0,7	Valid
Buying interest	Y1.1	0.791	0,7	Valid
	Y1.2	0.887	0,7	Valid
	Y1.3	0.822	0,7	Valid
	Y1.4	0.894	0,7	Valid

Source: Data processing with PLS, 2024

Reality Test

Table 4: Composite Reliability Results

True	Composite Reliability	Rate Of thumb	Conclusion
Price (X1)	0,852	0,7	Reliable
Brand Image(X2)	0,758	0,7	Reliable
Consumer Satisfaction (Z)	0,804	0,7	Reliable
Buying Interest (Y)	0,791	0,7	Reliable

Source: Data processing with PLS, 2024

Based on table 4. That the results of the composite reliability test show a value of >0.7 means that all variables are declared reliable because they are eligible.

Structural Model Testing (Inner Model)

After conducting a model evaluation and obtaining that each construct has met the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is to evaluate the structural model. The structural model in PLS was evaluated using R square for dependent variables and path coefficient values for independent variables which were then assessed for significance based on the t-statistical

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value of each path as well as SRMR testing. (Ghozali, 2006: 27). Here is the *value of the Adjusted R- square* on the construct.

Table 5: R-Square Output

Variable	R square	R Square Adjusted
Consumer Satisfaction (Z)	0.776	0.771
Buying Interest (Y)	0.881	0.876

Source: Data processing with PLS, 2024

Based on table 5, an R square value of 0.776 was obtained, this means that 77.6% of the variation or change in consumer satisfaction was influenced by price and brand image, while the remaining 22.4% was explained by other causes. So it can be said that R Square on the purchase satisfaction variable is good. An R Square value of 0.881 means that 88.1% of the variation or change in buying interest is influenced by price, and brand image and consumer satisfaction while the remaining 11.9% is explained by other causes. So it can be said that the R square in the Bell Interest variable is good.

Research Model

The results of data processing using PLS software tools, in the output of the loading factor construct structure model that will explain the relationship between constructs is shown in the following figure:

The following are the results of the direct effect test:

Table 6: Hypothesis Test

Variable	t-Statistic	P value
Price1 → consumelr satisfaction	10,474	0,000
Brand Imagel → Consumelr Satisfaction	4,186	0,000
Price1 → Buying Intelrelst	7,728	0,000
Brand Imagel → Buying Intelrelst	3,037	0,001
Consumelr Satisfaction → Buying Intelrelst	6,744	0,000
Price1 → Consumelr Satisfaction → Buying Intelrelst	8,564	0,000
Brand Imagel → Consumelr Satisfaction → Buying Intelrelst	2,874	0,002

Source: Data processing with PLS, 2024

To determine the structural relationship between latent variables, a hypothesis test must be carried out on the coefficient of the path between variables by comparing the p-value with alpha (0.05) or t-statistic of (>1.96). The magnitude of the P-value and also the t-statistic are obtained from the output on SmartPLS using the bootstrapping method.

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The results of the above data processing can be found in the testing of each hypothesis that has been proposed, namely:

1. Price has a positive effect on Consumer Satisfaction

The results of the hypothesis test showed that with a P value of $0.000 < 0.05$ or with a t-statistic of $10.474 > 1.96$, H1 was accepted and H0 was rejected, which means that the price had a significant positive effect on consumer satisfaction **was accepted.**

2. Brand Image has a Positive Effect on Consumer Satisfaction

The results of the hypothesis test show that with a P-Value of $0.000 < 0.05$ or with a t-statistic of $4.186 > 1.96$, H2 is accepted and H0 is rejected, which means that the Brand Image has a significant positive effect on consumer satisfaction **is accepted.**

3. Consumer Satisfaction has a Positive Effect on Buying Interest

The results of the hypothesis test show that the P-Value is $0.000 < 0.05$ or with a t-statistic of $7.728 > 1.96$, then H3 is accepted and H0 is rejected which means that Consumer Satisfaction has a significant positive effect on the buying interest **received.**

4. Brand Image has a Positive Effect on Buying Interest

The results of the hypothesis test showed that with a P-Value of $0.001 < 0.05$ or with a statistic of $3.037 > 1.96$, H4 was accepted and H0 was rejected which means that the brand image had a significant positive effect on buying interest, **was accepted**

5. Consumer Satisfaction has a Positive Effect on Buying Interest

The results of the hypothesis test showed that with a P-Value of $0.000 < 0.05$ or with a statistic of $6.744 > 1.96$, H5 was accepted and H0 was rejected, which means that consumer satisfaction has a significant positive effect on buying interest, **accepted.**

6. Price has a significant positive effect on Buying Interest Through Consumer Satisfaction

The results of the hypothesis test show that with a P-Value of $0.000 < 0.05$ or with a statistic of $8.564 > 1.96$, H6 is accepted and H0 is rejected, which means that the price has a significant positive effect on buying interest through consumer

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satisfaction. **Accepted.**

7. **Brand Image has a Positive Effect on Buying Interest through Consumer Satisfaction**

The results of the hypothesis test showed that with a P-Value of $0.002 < 0.05$ or with a statistic of $2.874 > 1.96$, H7 was accepted and H0 was rejected, which means that the Brand Image has a significant positive effect on buying interest through consumer satisfaction, **accepted.**

DISCUSSION

1. Price has a significant positive effect on Consumer Satisfaction

The results of the study show that prices have a significant positive effect on consumer satisfaction. This shows that if the price is increased, consumer satisfaction with consumers will increase. The results of this study show that it shows that the price index value of the Accesorise Collection KAC Shop Genuk Semarang Branch is 4.26. This shows that the Accesorise Collection KAC Store Price at Genuk Semarang branch is categorized as very good. This means that consumers of the Accesorise Collection KAC Semarang Shop think that the price of the products sold at the KAC Store is very well known to many people, the price of the products sold at the KAC Store has a very classy impression for users, the brand of the accesorise product sold at the KAC Store greatly increases the confidence of its users, and the price of the bicycle sold at the KAC Store has a very positive price in the eyes of consumers.

The results of the study are in line with the results of the research of Mariansyah, A., & Syarif, A. (2020) which produced a partial price variable that had a significant effect on the variable of consumer satisfaction.

2. Brand Image has a significant positive effect on Consumer decisions

The results of the study show that brand image has a significant positive effect on consumer satisfaction. This shows that if the brand image is improved, consumer satisfaction with consumers will increase. The results of this study show that the value of the Kac Shop brand image index is 4.26. This shows that the brand image of KAC Semarang Stores is categorized as very good. This means that consumers of the KAC

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Semarang Store think that the bicycle brand sold at the KAC Store is very well known to many people, the Accesorse product brand sold at the KAC Store has a very classy impression for the user, the accesorse product brand sold at the KAC Store greatly increases the confidence of its users, and the accesorse product brand sold at the KAC Store has a very positive brand image in the eyes of consumers.

The results of the study contradict the results of research by Wulandari & Susanti, (2021) which showed that brand image has a positive and significant relationship with online customer satisfaction.

3. Price has a significant positive effect on Buying Interest

The results of the study show that price has a significant positive effect on buying interest. These results show that if prices are increased, buying interest in consumers will increase. The results of this study show that the price index value of the KAC Store Genuk Semarang branch is 4.03. This shows that the price of the KAC Store Genuk Semarang Branch is categorized as good. This means that consumers of the KAC Shop Genuk Semarang Branch think that the prices offered on products at the KAC Shop are still affordable, the price of the products at the KAC Store has quality in accordance with the price given, the price offered at the KAC Store competes with other Accesorse stores, the price of the product at the KAC Store has benefits in accordance with the one provided, and the price offered at the KAC Store varies according to the type of product and is affordable by consumers.

The results of the research are in line with the results of the research of A. Rizkyanto Santoso et al. (2019) it can be concluded that if customers have a good perception of the price and service received by customers in accordance with expectations, then customer satisfaction will be attractive.

4. Brand Image has a significant positive effect on Buying Interest

The results of the study show that brand image has a significant positive effect on buying interest. This shows that if the brand image is improved, the buying interest in consumers will increase. The results of this study show that it shows that the brand image index value of the KAC Shop Genuk Semarang Katamso Branch is 4.26. This shows that the brand image of the KAC Shop Genuk Semarang Branch is categorized as very good. It means that consumers of the Semarang Branch KAC Shop think that the accesorse product brand sold at the Genuk Branch KAC Shop is very well known to many people,

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the accessories product brand sold at the Genuk Branch KAC Shop has a very classy impression for users, the Accessories product brand sold at the Genuk Branch KAC Store greatly increases the confidence of its users, and the Accessories product brand sold at KAC Stores has a very positive brand image in the eyes of consumers.

The results of the study are in line with the results of research by Hermanto and Saputra (2019) which prove that a good brand image can affect consumer buying interest.

5. Consumer Satisfaction has a significant positive effect on Buying Interest

The results of the study show that consumer satisfaction has a significant positive effect on buying interest. These results show that if consumer satisfaction is increased, buying interest in consumers will increase. The results of this study show that the value of the consumer satisfaction index of the KAC Store in the Genuk Semarang Katamso Branch is 3.99. This shows that the consumer satisfaction of the Rodalink Semarang Katamso Bicycle Shop is categorized as good. It means that consumers of the KAC Genuk Branch Semarang Store are satisfied with the various products available at the Genuk Branch KAC Store, are satisfied with the performance of employees at the Genuk Branch KAC Store, are satisfied with the price of the products offered at the Genuk Branch KAC Store, are happy to recommend the products at the Genuk Branch KAC Store to their friends or relatives, and satisfied with the friendliness of the employees at the KAC Genuk Branch Store in serving consumers.

The results of the study are in line with the results of Tufahati et al.'s (2021) research which gave results that customer satisfaction has a positive effect on buying interest.

6. Price has a significant positive effect on Buying Interest and Consumer Satisfaction

The results of this study show that the price index value of the KAC Shop Genuk Semarang Branch is 4.03. This shows that the price of the KAC Store Genuk Semarang Branch is categorized as good. This means that consumers of the KAC Genuk Branch Semarang Shop assume that the prices offered on products at the Genuk Branch KAC Stores are still affordable, the product prices at the Genuk Branch KAC Stores have quality in accordance with the prices given, the prices offered at the Genuk Branch KAC Stores compete with other Accessories stores, the product prices at the Genuk Branch KAC Stores have benefits that are in accordance with the ones provided, and the prices

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offered at the KAC Genuk Branch Store vary according to the type of product and are affordable by consumers.

The results of the study are in line with the research results of Tondang and Sutrisna (2019) proving that price has a positive or significant influence on buying interest with consumer satisfaction as an intermediary.

7. Brand Image has a significant positive effect on Buying Interest through Consumer Satisfaction

The results of this study show that it shows that the brand image index value of the KAC Shop Genuk Semarang Branch is 4.26. This shows that the brand image of the KAC Shop Genuk Semarang Branch is categorized as very good. This means that consumers of the KAC Genuk Branch Shop Semarang think that the bicycle brands sold at the KAC Genuk Branch Shop are well known to many people, the bicycle brands sold have a very classy impression for users, the product brands sold at the KAC Genuk Branch Stores greatly increase the confidence of their users, and the accessories product brands sold at the Genuk Branch KAC Stores have a very positive brand image in the eyes of consumers.

The results of the study are in line with the results of Fitria & Fakaubun (2019) research can be concluded that there is a significant indirect influence with a positive direction between brand image on buying interest through customer satisfaction

CONCLUSIONS

This study investigates the influence of price and brand image on buying interest through consumer satisfaction as an intervening variable in the context of the KAC Accessories Collection Store, Genuk Semarang Branch. The findings demonstrate that price and brand image play a crucial role in shaping consumer satisfaction, which in turn significantly influences buying interest. Consumer satisfaction is found to partially mediate the relationship between price, brand image, and buying interest, indicating that consumers' purchase-related intentions are formed not only through evaluations of marketing attributes but also through post-consumption experiences.

The main theoretical contribution of this study lies in extending satisfaction-based mediation models to the context of small-scale fashion retail businesses. While prior studies have largely focused on large retail chains or well-established brands, this research

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provides empirical evidence that consumer satisfaction also serves as an important explanatory mechanism for buying interest in smaller retail settings.

From a practical perspective, the results suggest that retail managers should prioritize competitive and value-based pricing strategies to enhance perceptions of price fairness. In addition, strengthening brand image through consistent branding, product differentiation, and effective communication is essential to build positive consumer perceptions. Furthermore, implementing customer satisfaction programs—such as improving service quality, product availability, and overall shopping experience—can effectively increase consumers' buying interest.

Despite its contributions, this study has several limitations. First, the research was conducted in a single retail store, which may limit the generalizability of the findings. Second, the sample size was relatively small and restricted to one geographic location. Third, the use of a cross-sectional research design does not allow for the observation of changes in consumer perceptions and behavior over time.

Future research is encouraged to expand the scope of investigation by involving multiple retail stores, employing larger and more diverse samples, and adopting longitudinal research designs. In addition, future studies may incorporate other relevant variables such as perceived value, trust, store atmosphere, or digital marketing factors to provide a more comprehensive understanding of buying interest in retail contexts.

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