

The Influence of Product Quality and Price on Repurchase Intention among Sempol Kasa MSME Customers

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KEYWORDS

Quality Product,
Price, Repeat
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ABSTRACT

The increasingly advanced business world has led to increased competition. In this case, consumers play a key role in determining the products they desire, thus ensuring quality. product is matter Which important And need noticed Every company wants to get maximum results and be able to compete. in market. factor determinant Which influence interest repurchase Among these factors, product quality and price are factors that can determine whether customers will repurchase. The aim of this study is to determine the extent of the influence quality product And price to repurchase customers at the Sempol Kasa MSME. The method used in this study is a quantitative research method.

The results of the study show that partially Product Quality has a positive and significant effect on repurchase of Sempol Kasa MSME customers with a coefficient value of 0.270 and a significance value of $0.000 < 0.05$. And Price influential positive and significant impact on repurchase of Sempol Kasa MSME customers with a coefficient value of 0.366 and a significance value of $0.000 < 0.05$. simultaneous quality Product and Price has a positive and significant effect on repurchase, the significance value is 0.000, less than 0.05. After testing the coefficient of determination, the Adjusted R square value is known. as big as 0.632 so own meaning that variables Quality Product and Price simultaneously have an influence of 63.2% on Repurchase customer MSMEs Sempol Gauze And the remaining 36.8% is influenced by other variables outside this study.

INTRODUCTION

Development world business Which the more proceed cause increasing competition. Consumers in this case are the main actors. determine product Which desired so that quality product This is an important aspect that every company needs to pay attention to if they want to achieve maximum results and be able to compete in the market. Consumers are very critical in determining the products they will consume, consumers always want to get product Which quality Good. Manufacturer own a big role in creating a product that has high value and can be trusted by consumers so that later it will create interest in buying the product.

Based on the results of research conducted by Joseph, et al. (2012), Awi & Chaipoopirutana (2014), and Pupuni & Sulistyawati (2013), there are seven determining factors that influence repurchase interest, namely environment physique, satisfaction customer, quality service, preference brand, product quality, perceived value, and price. Among the factors the quality product is factor Which can determine customers for repurchase.

When talking about corporate strategy, product quality becomes a factor. key. Product Which quality tall have Power pull Which strong for consumers, encouraging them to have a strong appeal to consumers, encouraging them to choose the product. Conversely, low-quality products will lose consumers who switch to similar products. Quality standardization is an important step to ensure product in accordance with hope market (Arianty, 2015). Product Products that meet the needs and desires of buyers are considered high-quality. Product quality also influences pricing, with high-quality products tending to command higher prices.

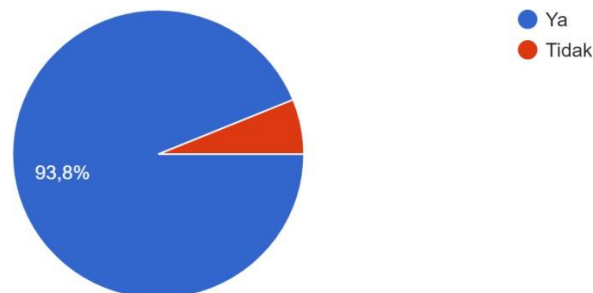
Apart from product quality, price also has a big influence on interest so that a purchasing decision occurs, because the company that provides... with price affordable, so consumer will feel like and satisfied. Based on research conducted by Zulfadly Edo (2014), it was concluded that price is a major determinant of consumer repurchase decisions. Matter This signify that the more Good price so will the higher the repurchase that occur.

Studies about influence quality product And price get results diverse . On study Ekaprana, I. D. G. A., Jatra, I. M., & Giantari, I. G. A. (2018) stated that product quality has a positive effect on repurchase. Study Which done by Rini, W. S., & Rismawati, R. (2022) found that product quality negatively impacts repurchase intention . Research conducted by Palma, MA, & Andjarwati, AL (2016) found that product quality had no effect on repurchase intention. Research by Kusdyah, I. (2012) found that price positively impacts repurchase intention. Research by Fatmalawati, DS, & Andriana, AN (2021) get results on the contrary that is price influential negative towards the repurchase. On study Febriansyah Febriansyah, & Gerry Triputra. (2021) found that price had no effect on repurchase.

Competition among culinary MSMEs is relatively high, as is the case with sempol products in Cirebon. In general, there are a large number of sempol MSMEs in Cirebon. Some already use brands and have... stall/kiosk which settled, certified halal. But There is Also Which They still don't have a brand, just selling it traditionally, by going around. However, among the many sempol SMEs in Cirebon, Sempol Kasa is considered the most popular sempol, especially among millennials and Generation Z. Sempol Kasa stalls can easily be found on the roadside. Sempol Kasa also has a marketing strategy. Which

emphasize on quality product, price Which competitive, and the location of the stalls that attract consumers. This can be seen from the graph below lower This Which obtained from survey beginning researchers with spread The questionnaire is as follows.

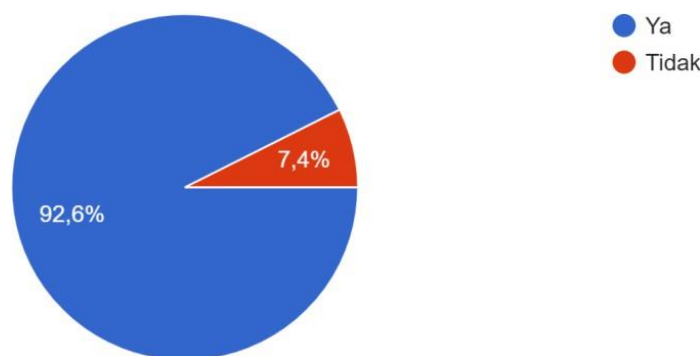
Picture 1.1: Chart respondents Which Once buy Sempol Kasa MSME



Source Pre-Questionnaire Research, 2023

Based on graph 2. It can be concluded that from the results of the pre-research survey of 81 respondents, it was found that a small portion of 6.2% of respondents had never purchased UMKM Sempol Kasa, and almost all of them had. buy Sempol Gauze as big as 93.8%. And for respondents Which ever bought Sempol Ayam Kasa will buy back Sempol Kasa as shown in the following graph.

Picture 1.2: Chart Respondents Which will buy return Gauze Sempol



Source Pre-Questionnaire Research, 2023

Based on the results of the pre-research questionnaire above, it is clear that almost all respondents, namely 92.6% of the total number of respondents, will buy again. However, there are also those who will not buy Sempol Kasa again because they have never bought Sempol Kasa before. as shown in chart 2. With the amount respondents, namely 6 people from a total of 81 respondents. Thus, almost all survey results stated that respondents tended to repurchase Sempol Ayam Kasa.

Based on background behind on seen that influence quality The product and price have not yet been determined, so they must be determined in order to provide a foothold for MSME actors in develop a business marketing strategy through study This. By Because That, influence quality product And The effect of repeat purchase prices must be proven through empirical research on MSMEs. sempol gauze Which own phenomenon repurchase on average with title " The Influence of Product Quality and Price on

Repurchase Intention among Sempol Kasa MSME Customers”

LITERATURE REVIEW

Repurchase

According to Nurhayati and Wahyu (2012:53), repurchase refer to the desire and actions of consumers to repurchase a product because they are satisfied with what they receive, in line with their expectations of product the. Lucas & Britt (2012) identify four factor Factors that influence consumer purchasing interest include attention, interest, desire, and confidence. Repurchase is a consumer's decision to buy again. product or service from company Which The same, involving expenditure to get goods or service the, And tend done in a way periodically (Tasya Rizky & Prabawani, 2020). Meanwhile, according to Farida Anum & MM Badau (2023), product quality and price are important factors for consumers in making repurchase. Affordable prices and good product quality can encourage consumers to make repurchase.

Quality Product

According to Kotler & Armstrong (2003), a marketers need Pay attention to the quality of the product produced and if coupled with an effective advertising strategy and appropriate pricing, consumers will most likely choose to buy the product without considering it for too long.

Customers who feel satisfied are more likely to make repurchase and give recommendation positive to person other about experience them with the product. Product factors do indeed have a significant influence on consumer satisfaction in making repurchase. According to Kotler, as quoted by Syamsiah (2018), quality is Wrong One characteristics of a product that determines its ability to meet established needs And nature latent. Whereas according to Kotler in Harlytasari (2019), a product is defined as anything that can be marketed to meet consumer needs and desires).

Price

According to Edy Haryanto (2013), price that is mark Money Which Already determined by the company as payment for the goods or services offered, as well as other goods or services provided by the company to meet customer desires. Simply put, price is the amount of money charged for a product or service received. More broadly, price includes the total value exchanged by consumers to obtain the benefits of using the product or service. Ari previously, price has been an important factor influencing buyer decisions, and this is still relevant especially in the context of developing countries. developing (Sunarto, 2006). From this definition, We understand that price that is mark Which given on product and services determined by the seller by considering product quality and consumer satisfaction.

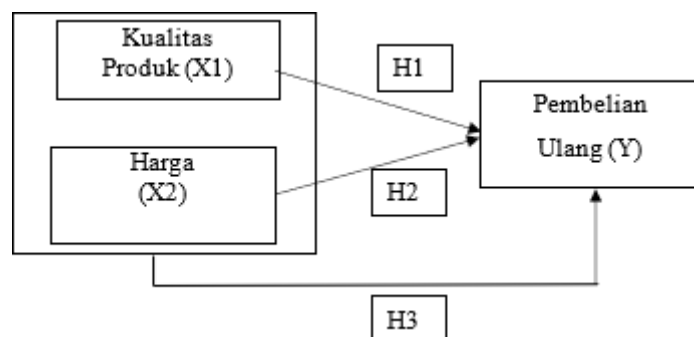
Framework of Thinking

A conceptual framework is a conceptual model that shows how a theory relates to various factors considered important. Thus, a conceptual framework serves as a foundation for further understanding, serving as the most fundamental understanding and foundation for every thought or process, as well as the entire research being conducted. In the context of the literature review and previous research on product quality, price, and their influence on repurchase, a conceptual framework serves to facilitate research implementation by providing clear direction and structure.

Quality product own impact Which significant on decision Consumer repurchase are an important consideration for them when choosing to use products that are considered to be of good quality, in addition to other factors. other Which involved in repurchase. According to definition Kotler and Armstrong, quality product referring to on characteristics from something product or services that depends on his abilities For fulfil need consumer implied .

In frame increase repurchase from customers, important to not only maintain and improve product quality, but also consider price factors. Consumers tend to choose products with high quality. Which Good And price Which affordable. Price is amount mark in currency that should paid by consumer For buy And using the goods or services offered. Based on this explanation, the framework of thought in this study can be illustrated as follows:

Picture 1.3: Scheme Influence Quality Product And Price Against Repurchase



RESEARCH METHODS

Method Which used on study This is quantitative Which associated with number And analysis formulation problem with objective For dig what is the variable free study influential to variables tied. Testing in his research using SPSS version 25. Population The subjects to be studied are Sempol Kasa consumers, with a sample of 97 respondents. Random sampling technique was used to determine the sample , or to determine the sample without considering the starting point.

For get data Which will processed in in SPSS version 25, Steps are required for data collection using the questionnaire distribution method. The collected data will then be arranged in a table and undergo validity and reliability tests before involving classical assumption tests, multiple regression, and the hypothesis testing stage. The questionnaire distribution process is carried out using a Likert scale, which, according to Sugiyono (2015), has ability For measure attitude, income, until perception to the phenomenon social. With use questionnaire, researchers can get Efficient data. Validity and reliability testing is carried out to determine whether the statements used are valid and consistent over a certain period of time.

RESULTS AND DISCUSSION

RESULTS

Based on the answers from 93 respondents who are consumers of Sempol Kasa The average respondent to this questionnaire was female, making up 77% of the sample, and aged between 21 and 25. The first test conducted was a validity and reliability test, in this

test the coefficient r table used was 0.349. From the comparison of r table and r count all statement it is said valid Because mark r count it more greater than the r table. Meanwhile, in the reliability instrument test, the alpha coefficient was 0.846 for product quality, 0.761 for price, and 0.678 for repeat purchase variables. This value indicates a reliable relationship. After testing the instrument, the next step is to determine the regression analysis. multiple. From equality Which obtained Where $Y = 8,555 + 0.270 + 0.366$. The equation can be concluded that repurchase (Y) has a value of 8.555, the beta coefficient on product quality is 0.270 and the price variable is 0.366.

t Test

The T-test is a statistical test used to test the truth or falsity of the null hypothesis which states that between Two sample means taken randomly from the same population do not differ significantly. The results of the t-test are as follows:

To determine whether there is a significant influence between the independent variable and the dependent variable, a probability of 5% ($\alpha=0.05$) is used. The results of this study's partial test are as follows:

Table : T -test

Coefficients a						
Model		Unstandardize d Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,55 5	2,013		4,250	.000
	Quality Product	.270	.067	.437	4,051	.000
	Price	.366	.098	.402	3,725	.000
a. Dependent Variable: Repurchase						

Source : Data Primary processed with SPSS 25.0 (2024)

From results analysis on concluded that: The Product Quality variable has a significance value of $0.000 < 0.05$, so it can be concluded that the Product Quality variable has a significant effect on the Repeat Purchase variable. (H1 is accepted). The Price variable has a significant value of $0.000 < 0.05$, so it can be concluded that the Price variable has a significant effect on the Repeat Purchase variable. (H2) accepted .

F- Test

Testing This done For know whether all variables free have a simultaneous influence on the dependent variable. The F-test results show that the independent variables simultaneously influence the dependent variable. dependent If p-value more small from level of significant Which determined, or the calculated F is greater than the F-table. The results of the f-test are as follows.

Table 4: Results Test F

ANOVA a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	513,877	2	256,938	83,379	.000 ^b
	Residual	289,670	94	3,082		
	Total	803,546	96			
a. Dependent Variable: Repurchase						
b. Predictors: (Constant), Price, Quality Product						

Source : Data Primary processed with SPSS 25.0 (2024)

In the results above, the significance value obtained is $0.000 < 0.05$, so it can be concluded that the Product Quality and Price variables have a significant effect simultaneously (together) on the repeat purchase variable.

Coefficient Determination Test

This coefficient of determination is used to determine the percentage of the influence of variables independent And variables dependent that is with square the coefficient found. The results of the coefficient of determination test are as follows:

Table 5: results Test Coefficient Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.640	.632	1.75545
a. Predictors: (Constant), Price, Product Quality				

Source : Data Primary processed with SPSS 25.0 February 2024

Explanation of the table above, the value is known Adjusted R square of 0.632 means that the Product Quality and Price variables simultaneously has an influence of 63.2% on purchases Repeat and the remaining 36.8% is influenced by other variables outside this research.

DISCUSSION

This research is empirical in nature with the object of research being the influence of quality, product And price to repurchase (studies case on Sempol Kasa MSME customers). With a sample size determined using the Lemeshow formula of 97 respondents from the Sempol Kasa MSME customer population.

1. Influence Quality Product (X1) to Repurchase.

Based on results test statistics Which assisted with software IBM SPSS version 22 that results test T partial Which can seen on table that, mark t count Which produced is 4,051 in meaning more big from t table which is 1.661. Meanwhile, if we look at the significance value, the resulting sig value is 0.000, meaning it is smaller than 0.05. Therefore, it can be concluded that $t \text{ count} > t \text{ table}$ ($4,051 > 1,661$) And mark $\text{sig} < 0.05$

($0,000 < 0.05$) in the sense that it shows that the product quality variable partially has a significant effect on the repeat purchase variable.

Quality product influential to repurchase. Because Product quality is the totality of characteristics and attributes of a product or service that bear on its ability to satisfy stated or implied needs. Satisfied customers will return to buy, and they will tell other potential customers about their good experiences with the product. Product factors undoubtedly influence consumer satisfaction in making repurchase. According to Kotler, quoted by (Syamsiah, (2018) quality is characteristics from product in its ability to meet predetermined and latent needs.

The results of this study are supported by the research of Zulkarnain, M., & Abdul, L. (2021) entitled "Product Quality, Servicescape, and Word of Mouth and Their Influence on Repurchase Decisions." Based on the results of the study, it is known that product quality has an influence on repurchase decisions. positive And significant to decision repurchase at Rahmat Coffee Shop.

2. Influence Price (X2) to Repurchase

Based on results test statistics Which assisted with software IBM SPSS version 22 that results test T partial Which can seen on table that, mark t count Which produced is 3,725 in meaning more big from t table which is 1.661. Meanwhile, if we look at the significance value, the resulting sig value is 0.000, meaning it is smaller than 0.05. Therefore, it can be concluded that $t \text{ count} > t \text{ table}$ ($3,725 > 1,661$) And mark $\text{sig} < 0.05$ ($0,000 < 0.05$) in the sense that it shows that the price variable partially has a significant effect on the repeat purchase variable.

Price influences repurchase. Because price is a very important element in the marketing mix, unlike other elements. like product properties And commitment track distribution, price is a very flexible element, prices can change quickly over time Which The same. Price is Wrong One variables important in marketing, where price can influence customers in making decisions to buy a product for various reasons (Ghozali, 2009 306).

Results study This supported by his research Korowa, E., Sumayku, S., & Asaloei, S. (2018) Research entitled "The Influence of Product Completeness And price to repurchase consumer (studies case Freshmart Bahu Manado)". Results study This that is there is influence Which significant price on consumer repurchase.

3. The Influence of Product Quality and Price on Repurchase

Based on results test statistics that test F Which can seen on table that, mark f count Which produced is 83,379 in meaning more big from f table that is 3.492. Meanwhile, if we look at the significance value, the resulting sig value is 0.000, meaning it is smaller than 0.05. Therefore, it can be concluded that the calculated f value $> f \text{ table}$ ($83.379 > 3.492$) and the sig value < 0.05 ($0.000 < 0.05$) in meaning show that variables quality product and price partially has a significant effect on the repeat purchase variable.

Product quality and price influence repurchase. Because product quality significantly influences consumers' repurchase decisions, it can be a key consideration for consumers, ultimately leading to their decision to consume products they believe are of good quality. To increase repurchase, in addition to... guard And increase quality product, must considering the price where consumers will have a tendency to choose products

with good product quality at an affordable price. Price is a number of mark (in eye Money) Which must paid by consumers to purchase and enjoy the goods or services offered

CONCLUSION

Based on from start chapter I introduction until chapter IV results research, the following is summary conclusion Which can taken from all discussion that researchers have presented:

1. Based on the results of research tests on product quality factors partially against repurchase in produce that mark t count as big as $4,051 > 1,661$ (t count > t table) and the significance value is $0,000 < 0.05$ (sig< 0.05) This means that the product quality variable has a partial positive and significant effect on the repeat purchase variable. This also means that the better the product quality offered by Sempol Kasa, the greater the likelihood of a customer making a repeat purchase.
2. Based on the results of research tests on product quality factors partially against repurchase in produce that mark t count as big as $3,725 > 1,661$ (t count > t table) and the significance value is $0,000 < 0.05$ (sig< 0.05) in the sense show that variables price in a way partial influential positive and significant to variables repurchase. Can in interpret Also that The prices offered by Sempol Kasa are very much in line with the wishes of customers, so the chances of a customer making a repeat purchase will also be greater.
3. Based on the results of the research test regarding the influence of product quality and price simultaneously on repurchase, the calculated F value was $83,379 > 3,492$ (f count > f table) And mark significance as big as $0,000 < 0.05$ (sig < 0.05) indicates that product quality and price have a positive and significant effect on repurchase. This means that product quality and price are the main indicators of repurchase.

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