

Research Article

From First Buy to Repeat Purchase: Exploring Key Factors Behind Repurchase Intention

Alfi Tri Widyastuti¹, Perdana Wahyu Santosa^{2*}

^{1,2} Faculty of Economics and Business, YARSI University, Jakarta

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Abstract

This study was conducted with the aim of testing the influence of Price Perception, Product Quality, Service Quality, Electronic Word of Mouth, and Store Atmosphere on Repurchase Interest at Mie Gacoan Central Jakarta. The sampling technique used in this study was Purposive Sampling which is found in Non-Probability sampling with a sample size of 100 respondents. The data collection method used a questionnaire. The analysis in this study used the Partial Least Square Structural Equation Modeling (PLS SEM) method. The results of the study indicate that: (1) Price Perception has a negative effect on Repurchase Interest, (2) Product Quality does not affect Repurchase Interest, (3) Service Quality has a positive and significant effect on Repurchase Interest, (4) Electronic Word of Mouth has a positive and significant effect on Repurchase Interest, (5) Store Atmosphere has a positive and significant effect on Repurchase Interest.

Keywords: Price Perception, Product Quality, Service Quality, Electronic Word of Mouth, Store Atmosphere, Repurchase Interest

JEL Classification: M31, L81, M37

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Corresponding author: Perdana Wahyu Santosa (perdana.wahyu@yarsi.ac.id)



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1. Introduction

The business that is currently growing quite rapidly is the food and beverage industry. The food and beverage industry is one of the mainstay manufacturing sectors in making a major contribution to national economic growth (kemenperin.go.id, 2019). Food and beverage are one of the businesses that is currently the hope and most in demand by business actors and the community, especially in Indonesia. From time to time, the food and beverage industry has experienced a significant increase, this is evidenced by the increase in Gross Domestic Product (GDP) from the food and beverage industry (MAMIN) by IDR 206.19 trillion in the first quarter of 2023. This value grew 5.33% compared to the previous year of IDR 195.75 trillion (BPS, 2023). This means that this industry continues to grow so that it becomes one of the most popular businesses for entrepreneurs in Indonesia.

Central Jakarta is part of the city in the DKI Jakarta Province, located in the middle of the mainland of Jakarta. Central Jakarta has a population of 1,136,824 in 2021 with a population density of 23,642.93 people/km². Central Jakarta is also the center of government and business in Jakarta to Indonesia, so that Central Jakarta is nicknamed the center of government of the nation's capital and also the center of business in Indonesia (Central Jakarta Administrative City, 2023).

Hanim (2022) the phenomenon that exists at Mie Gacoan is that the quality of service provided by Mie Gacoan is still less than optimal. Based on the results of observations conducted by researchers, it can be seen that the quality of service provided is still not good because some consumers complain that the waiters are not fast enough to deliver orders to the consumer's table, so that consumers need to wait a long time to wait for their orders. In addition, the taste of the noodles served by Mie Gacoan is inconsistent, where sometimes the noodles taste bland and the spicy taste at each level is sometimes not right. Next, look at the restaurant environment which does not provide parking space, so it can cause traffic jams. Therefore, business actors need to pay more attention to product quality, service quality, and the business environment.

In reality, food is a basic need that must be met by every human being, because the human body needs nutrition and energy to function properly. Therefore, it is not surprising that many people open culinary businesses, because by opening a culinary business, in addition to making a profit, humans need nutrition and energy to function properly.

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Ardianto et al. (2020) consumer repeat purchases are a consumer decision to buy a product more than once, where this decision is also accompanied by factors that influence it, especially regarding information about the products they will get. Repurchase interest is important because it can increase company revenue, make the company run well and grow, and does not need to increase promotional costs to find new customers (Purnomo & Wijaksana, 2022).

Price perception is a customer's assessment of the difference between the costs incurred and the benefits obtained from a product or service, so that the price value becomes a benchmark used in determining the eligibility of a product or service for consumers (Sari et al., 2023). According to Rasmana et al. (2020) said that pricing by sellers will affect consumer purchasing behavior, because prices that are affordable for consumers will tend to make consumers repurchase the product.

Service quality is an action offered by one party to another party that is essentially intangible and results in ownership of something. In this case, consumers tend to choose companies that can provide good quality in terms of service (Cesariana et al., 2022). According to research conducted by Wijayanti & Almaidah (2021), it shows that service quality has a significant influence between service quality and repurchase interest. Furthermore, according to Ramadhan & Santosa (2017), the results of the study show that service quality has a negative and insignificant effect on repurchase interest.

2. Literature Review and Hypothesis

Repurchase Interest

Repurchase interest is a purchase interest based on past purchase experiences. In this case, it can be said that the results of the purchase experience greatly influence subsequent purchases. If the first purchase gets satisfactory results, consumers will experience repurchase interest or further. If the first purchase has bad results, then there will be no further purchases or repeat purchases (Budi et al., 2018).

Price Perception

Price perception is one of the important considerations in the purchasing decision process, and most consumers evaluate value (a combination of price and quality) in purchasing decisions. Price perception is a flexible element of the marketing mix, meaning it can change quickly according to circumstances (Kurniawan, 2020). According to Fatmawati & Soliha (2017), price perception concerns how price information is understood by consumers and made meaningful to them. In the cognitive processing of price information, consumers can compare the stated price with a price or price range that they imagine for the product.

Product Quality

Kotler & Armstrong (2017) explained that product quality is a product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to buy the product again. To meet customer satisfaction, companies provide good product quality, good service to be able to retain customers and affordable prices (Yanuar et al., 2017).

Quality of Service

Good service quality must be able to meet customer needs and desires appropriately and in accordance with their expectations. This can be achieved by understanding customer needs and desires, and providing appropriate and timely services to meet their expectations. Service quality is centered on meeting needs and desires and accuracy of delivery to match customer expectations (Arianto, 2018). Service quality is a form of customer assessment that is received, felt, to focus on meeting customer expectations (Rachmawati & Jaenudin, 2022).

Electronic Word of Mouth

Electronic word of mouth is a form of marketing communication with positive or negative statements made by customers or former customers about a product or company to share their experiences via the internet (Kurniasari et al, 2019). Electronic word of mouth is an activity of disseminating information informally by word of mouth via the internet or web online, when information is exchanged via electronic word of mouth, consumers will evaluate the product (Sari et al., 2022).

Store Atmosphere

Kotler & Keller (2017) is the atmosphere of each store has a physical layout that makes it easy or difficult to walk around in it. Store atmosphere is one of the most important factors for consumers to make purchasing decisions. Store atmosphere can be an additional reason for consumers to be interested and choose where consumers will visit and decide to buy a product. A pleasant store

atmosphere should be seen from attributes that can attract the five human senses, namely sight, hearing, smell, touch and taste (Yuningsih et al., 2023).

Research Concept Framework

Figure 1 shows the conceptual framework of the research that describes the relationship between five independent variables (H) to one dependent variable (Y), namely repurchase intention. In this framework, the variables Price Perception (H1), Product Quality (H2), Service Quality (H3), Electronic Word of Mouth (H4), and Store Atmosphere (H5) are assumed to have a direct influence on Repurchase Intention (Y).

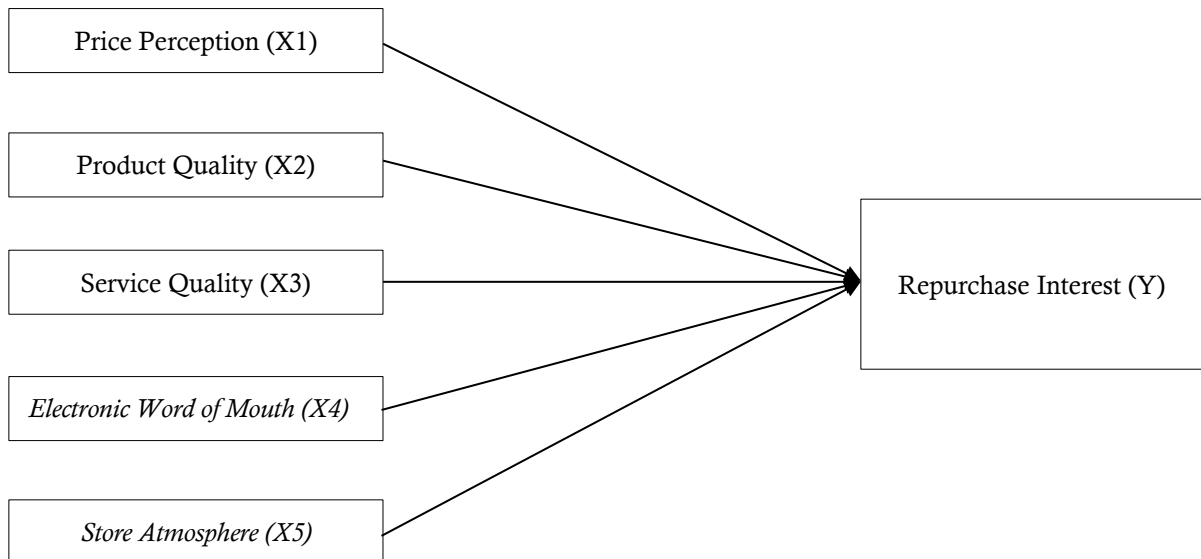


Figure 1. Research Concept Framework

Research Hypothesis

The Influence of Price Perception on Repurchase Interest

Nugrahaeni et al. (2021) showed that price perception has a positive effect on repurchase intention and said that a price that is comparable to what consumers get will certainly make consumers not hesitate to consume the product. Consumers prefer products with competitive prices but are able to meet expectations about a product, so that they can increase repeat purchases. If the price perception is higher, the intention to make a repurchase will increase and vice versa, if the price perception is lower, the intention to repurchase will decrease (Mahendrayanti & Wardana, 2021). From several research results above regarding price perception on repurchase interest conducted by Darma (2020), Nugrahaeni et al. (2021), and Mahendrayanti & Wardana (2021), the research results obtained that price perception has a positive and significant influence on repurchase interest. The following research hypotheses are obtained as follows:

H1: Price Perception has a Positive Influence on Repurchase Intention.

The Influence of Product Quality on Repurchase Interest

According to Fenny et al. (2021), product quality is something that consumers pay close attention to in determining their purchasing decisions. Some consumers prefer a higher price but good quality rather than a low price but poor quality. Quality is a guarantee of a product. Quality is also used to increase the competitiveness of products that must provide satisfaction to consumers that exceeds or at least equals the quality of competing products. Consumers who feel that the price of the product meets their capabilities and is in accordance with or even lower than the benefits obtained will have the desire to buy again. Conversely, consumers who perceive the price or sacrifice as higher than the benefits obtained will avoid buying the product or can be said to regret it (Marwanto et al., 2022). The better the quality of the product, the higher the level of consumer repurchase interest (Farhan Purnawarman et al., 2022). The results of research on the effect of

product quality on repurchase interest conducted by Ellitan & Suhartatik (2023), Farhan Purnawarman et al. (2022), and Marwanto et al. (2022) showed significant results where product quality had a positive effect on repurchase interest. The following research hypotheses are obtained as follows:

H2: Product quality has a positive influence on repurchase intention.

The Influence of Service Quality on Repurchase Interest

According to Winata & Fiqri (2017), service quality is the level of excellence felt (perception) by consumers with the expected service quality and control over the level of excellence to meet consumer desires. In other words, service quality is the level of excellence that customers feel they receive, compared to what they expect and with the ability to manage the level of excellence to satisfy their needs. Next, according to Anwar & Wardani (2021), service quality is an important aspect for a company's development. Currently, most consumers are starting to make quality the main parameter in making choices about a product or service. From several previous studies on the effect of service quality on repurchase interest conducted by Safitri (2021), Sulastri (2022), and Anwar & Wardani (2021), it was proven that service quality has a positive and significant effect on repurchase interest. This means that high service quality can increase consumer repurchase interest. Therefore, the research hypothesis is as follows:

H3: Service Quality has a Positive Influence on Repurchase Intention

The Influence of Electronic Word Of Mouth on Repurchase Interest

Wijaya & Paramita (2014) Electronic Word of Mouth (EWOM) or electronic word of mouth is a phenomenon where people talk about products or brands through online platforms, such as social media, product reviews, or forums. Research has shown that electronic word of mouth can influence consumer purchasing interest. Electronic word of mouth communication through electronic media can make consumers not only get information about related products and services from people they know, but also from a group of people from different geographical areas who have experience with the product or service in question. One thing that can trigger repurchase interest in customers is the impact of positive or negative information about a company's products in electronic media which is often called electronic word of mouth (Ariani et al., 2023). From several previous studies on the influence of electronic word of mouth on repurchase interest conducted by Priyatna & Agisty (2023), Berliana & Nurlinda (2022), and Ariani et al. (2023) it was proven that electronic word of mouth has a positive and significant influence on repurchase interest, where the presence of clear information or reviews about the product can increase consumer repurchase interest. Therefore, the research hypothesis is as follows:

H4: Electronic Word Of Mouth has a Positive Influence on Repurchase Interest.

The Influence of Store Atmosphere on Repurchase Interest

Khuong & Quynh (2018) stated that store atmosphere is closely related to a person's repurchase intention. This happens because there are several elements of the store atmosphere such as music and layout that directly affect the guest's experience when in a restaurant or cafe and indirectly affect the guest's repurchase intention. Each company has its own way of creating an atmosphere. A good store atmosphere can attract consumers to visit it. Store atmosphere is a strategy to create an atmosphere that will make consumers feel at home in the store and will attract consumers to make purchases in the store (Sudaryanto et al., 2019). From several previous research results regarding the influence of store atmosphere on repurchase interest conducted by Sucahoyo et al. (2021), Emes & Sari (2019), and Muzakki & Sari (2023) it was proven that store atmosphere has a positive and significant effect on repurchase interest. Therefore, the research hypothesis is as follows:

H5: Store Atmosphere has a Positive Influence on Repurchase Intention

3. Data and Method

Types of research

The type of research used in this study is quantitative research. Quantitative research is a research where the data in question is in the form of numerical data and the results are in the form of

numbers calculated mathematically. The purpose of this study is to determine whether there is an influence of price perception (H1), product quality (H2), service quality (H3), electronic word of mouth (H4), and store atmosphere (H5) on repurchase interest (Y). This research was conducted on Mie Gacoan Central Jakarta customers.

Data collection technique

Data collection in this study was collected using a survey method which was carried out by distributing or distributing questionnaires created in Google Form, the questionnaire was distributed to customers who had visited and purchased Mie Gacoan Central Jakarta products. The questionnaire given to respondents will later be calculated using the Likert Scale. The Likert Scale is a scale used to measure attitudes, opinions, and perceptions of a person or person about social phenomena. The Likert scale also aims to measure variables by breaking down variables into indicators, then the indicators are used as a reference for creating question items or statements (Bahrun et al., 2017).

Population and Sample

The population used in this study were consumers who had visited and purchased Mie Gacoan Central Jakarta products. Sampling used purposive sampling. Purposive sampling is a sampling technique with a special selection or predetermined criteria for respondents. Determination of sample size in this study used the Lemeshow formula, the Lemeshow et al. (1997) formula is a formula for calculating sample size in research and is used when the population size is unknown. Based on the Lemeshow formula, the number of samples to be studied was 96 samples and rounded up to 100 samples or respondents.

Data Analysis Methods

Data analysis method is part of the research process carried out to process the collected data. In this study, the data processing program used WarpPLS 7.0. WarpPLS is a program and application software developed by Ned Kock used to analyze Structural Equation Modeling (SEM) models based on variants or Partial Least Squares (PLS).

4. Results

Structural Model Evaluation (Inner Model)

Table 1. Structural Model Evaluation Results

Evaluation Size	Criteria Rules	Model Test Results
<i>AdjustedR</i> ² (Price Perception, Product Quality, Service Quality, Electronic Word of Mouth, Store Atmosphere on Repurchase Interest)	≤ 0.25 weak, 0.26-0.45 moderate, 0.46- 0.70 strong, ≥ 0.70 very strong	<i>AdjustedR</i> ² = 0.715
<i>Q</i> ² predictive relevance	$Q^2 > 0$ = the model has predictive relevance $Q^2 < 0$ = model lacks predictive relevance	Q^2 = 0.730
<i>Tenenhaus Godness of Fit</i> (GoF)	Small if ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	GoF = 0.641

Source: Processed Data (2024)

Based on the results of the structural model evaluation presented in Table 3, an adjusted R^2 value of 0.715 was obtained for the repurchase intention variable. This value indicates that 71.5% of the variation in repurchase intention can be explained by five independent variables, namely price perception, product quality, service quality, electronic word of mouth (e-WOM), and store atmosphere. The remaining 28.5% is influenced by other variables outside this research model. The adjusted R^2 value is classified as very strong because it exceeds the criteria of ≥ 0.70 , which indicates that the model has high explanatory power.

In addition, the Q^2 value of 0.730 indicates that the model has good predictive relevance, because the value is greater than zero, which means that this model is relevant in predicting the relationship between variables. Meanwhile, the Tenenhaus Goodness of Fit (GoF) value of 0.641 indicates that the model has a high level of suitability in explaining the entire construct in the model. A GoF value ≥ 0.36 is considered to reflect a large model suitability, so this model can be declared fit and worthy of use in explaining the influence between variables. The visual representation of the relationship between variables in this model is shown in Figure 2.

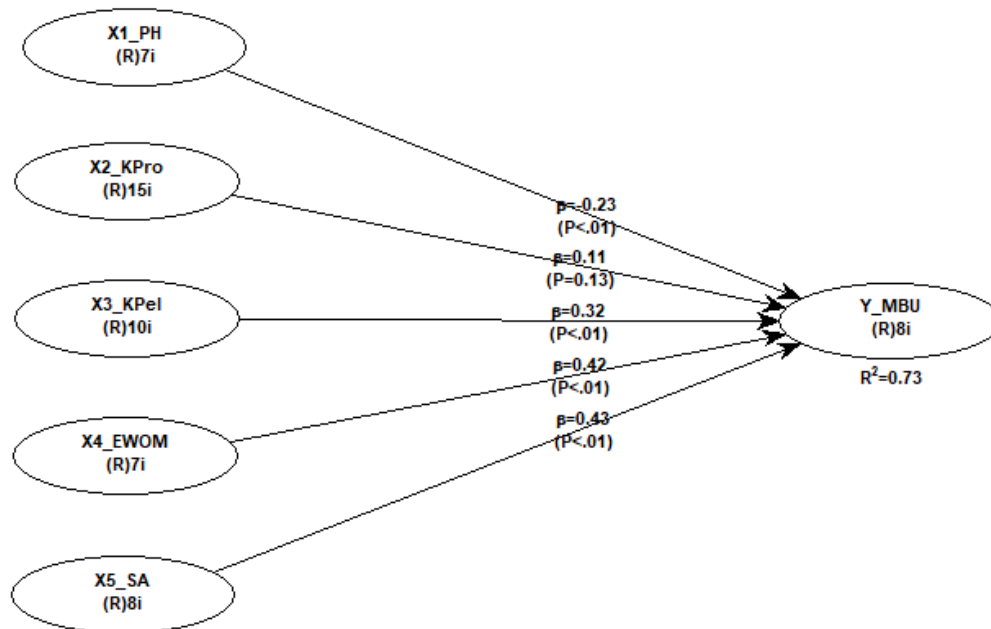


Figure 2. Path Diagram Between Research Variables

Based on the results of the structural test, it can be seen in Figure 2 that the influence of price perception on repurchase interest with p-value = 0.007. Furthermore, the influence of product quality on repurchase interest with p-value = 0.128. Next, the influence of service quality on repurchase interest with p-value = <0.001. In addition, there is an influence of electronic word of mouth on repurchase interest with p-value = <0.001. Then the influence of store atmosphere on repurchase interest with p-value = <0.001.

Testing and Discussion of Research Hypotheses

Table 2. Results of Research Hypothesis Testing

Variable Relationship	Coefficient	P-Value	Information
H1 Price Perception → Repurchase Interest	-0.233	0.007	Significant
H2 Product Quality → Repurchase Interest	0.111	0.128	Not Significant
H3 Service Quality → Repurchase Interest	0.321	<0.001	Significant
H4 Electronic Word of Mouth → Repurchase Interest	0.422	<0.001	Significant
H5 Store Atmosphere → Repurchase Interest	0.426	<0.001	Significant

Source: Processed Data (2024)

5. Discussion

The Influence of Price Perception on Repurchase Interest

Based on Table 2, the direct effect of price perception on repurchase interest shows significant results but with a negative direction, meaning that price perception has a negative effect on repurchase interest. This means that the higher the price perception given by Mie Gacoan can reduce consumer repurchase interest in Mie Gacoan, conversely, the lower the price perception given by Mie Gacoan, the higher the consumer repurchase interest in Mie Gacoan. The results of this study are in line with the results of research conducted by (Ahmad et al., 2018; Winahyu & Soesanto, 2018; and Safitri, 2021) which state that price perception has a negative effect on repurchase interest. This means that price perception has a negative effect on repurchase interest.

The Influence of Product Quality on Repurchase Interest

Based on Table 2, the direct effect of product quality on repurchase interest shows insignificant results, meaning that product quality has no effect on repurchase interest. This can be interpreted that Mie Gacoan consumers do not consider product quality as the main factor in creating repurchase interest. The results of this study are in accordance with the results of previous studies conducted by (Amirudin & Kurniawan, 2019; Firmansyah, 2021; and Ramadhan & Santosa, 2017) which stated that product quality does not affect repurchase interest. This means that product quality does not affect consumer repurchase interest.

The Influence of Service Quality on Repurchase Interest

Based on Table 2, the direct effect of service quality on repurchase interest shows significant results, meaning that service quality has an effect on repurchase interest and the direction is positive. This means that the better the quality of service provided, the higher the repurchase interest will be, conversely, the lower the quality of service provided, the lower the repurchase interest will be. The results of this study are in accordance with the results of previous research conducted by Murwanti & Pratiwi (2017) that quality service has an effect on consumer repurchase interest. Furthermore, according to (Habibillah, 2018; Safitri, 2021; and Sulastris (2022), it is explained that with quality service, it will certainly have a positive impact on consumer repurchase interest, the more consumers feel satisfied and happy with the service provided, of course consumers will easily have repurchase interest in the same company. This means that service quality has a positive effect on repurchase interest.

The Influence of Electronic Word of Mouth on Repurchase Interest

Based on Table 2, the direct effect of electronic word of mouth on repurchase interest shows significant results, meaning that electronic word of mouth has an effect on repurchase interest and the direction is positive. This means that the better the electronic word of mouth, the higher the repurchase interest, conversely, the lower the electronic word of mouth, the lower the repurchase interest. The results of this study are in accordance with the results of previous studies conducted by (Cung et al., 2023; Priyatna & Agisty, 2023; Berliana & Nurlinda, 2022) which stated that electronic word of mouth has a positive and significant effect on repurchase interest. Furthermore, it is also supported by the results of previous studies conducted by Maharani et al. (2021) which stated that electronic word of mouth has a positive and significant effect on repurchase interest. This means that electronic word of mouth has an effect on repurchase interest.

The Influence of Store Atmosphere on Repurchase Interest

Based on Table 2, the direct effect of store atmosphere on repurchase interest shows significant results, meaning that store atmosphere has an effect on repurchase interest and the direction is positive. This shows that a good store atmosphere will significantly increase repurchase interest or the better the store atmosphere, the higher the consumer's repurchase interest. The results of this study are in accordance with the results of previous studies conducted by (Sucahoyo et al., 2021; Emes & Sari, 2019; and Muzakki & Sari, 2023) stating that store atmosphere has a positive and significant effect on repurchase interest. Furthermore, it is also supported by the results of previous research conducted by Ilham (2021) which stated that store atmosphere has a positive and

significant effect on repurchase interest. This means that store atmosphere has an effect on repurchase interest.

6. Conclusion

Based on the results of the research and also the discussion conducted by the researcher, there are conclusions from the direct influence between price perception, product quality, service quality, electronic word of mouth and store atmosphere on repurchase interest in this study as follows: price perception has a negative influence on repurchase interest in Mie Gacoan Central Jakarta, product quality has no influence on repurchase interest in Mie Gacoan Central Jakarta, service quality has an influence on repurchase interest in Mie Gacoan Central Jakarta, electronic word of mouth has an influence on repurchase interest in Mie Gacoan Central Jakarta, and store atmosphere has an influence on repurchase interest in Mie Gacoan Central Jakarta.

Recommendation

Based on the results of the research conducted and also the discussion in this study, the following suggestions were obtained: Mie Gacoan Central Jakarta should evaluate the prices offered to consumers by looking at the prices set by other competitors so that the prices set are not too high or vice versa. Mie Gacoan can develop interactive features on their website or application that allow customers to share experiences and find information about products more easily.

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