

The Effect Of Product Quality, Service Quality, And Price On Repeat Purchases

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Abstract

This study aims to determine what factors can influence Repurchase interest. This study uses three independent variables Product Quality (X1), Service Quality (X2), and Price (X3). Meanwhile, Repurchase (Y) is used as the dependent variable. In this study, the authors used descriptive-quantitative research methods, namely researchers tried to make a description, description systematically, factually and accurately regarding the relationship between the facts, characteristics or phenomena studied. The R Square coefficient is 0.742, or 74.2%, which indicates that the variables of Product Quality (X1), Service Quality (X2), and Price (X3) affect the Repurchase Decision variable by 74.2%, other variables not included in this study affect 25.8% of the total. Repurchase simultaneously or simultaneously has a positive effect between Product Quality, Service Quality and Price with Repurchase interest. This is indicated by the calculated F value of 50,553 and significance at <0.001, so with these results indicating that Product Quality, Service Quality and Price are not simultaneously due to the positive influence of several elements that make a significant contribution to the Repurchase of Some More Taste Swits.

INTRODUCTION

The food and beverage industry is an industry that continues to develop and change rapidly, including the pastry industry. Product diversity and increasingly fierce competition make consumers a key success factor for companies in this sector. To survive in fierce competition, industry players in the food sector need a clear understanding of the factors that influence consumer interest in repeat purchases. Food quality, service quality, and price are important

factors to consider in the success of this industry.

One of the Cake Shops in Bandung that has an attractive place and also has menus that are favored by many people is Some More Taste Swits, which has been established since 2020, located on Jalan. Terusan Ciliwung No. 12 Bandung City.

This cake shop is growing rapidly starting from an online cake shop now Some More Taste Swits also has an offline cake shop for customers who want to visit directly and enjoy Some More Taste Swits dishes dine-in. Other cake shops similar to Some More Taste Swits have sprung up with similar concepts and ideas.

Competitors not only compete in terms of design and appearance of cakes but also compete with more varied flavors and also selling prices that are much cheaper. This is a problem faced by business owners in this industry how to keep customers making repeat purchases at Some More Taste Swits.

Food quality is a major factor affecting consumer satisfaction. Modern consumers not only pay attention to taste, but also quality, raw materials and appearance. Today, food is not only a physiological need, but also an experience that can build a positive image of a brand or restaurant. Therefore, this study focuses on the extent to which food quality, service, and food prices contribute to consumer repurchase intentions. Price perception also plays an important role in consumer purchasing decisions.

The results of this study are expected to provide practical benefits for business actors in the food industry. A deeper understanding of the relationship between food quality, service quality, price perception, and repurchase intentions can help companies optimize their strategies, increase customer satisfaction, and strengthen their competitive market position. Furthermore, this study is also expected to make a theoretical contribution to the marketing and consumer behavior literature.

METHODS

The research approach was carried out using a quantitative approach. (Sugiyono, 2020), states that quantitative data is a research methodology based on positivism; research data in the form of numbers that are calculated using statistics as a calculation tool, related to the problem under study, and used to draw conclusions. The population of this study consists of customers who buy cake products at Some More Taste Swits cake shop in Bandung City, a total of 1200

respondents are the population of this study. Data collection methods using literature studies, questionnaires, observation.

The sampling technique uses simple random sampling. using the Slovin formula. The data was tested using validity test and reliability test. Data testing using validity test and reliability test. The data analysis method uses multiple linear regression analysis, the Coefficient of Determination Test (R^2). Hypothesis testing in the form of F test (simultaneous test), t test (partial test) and dominant test. The measurement scale uses a Likert scale with a score interval of 1-5. This analysis uses the SPSS 29.0 program.

RESULTS AND DISCUSSION

Data testing uses validity and reliability tests

Table 1. Validity Test

Variable	No Item	R _{count}	r _{table} (df = 98; α=5%)	Information
Product Quality	1	0,651	0,1966	Valid
	2	0,615		Valid
	3	0,584		Valid
	4	0,602		Valid
Service Quality	1	0,374	0,1966	Valid
	2	0,502		Valid
	3	0,483		Valid
	4	0,448		Valid
Price	1	0,268	0,1966	Valid
	2	0,291		Valid
	3	0,418		Valid
	4	0,420		Valid

Source : Data Processed by Research (2024)

Based on the decision-making criteria, it can be concluded that all elements of the Product Quality (X1), Service Quality (X2) and Price (X3)

variable statements are declared valid because the calculated r value of each question item exceeds 0.1966.

Reability Test

Table 2.Reability Test

No	Variable	Cornbach's Alpha	Critical Value	Information
1	Product Quality	0,667	0,60	Reliable
2	Service Quality	0,861		Reliable
3	Price	0,762		Reliable
4	Repurchase	2,418		Reliable

Source : Data Processed by Research (2024)

Based on the reliability test decision-making criteria, it can be concluded that the four variables in this study are considered reliable because each has a Cronbach Alpha value above 0.60.

Multiple Linear Regression Analysis

Table 3.Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.895	1.644		2.369	.020
	Total_X1	.275	.171	.140	1.614	.110
	Total_X2	.738	.197	.380	3.740	<.001
	Total_X3	.762	.142	.431	5.368	<.001

a. Dependent Variable: Total_Y

Source : Data Processed by Research (2024)

Based on the table above, it shows that the values obtained by the multiple linear regression equation are as follows:

$$Y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + e$$

$$Y = 3,272 + 0,429 X1 + 0,754X2 + 0,645X3 + e$$

Coefficient of Determination (R²)**Table 4. Coefficient of Determination (R²)**

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.783 ^a	.612	.600	2.233	1.573
a. Predictors: (Constant), Harga, Kualitas Produk, Kualitas Pelayanan					
b. Dependent Variable: Pembelian Ulang					

Source : Data Processed by Research (2024)

Based on the table above, the R Square result is 0.612 or 61.2%. This value can be interpreted that the variables of product quality, service quality, and price affect the dependent variable Repurchase Decision by 61.2%, only able to explain 61.2% of the Repurchase Decision and the remaining 38.8% is caused by other factors outside the study.

Simultaneous test (F Test)**Table 5. Simultaneous test (F Test)**

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	756.516	3	252.172	50.553	<.001 ^b
	Residual	478.874	96	4.988		
	Total	1235.390	99			
a. Dependent Variable: Pembelian Ulang						
b. Predictors: (Constant), Harga, Kualitas Produk, Kualitas Pelayanan						

Source : Data Processed by Research (2024)

The “ANOVA” table above shows the Sig. value of <0.001, which is a value smaller than 0.05 (0.001 <0.05), and the calculated F value of 2.70 is greater than the F table of 50.553. Therefore, it can be concluded based on the decision-making criteria by comparing the Ftable value with the Fcount value that product quality (X1), service quality (X2), and price (X3) have a significant influence simultaneously or simultaneously on Repurchase at Some More Taste Swits in Bandung City.

The effect of product quality on customer repurchases Some More Taste Swits.

The test results using the partial test (t test) show that the calculated t value $>$ t table value, with a significance value of $0.016 < 0.05$. Therefore, the results show that the hypothesis is acceptable and that customers who have purchased Some More Taste Swits products are partially influenced by their quality. Based on the results of research on product quality on repeat purchases, it can be concluded that the quality of products in Some More Taste Swits has a strong influence on Repurchase.

The Effect of Service Quality on Repurchase of Some More Taste Swits.

The test results using the partial test (t test) show that the calculated t value $>$ t table value, with a significance value (< 0.001) $<$ than 0.05. Therefore, it can be concluded that the hypothesis is not accepted, and states that Service Quality partially has no effect on the Repurchase decision of Some More Taste Swits customers in Bandung City. Based on the results of research on Service Quality on repeat purchases, it can be concluded that the Quality of Service at Some More Taste Swits does not have a strong influence on Repurchase.

The Effect of Price on Repurchase of Some More Taste Swits.

The test results using the partial test (t test) show that the calculated t value $>$ t table value, with a significance value (< 0.001) $<$ than 0.05. Therefore, it can be concluded that the hypothesis is not accepted, and it can be stated that Price partially has no effect on Repurchase of Some More Taste Swits customers in Bandung City. Based on the results of the price research on repeat purchases, it can be concluded that the price at Some More Taste Swits does not have a strong influence on repeat purchases.

The Effect of Product Quality, Service Quality, and Price on Repurchase of Some More Taste Swits.

The proportion of the influence produced by the variables Product Quality, Service Quality, and Price on Repurchase is 74.2%. This identifies that Product Quality, Service Quality, and Price can have a

significant effect on Repurchase of Some More Taste Swits customers in Bandung City, which is around 0.742 or 74.2%. The analysis results show that the R square is 0.742. This shows that the variables of Product Quality, Service Quality, and Price on the repurchase variable affect as much as 74.2%, and 25.8% is influenced by other variables not examined in this study.

CONCLUSION

The following conclusions can be drawn from the research and analysis carried out in accordance with the hypothesis regarding the effect of Product Quality, Service Quality and Price on consumer repurchase decisions in Bandung City in making repeat purchases at Some More Taste Swits Cake shop.

1. The product quality of Some More Taste Swits can also partially and significantly have a positive effect on customer repurchases in Bandung City. This is indicated by the t value of 2.448 and a significance level of 0.016, which indicates that product quality has a positive influence on customer repurchases in Bandung City.
2. Service Quality can also be proven partially that it does not have a positive and significant effect on Repurchasing Some More Taste Swits in Bandung City. This can be seen from the t count at 3.738 and a significance value of <0.001 , it can be concluded that this shows that Service Quality is not so positive influence on Repurchasing Some More Taste Swits customers in Bandung City.
3. Price can be proven partially not positive and significant to the Repurchase of Some More Taste Swits customers in Bandung City. This can be seen from the t count at 3.905 and the significance is considered <0.001 , it can be concluded that this shows that Price has a not so positive influence on Repurchasing Some More Taste Swits customers in Bandung City.
4. Repurchase simultaneously or simultaneously has a positive effect between Product Quality, Service Quality and Price with Repurchase interest. This is indicated by the calculated F value of 50,553 and a significance of <0.001 , so with these results it shows that Product Quality, Service Quality and Price are not simultaneously due to the positive

influence of several elements that make a significant contribution to the Repurchase of Some More Taste Swits.

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