

STUDY ON PAPAYA REPURCHASING BEHAVIOR AT CARREFOUR SURABAYA

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ABSTRACT

This study aims to analyze and determine the effect of promotion and quality impression on papaya repurchase decisions on Carrefour customers in Surabaya. This research was conducted by involving 104 respondents and using multiple and comparative linear regression data analysis with the help of the SPSS Ver program. 25. The sample used in this study are customers who have shopped at Transmart Carrefour. Data collection is primary data from respondents through questionnaires. This study uses quantitative data. The results of the promotion and the impression of quality simultaneously have a positive effect on the decision to repurchase papaya at Carrefour Surabaya. It can also be concluded that promotion and impression of quality partially have a positive effect on the decision to repurchase papaya at Carrefour Surabaya.

Keywords: promotion, quality impressions, and repurchase decisions

INTRODUCTION

Very tight business competition in the current era of globalization has resulted in companies being required to have superior and quality products compared to other competing companies. The success of a business to win the competition in the market is determined by the implementation of the right marketing strategy. There have been many similar business actors who have benefited from this business, but not a few have gone bankrupt because they chose marketing strategies that are less precise and less than optimal. The success or failure of a business depends on the sincerity and accuracy in the marketing process and the application of the right strategy to be able to determine purchasing decisions from consumers (Putra et al., 2018). With the existence of quality products and have more value, it will make it easier for companies to determine effective and efficient marketing strategies as the right form of promotion so as to encourage purchasing decisions for these products. Consumer purchasing decisions can be made if the product is in accordance with what is desired and needed by consumers in order to decide on product purchases. In this case, consumer purchasing decisions become an important factor in determining the existence of a business. A business can continue to grow if it gets a positive response from consumers because consumers will form preferences for existing products, perhaps from personal experience and other consumers who have consumed the product.

According to Budiyanto and Darmawan (2005), there are several factors that influence purchasing decisions including in terms of the marketing mix, namely price, location, product, promotion, human resources, process and physical evidence of the company. In this study, there

are only two factors that influence repurchase decisions, namely promotions and product impressions because these two factors are a strong comparison for consumers to make repurchase decisions of a product. Lupiyoadi (2006) defines promotion as an activity carried out by a company to communicate the benefits of a product and as a tool to influence consumers in purchasing activities or using services according to their needs. From this definition, it can be concluded that promotion is a communication tool in marketing activities that plays a role in informing, persuading, and recalling the benefits of a product so as to encourage consumers to buy the product.

The impression of quality or more familiarly called product quality is one of the important aspects that consumers will pay attention to when they are interested in a product, so that they finally decide to make a purchase or not. According to Kotler and Keller (2008) product quality is the ability of an item to provide results or performance that match, or even exceed, what customers want. In the consumer decision-making process, it will be preceded by the desire to identify problems or needs and desires, search for various information, post-purchase evaluations. All these processes will occur when influenced by consumer psychology such as motivation, personality, perceptions, attitudes, and communication processes. From this description, researchers are interested in taking the topic of research on the study of papaya repurchase behavior at Carrefour Surabaya which involves two independent variables, namely promotion and quality impression.

RESEARCH METHODS

This research is an associative research using quantitative data approach. Quantitative data is data in the form of numbers or numbers. In accordance with its form, quantitative data can be processed or analyzed using mathematical calculation techniques.

The population in this study are papaya consumers at Carrefour Surabaya and the number cannot be known with certainty. The number of samples of 105 respondents with several considerations in this study are: (1) respondents aged 20 years and over; (2) respondents who have visited Carrefour Surabaya at least 3 times in a period of six months.

The type of research data this time is primary data. Primary data is data collected directly by researchers using a questionnaire/questionnaire. The analytical technique used in this study is multiple linear regression. According to Hasan (2008) multiple linear regression is a regression where the dependent variable (Y) is linked or explained by more than one variable, maybe two, three, and so on. The following is a description of the research variables and their indicators: (1) Promotion is one of the marketing communication tools carried out by Carrefour Surabaya with the aim of providing information, influencing, reminding about papaya and this of course requires a number of costs. Promotion has three indicators, namely the reach of the promotion, the quantity of ad serving in the promotional media, and the quality of message delivery in the ad serving in the promotional media. (2) The impression of quality is the quality of papaya which is considered in accordance with the wishes of the customer or even exceeds his wishes. The impression of quality has two indicators, namely products and services. (3) The decision to repurchase is the desire of the customer to return to buy papaya at another time. The repurchase decision has five indicators, namely product choice, brand choice, dealer choice, purchase time, and number of purchases.

RESULTS AND DISCUSSION

Validity test is used to measure the validity of a question item or statement on a questionnaire taken from 105 respondents, then the results of each respondent's answer will be processed. The results show that all statement items based on indicators of each variable are valid because the value is greater than 0.3. Reliability test is the level of stability of a measuring instrument to measure symptoms or events. Testing the reliability of the data that will be used in this study uses the Cronbach's alpha method, provided that if the Cronbach's Alpha value is greater than 0.6 then it is declared reliable. From the results of the reliability test the variables showed: (1) the value of Cronbach's alpha for the promotion variable was 0.918; (2) the value of Cronbach's alpha for the quality impression variable is 0.967; (3) the value of Cronbach's alpha for the repurchase decision variable is 0.918. Thus, the conclusion is that the questionnaire instrument used as a variable measuring instrument is declared to be qualified and reliable.

The classical assumption test in this study consisted of multicollinearity, heteroscedasticity, normality, and autocorrelation tests. From the data obtained, each result will be explained as follows:

The presence or absence of multicollinearity symptoms can be proven by looking at the results of the VIF (Variance Inflation Factor) value. If the VIF value is greater than 10, it can be stated that multicollinearity has occurred, but on the other hand, if the VIF value is less than 10, it can be stated that there is no multicollinearity. Based on the test results in this study, it turned out that the promotion and quality impression variables had a VIF value of less than 10, where the value was 2.576. Thus the conclusion is that there is no multicollinearity.

The results of the heteroscedasticity test show that randomly distributed points do not form a clear pattern as above or below zero on the Y axis, this means that there is no deviation from the classical assumption of heteroscedasticity in the regression model made. In this study, it turned out that there were no problems in the heteroscedasticity test and for more details, it can be proven in Figure 2 below.

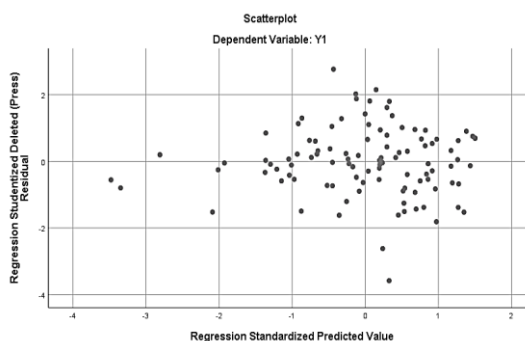


Figure 2. Scatterplot Dependent Variable
Source: SPSS output

To find out whether a data is normally distributed or not, it can be done with a normality test. Figure 3 below will show the result.

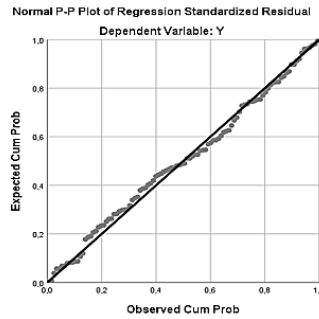


Figure 3. Normal Probability Plot

Source: SPSS output

Based on Figure 3, it can be concluded that the data is normally distributed because the points still follow a straight diagonal line.

Based on the results of the autocorrelation test, the Durbin Watson value is 2.232 as shown in Table 1 below

Table 1. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.866 ^a	.750	.746	8.609	2.232

Source: SPSS output

From the results of the regression analysis, the regression equation can be written as shown in Table 2 below

Table 2. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.411	3.694		1.465	.146
	X1	.487	.078	.495	6.206	.000
	X2	.395	.075	.422	5.295	.000

Source: SPSS output

Based on Table 2, the regression equation model can be stated as follows: $Y = 5,411 + 0,487X1 + 0,395X2$

The t-test was used to determine the partial effect of the independent variable from promotion (X1) and the impression of quality (X2) on the dependent variable (Y), namely the decision to repurchase. Based on the results of the t-test in Table 2, it can be determined that: (1) promotion has a significant effect on repurchase decisions ($0.000 < 0.005$); (2) the impression of quality has a significant effect on repurchase decisions ($0.000 < 0.005$).

The F test is used to determine the simultaneous effect of the independent variable from promotion (X1) and the impression of quality (X2) on the dependent variable (Y), namely the decision to repurchase. Based on Table 3 below, it shows that the significance value is $0.000 < 0.05$. Thus it can be stated that the promotion variable and the impression of quality simultaneously have a significant effect on repurchase decisions as shown in Table 3 below.

Tabel 3. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22514.070	2	11257.035	151.899	.000 ^b
	Residual	7484.969	101	74.109		
	Total	29999.038	103			

Source: SPSS output

Based on Table 4, the results show that the result of the R value between the influence of promotion and quality impression on repurchase decisions is 0.866 or 86.6% which means that promotion and quality impression have a strong influence on repurchase decisions. Furthermore, the value of the coefficient of determination (R²) is 0.750 or 75%, which means that the dependent variable (Y) is influenced by 75% by promotion and quality impressions, while the remaining 25% is influenced by independent variables that are not in this study.

Tabel 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.866 ^a	.750	.746	8.609	2.232

Source: SPSS output

The results of his research stated that promotion has a significant influence on repurchase decisions and can be proven true. This means that the higher the promotion carried out, the greater the consumer in deciding to purchase the product (Susanto, 2006). The research findings support the results of previous research which states that promotion has a significant influence on repurchase decisions (Budiyanto, 2005; Susanto, 2009). According to Khasanah et al. (2010), promotion plays a role in informing, persuading, and reminding consumers to respond to the products offered. Consumers need more information before deciding to buy and will not buy until they know the benefits they get when they get the product (Iskandar, 2003). It is the marketer's job to do it. Promotion is a form of marketing communication that provides information to the public about various specifications of a product so that it can create its own attraction so that consumers will then make purchasing decisions (Gunawan et al., 2019).

Furthermore, that the impression of quality has a significant influence on repurchase decisions can also be proven true. This means that there is a tendency for consumers to choose quality food products, according to tastes and desires and have relatively affordable prices (Nabhan and Kresnaini, 2005). These results support the findings of (Budiyanto and Darmawan, 2005; Nabhan and Kresnaini, 2005). According to Mardikaningsih and Al Hakim (2017), a product is something that is given to consumers to fulfill their needs and desires. Usually consumers will like products that offer the best quality, performance and innovative complements (Purnamasari et al., 2002). Quality products are able to provide results that are more than what is expected from consumers and the potential for repeat purchases is greater.

CONCLUSION

The results of the study concluded that: (1) there was a significant effect of promotion on repurchase decisions; (2) there is a significant effect of the impression of quality on the decision to repurchase.

Some suggestions that can be given include: (1) for Carrefour Surabaya for promotion, it must continue to exist and be improved again by using a promotion mix such as advertising, individual sales, public relations, sales promotions, so that people can still see the sharing of papaya promos at Carrefour Surabaya; (2) the impression of quality for papaya must always be maintained so that customers are not disappointed and are willing to make repeat purchases at Carrefour Surabaya; (3) for further researchers can also develop this research by discussing other variables that have not been included in this study.

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