

The Effect of Product Quality and Service Quality on Repurchasing Intention

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Abstract

This study aims to examine and analyze the effect of product quality on repurchase intention, service quality on repurchase intention at Café Pesenkopi Malang. The population in this study were all consumers who had bought at a coffee shop using samples is 100 consumers. The sampling technique used snowball sampling and the data collection technique used an online questionnaire through social media. The analysis tool uses Smart PLS 3.0. The results of this study indicate that there is a positive and significant effect of product quality on repurchase intention, and service quality on repurchase intention. The dominant variable on consumer repurchase intention is product quality.

Keywords: *product quality, service quality, repurchase intention.*

Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas produk terhadap minat beli ulang, kualitas pelayanan terhadap minat beli ulang, di kedai pesenkopi jalan tirtoto utomo. Populasi dalam penelitian ini yaitu seluruh konsumen yang pernah membeli di kedai pesenkopi dengan jumlah sampel 100 konsumen. Teknik pengambilan sampel menggunakan *snowball sampling* dan teknik pengumpulan data menggunakan kuesioner online melalui media sosial. Alat analisis menggunakan *Smart PLS 3.0*. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan kualitas produk terhadap minat beli ulang, kualitas pelayanan terhadap minat beli ulang dan variabel yang dominan terhadap minat beli ulang konsumen adalah kualitas produk.

Kata kunci: kualitas produk, kualitas pelayanan, minat beli ulang.

INTRODUCTION

Repurchase intention is an important thing that will make it easier for consumers to evaluate and will make it easier to buy products. This is because consumers have experience in making previous purchases. Therefore, repurchase intention is an important part of consumer behavior. Kotler et al., (2016) explaining buying intention arises after the alternative evaluation process. In the evaluation process, someone will make a series of choices about the product to be purchased based on brand and intention. Thamrin and Francis (2012) define repurchase intention as buying intention based on past buying experiences. Based on some of the definitions of the experts above, it can be concluded that. Repurchase intention is the purchase intention made by consumers on certain brands and certain products, based on experience. Several previous researchers raised the variable of

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repurchase intention. Several previous researchers who examined repurchase intention include Vinda (2015); Faradisa *et al.*, (2016); Putri (2016); Shabrina & Budiarmo (2017). One of the factors that influence consumer repurchase intention is product quality. Product quality is considered important because it reflects the product's ability to meet consumer expectations or exceed consumer expectations. Assauri (2010) also defines that product quality as the level of product able to meet what consumers expect of a product that it owns. Product quality has a close relationship with repurchase intention. Product quality is very important and affects the level of consumer repurchase intention. There are several researchers who take product quality as a research variable such as Faradiba & Astuti (2013); Hermanto & Cahyadi (2015); Vinda (2015); Rosita (2016); Chandara & siaputra (2017); Ghasani & Suryoko (2017); Shabrina & Budiarmo (2017); Harfania (2018); Mulyana (2019); Setiawan & Safitri (2019).

Service quality is one of the important factors for consumers to be intentioned in repurchasing because the quality of service is the expectation of consumers in return for service for what they have spent. If consumers are satisfied in this case is the service provided. If the service provided matches or exceeds consumer expectations, consumers will feel satisfied and generate repurchase intention. J. Paul Petter and Jerry. C Olesonin (Faradiba & Astuti, 2013), defines service quality as the treatment of sellers to buyers by providing the best for consumers. This service aims to make consumers feel valued to get goods or services that are with their wishes. If the quality of service obtained is following what is expected by consumers or can be said to be quite good, it will create a feeling of satisfaction in consumers and create repurchase intention. This statement is supported by research conducted by Sinambela, (2019); Harfania (2018); Vinda (2015); Rani & Usman (2019); Mulyana, (2019); Faradisa *et al.*, (2016); Purbasari & Purnamasari (2018); Rasmana *et al.*, (2020); Siburian *et al.*, (2016); in the city of Malang, many coffee shop businesses have been established, estimated that the number of coffee shops or cafes in Malang reaches thousands.

LITERATURE REVIEW

The Grand theory in this study is AIDA Concept is a concept developed by E. ST. Elmo Lewis in 1898, wherein this model described behavior consumers regarding the stages of decision making. In the AIDA concept, it can be seen that the decision-making process is through several stages. The stages in the AIDA concept include attention, interests, desires, and the last is the act of decision making.

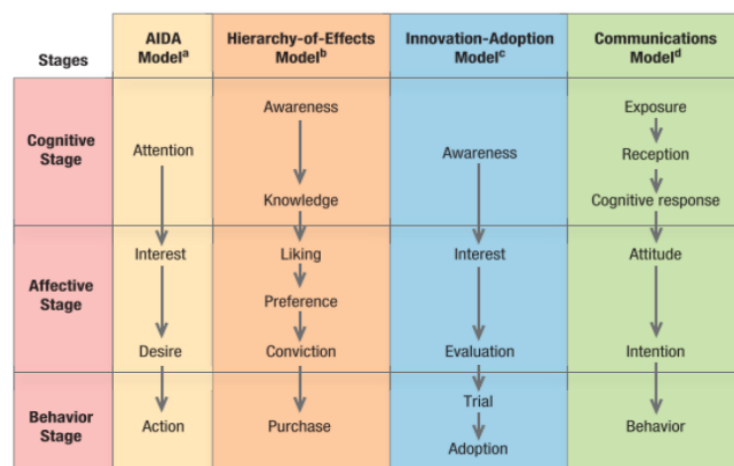


Figure 1. AIDA Concept (Kotler dan Keller, 2016)

Kotler *et al.*, (2016) Explaining Repurchase intention arises after the alternative evaluation process. In the evaluation process, someone will make a series of choices about the product to be purchased based on brand and intention. Thamrin and Francis (2012) define repurchase intention as buying intention based on past buying experiences. Meanwhile, according to Tjiptono (2015) repurchase intention is different from loyalty, if loyalty reflects a psychological commitment to a particular brand or product, while repurchase behavior solely involves buying the same brand repeatedly. Assauri (2010) also defines that product quality as the level of the product's ability to meet what consumers expect of a product it owns. From the above opinion it can be concluded that product quality is the ability of the product to fulfill its function, as well as to satisfy the desires and expectations of consumers. Supported by Product Quality indicators according to Texture, Aroma, Taste Physical appearance, and Portion. Tjiptono, (2015) stated that the quality of service is an effort to meet the desires and needs of consumers and the accuracy of delivery of consumer expectations. Service quality is a consumer's long-term cognitive evaluation of services performed by a company. J. Paul Petter and Jerry. C Oleson (in Faradiba & Astuti, 2013), defines service quality as the treatment of sellers to buyers by providing the best for consumers. Dimensions of product quality according to Parasuraman (in Rachman, 2017) are tangible, reliable, responsive, assurance, empathy.

According to Sugiyono (2017), a conceptual framework is a synthesis of the relationship between variables compiled from the various theories that have been described, then analyzed critically and systematically, to produce a synthesis of the relationship between the variables studied. The synthesis of the relationship between these variables is then used to formulate hypotheses. The conceptual framework can be seen in Figure 2:

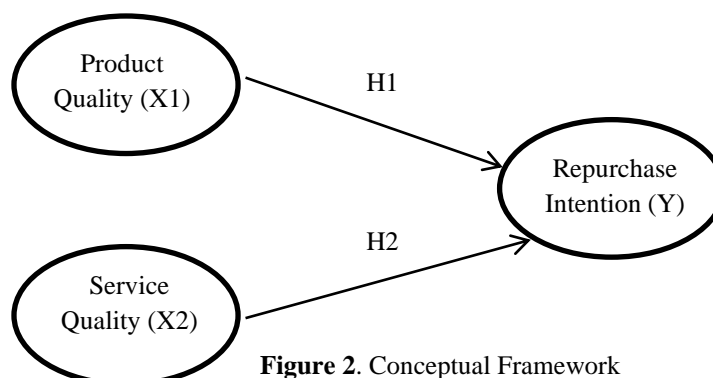


Figure 2. Conceptual Framework

H1: Product quality has a positive and significant effect on repurchase intention

H2: Quality Service has a positive and significant effect on repurchase intention

H3: Product quality has a dominant effect on repurchase intention

RESEARCH METHODS

This research was conducted at Pesenkopi coffee shop. The main consideration for making an outlet to order this coffee shop is the quality of service in terms of facilities. A large number of consumers then take several samples to represent the population using a sample of 100 respondents. The characteristics of respondents in this study are respondents aged 17 and over and respondents who have ever bought a coffee. The sampling technique uses a non-probability sampling technique with the snowball sampling method. Types and sources of data used in this study are primary data and secondary data. The primary data in this study is the result of distributing questionnaires to a

predetermined sample. Data collection techniques using surveys with data collection tools using online questionnaires. Data Measurement Techniques using a Likert scale with a score range of 1-5. The data analysis technique uses the help of SmartPLs 3.0 software using two evaluation results, namely the inner model and the outer model.

RESULTS AND DISCUSSION

The results of the calculation of the characteristics of the respondents based on the sex of male and female visitors with a percentage of 48 women 48 people and 52 male respondents 52% so a total of 100 respondents. The majority of consumers are aged 17-25 years, with as many as 91 respondents. Then the characteristics of respondents based on the type of work are dominated by undergraduate students as many as 81 respondents with a presentation of 81%. Finally, the characteristics of respondents based on income or pocket money are dominated by respondents who have income or pocket money <1,500,000, as many as 65 respondents.

Table 1. Convergent Validity Test Results

Variable	Indicators	Loading factor	AVE	Notes
Product Quality (X1)	PQ1	0.744	0.532	Valid
	PQ2	0.704		Valid
	PQ3	0.711		Valid
	PQ4	0.717		Valid
	PQ5	0.768		Valid
	SQ1	0.757		Valid
	SQ2	0.755		Valid
	SQ 3	0.813		Valid
	SQ 4	0.779		Valid
	SQ 5	0.772		Valid
Service Quality (X2)	SQ 6	0.814	0.600	Valid
	SQ 7	0.778		Valid
	SQ 8	0.809		Valid
	SQ 9	0.718		Valid
	SQ 10	0.790		Valid
	SQ 11	0.756		Valid
	SQ 12	0.774		Valid
	SQ 13	0.756		Valid
	SQ 14	0.753		Valid
	SQ 15	0.789		Valid
Repurchase Intention (Y)	SQ 16	0.782	0.644	Valid
	SQ 17	0.736		Valid
	SQ 18	0.846		Valid
	SQ 19	0.730		Valid
	SQ 20	0.772		Valid
	RI1	0.826		Valid
	RI 2	0.782		Valid
	RI 3	0.786		Valid
	RI 4	0.815		Valid

Source: Data Processed by Researchers, 2021

Therefore, the conclusion is that respondents can understand the meaning of the statements or questionnaires distributed. Then all research instruments are declared valid, meaning that the indicators of each variable are declared to be able to provide measurement results that are following the purpose of the measurement.

Table 2. Discriminant Validity-Cross Loading

	Product quality	Service quality	Intention Buy again
PQ1	0.744	0.190	0.432
PQ2	0.704	0.059	0.248
PQ3	0.711	0.046	0.298
PQ4	0.717	0.017	0.334
PQ5	0.768	0.154	0.739
SQ1	0.016	0.757	0.177
SQ2	0.008	0.755	0.257
SQ 3	0.060	0.813	0.229
SQ 4	0.008	0.779	0.145
SQ 5	0.069	0.772	0.191
SQ 6	0.205	0.814	0.220
SQ 7	0.046	0.778	0.300
SQ 8	0.178	0.809	0.170
SQ 9	0.203	0.718	0.220
SQ 10	0.189	0.790	0.191
SQ 11	0.189	0.756	0.173
SQ 12	0.033	0.774	0.211
SQ 13	0.004	0.756	0.179
SQ 14	0.008	0.753	0.111
SQ 15	0.099	0.789	0.093
SQ 16	0.029	0.782	0.303
SQ 17	0.031	0.736	0.301
SQ 18	0.098	0.846	0.214
SQ 19	0.007	0.730	0.241
SQ 20	0.148	0.772	0.316
RI1	0.404	0.272	0.826
RI 2	0.446	0.267	0.782
RI 3	0.733	0.168	0.786
RI 4	0.401	0.280	0.815

Therefore, the conclusion is the results obtained, that all research instruments are declared reliable because they are worth more than 0.7 for all cross-loading instruments for each variable. So it is highly correlated than the cross-loading indicator on other variables to its variables. In addition to the cross-loading value, it can also be seen using the AVE square value. This model has sufficient discriminant validity if the correlation between the AVE root and the variable itself is greater than the correlation with other variables, it can be seen in the following table:

Table 3. The AVE Root Value Output

	PQ	SQ	RI
Product quality	0,768		
Service quality	0,038	0,774	
Repurchase intention	0,428	0,364	0,743

Source: Data Processed by Researchers, 2021

After testing the AVE roots and cross-loading that have met the discriminant validity requirements. It can be concluded that all indicators of each variable do not have a double meaning, so there is no relationship between one variable and another.

Table 4. Construct Validity and Reliability Output

	Cronbach's Alpha	Composite Reliability	Note
Product quality	0.806	0.850	Reliable
Service quality	0.965	0.968	Reliable
Repurchase intention	0.822	0.879	Reliable

Source: Data processed by researchers, 2021

Therefore the conclusion from the description above is that each instrument or statement that has been proposed in this study is stated to be reliable or the answers given by the respondents are the same or consistent from time to time. This research hypothesis is a two-way hypothesis if H₀ is rejected, it can be concluded that the independent variable has a significant effect on the dependent variable if the p-value < 0.05 and t-count > 1.96. Conversely, if the p-value > 0.05 and t count < 1.96 then H₀ is accepted, it can be concluded that the independent variable does not affect the dependent variable. The results of hypothesis testing in this study are summarized in table 5 below:

Table 5. Hypothesis Testing Results

No	Hypothesis	Path Coefficient	t Statistic	P-Value	Conclusion
1	Product quality has a positive and significant effect on repurchase intention	0.631	14.241	0,000	Accepted
2	Service quality has a positive and significant effect on repurchase intention	0.225	3.292	0,001	Accepted
3	Product quality has a dominant effect on repurchase intention	0.631	14.241	0,000	Accepted

Source: Data processed by researchers, 2021

In testing the effect of product quality on purchasing decisions, the path coefficient with a positive sign is 0.631, the P-value is 0.000, and the t-statistics 14,241. Therefore, the direct effect test has met the requirements of t-statistics > 1.96 and p values < 0.05 and the path coefficient is positive, so it can be said that product quality has a positive and significant effect on repurchase intention. In testing the effect of product quality on brand image, the path coefficient value is positive at 0.225, p-value 0.001 and the t-statistic is 3,292 So this shows that the direct effect test has met the requirements of p-value < 0.05, t-statistic > 1.96 and the path coefficient is positive, so it can be said that service quality has a positive and significant effect on repurchase intention. In testing the effect of product quality on purchasing decisions, the path coefficient with a positive sign is 0.631, the P-value is 0.000, and the t-statistics 14,241. Then the direct effect test has met the requirements of t-statistics

> 1.96 and p values < 0.05 and the path coefficient is positive and has a value greater than service quality, so it can be said that product quality affects repurchase intention.

The high product quality of Pesenkopi products in texture and taste makes the coffee shop drink the main choice for consumers, and makes consumers curious and exploring. These results mean that the better the quality of the product it will increase consumer buying intention. then this research can support and strengthen research conducted by Ghasani & Suryoko (2017); Shabrina & Budiatmo (2017); Rosita (2016); Sudarijati (2019); Setiawan & Safitri, (2019); Kurniawan (2019); Bahar & Sjaharudin (2015); Septian *et al.*, (2014), which states that product quality has a positive effect on repurchase intention. So, this research can be used to strengthen the results of previous studies. High service quality will make consumers intentioned in buying again, especially on indicators of service accuracy. These results can be seen that the better the quality of service, the higher the consumer's repurchase intention. This can support and strengthen previous research conducted by Sinambela (2019); Rani & Usman (2019); Mensah (2018); Santoso, *et al.*, (2019); Faradisa, *et al.*, (2016); Rasmana *et al.*, (2020); Siburian *et al.*, (2016); Aufa & Kamal (2015); Rachma (2019); Purbasari & Purnamasari (2018); Ratnasari (2019), the results of this study show that service quality has a positive influence and significant. Product quality is the most dominant variable on repurchase intention. Product quality consisting of texture, aroma, taste, physical appearance, and portion are the most influential factors on the repurchase intention of coffee shop consumers. This is reinforced by research conducted by Hermanto & Cahyadi (2015); Faradiba & Astuti (2013), who said that product quality had a dominant effect on repurchase intention. So it can be concluded that product quality is very important for consumers so that it will cause intention in coffee shop drinks which will influence consumers to be intentioned in buying again.

CONCLUSIONS

This study proves that product quality has a positive and significant effect on repurchase intention. This shows that the better the quality of beverage products at the coffee shop, the higher the intention in repurchasing at the coffee shop. This indicates that the quality of the products owned by the coffee shoppers is good so that it affects consumer repurchase intention on drinks at the coffee shop shoppers. Service quality has a positive and significant effect on repurchase intention. This shows that the better the service quality of the coffee shop, the higher the intention in repurchasing at the coffee shop. This indicates that the quality of the waiters owned by the coffee shoppers is good so that it affects the consumer's repurchase intention in the drinks at the coffee shop

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