

The influence of promotion, product image, and product quality on repurchasing decisions of Chatime products (Case study on Chatime consumers in South Tangerang City)

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ABSTRACT

This study aims to determine the effect of Promotion, Product Quality, and Brand Image on Repurchasing Decisions on Chatime Products in South Tangerang City. This study used quantitative research with a sample of 100 respondents, using the Lemeshow formula. Data collection techniques using questionnaires in the form of Gform. The analytical method used is multiple linear regression using the SPSS application as a data processing tool. The results of this study can be seen from the results of multiple linear regression tests with the results of promotion, product quality, and brand image having a positive effect on repurchasing decisions for Chatime products in South Tangerang. The results of the t test show that promotion and brand image have no significant effect on repurchasing decisions.

Keywords: Promotion, Product Quality, Brand Image, Repurchasing Decisions

1. INTRODUCTION

In this developed era, people are fiercely competing with each other to produce the best goods and attract customers using various strategies and methods. The same phenomenon is also happening in Indonesia in 2018, Indonesia's income in the food and beverage market is IDR 3.6 trillion or USD 253 million (checkindo, 2020). Boba drinks are quite popular among Indonesians because this product is easy to find in any city (Iswara & Rahadi, 2021). Beverage industry boba This began to enter the trend in early 2011. Several companies selling boba drinks include Chatime, Share Tea, Gulu-Gulu, Xing Fu Tang, and many more. One of the pioneer brands in selling boba drinks is Chatime. The Chatime brand has opened branches in various places such as shopping centers, offices, shop houses, and the like. The success of this brand is certainly inseparable from the quality of the products offered, locations that are easily accessible to many consumers, offering affordable prices, and most importantly, the promotion strategy implemented by Chatime outlets. (Dindha Amelia, 2020). Apart from that according to Wati (2019) mentioned that there is a lot of

competition, there are many factors that must be considered such as creating products that stand out to give an impression that is easy to remember and can be accepted by consumers. According to him, having 2 outlets or more means that this company has been captured by customers and the public.

According to previous research conducted by (Wati, 2019) states that the factors that influence repurchasing decisions in a company are very diverse, such as brand image, quality, price, promotional attractiveness, and so on. Strategies to make consumers repurchase a product carried out by companies to increase profits (Swandari, 2022). In order to keep up with the times and technology, companies are obliged to provide online services, such as working with Gojek, Grab, Shopee, and the like, which are used to enhance brand image, so as to gain customer trust and generate customer perceptions to make purchases. (Imbayani & Gama, 2018). Effect of brand image on repeat purchase. A brand that already has its own brand in the hearts of buyers of goods or services, brand image also greatly influences buyers in buying something somewhere because before deciding to make a purchase consumers must have considered the brand they like or like long ago. (Hidayah & Apriliani, 2019).

Another factor that influences repurchase decisions is promotion. Through promotions or advertisements, companies can attract consumers to make these purchases, and good promotions will also give someone more familiarity with the goods or services being promoted, in order to achieve the desired goals. Because promotion can provide opportunities for companies to introduce their products so that they are quickly recognized by the wider community (Hidayah & Apriliani, 2019). Another factor that can influence repurchase intention is product quality. Product quality is also very important in influencing a person's decision to make a repurchase decision because someone who wants to make a purchase must first see whether the quality of the goods or services is good or not, because quality here is also more important to consider before choosing the desired goods or services. (Hidayah & Apriliani, 2019).

This research was conducted based on the research gaps found in the research Hidayah & Apriliani (2019) that promotion has no effect on repurchase intention. In addition to research Swandari (2022) states that promotion has a positive and significant effect on repurchasing decisions. In the research conducted Rivano (2021) Brand Image has no effect on repurchasing decisions. Then Swandari (2022) examines that Brand Image has a positive and significant effect on repeat purchases. In research conducted by Pongo (2013) get the result that quality has an effect on repurchasing decisions but not significant. Then da research Wati (2019) states that product quality has a significant effect on repurchasing decisions. From there are many factors that influence repurchase decisions, this study analyzes repurchase decisions with the independent variables promotion, quality and brand image on Chatime boba tea beverage products. With these factors the researcher wants to prove whether these independent variables can have a significant effect on repurchasing decisions.

2. LITERATURE REVIEW

A. PROMOTION

According to Majhaf (2020) Promotion is a communication from sellers and buyers that comes from the right information that intends to change attitudes and behavior that previously did not know so that they become buyers and still remember the product. Whereas Kotler, P., & Armstrong, (2012) argues that promotion is an element used to inform and persuade the market about a new product or service for a company through advertising, personal selling, sales promotion, or publication.

B. PRODUCT QUALITY

Product quality is the product's ability to perform its functions, which include overall durability, reliability, accuracy, ease of use and product repair, and other product characteristics (Kotler, P., & Armstrong, 2012). Meanwhile according to Sudaryono (2016) Product quality is the ability to provide needs that lead to customer satisfaction. According to Sundalangi et al. (2014) Product quality can be interpreted as everything that is offered to the market with the aim of getting attention, buying, using or consuming that can satisfy consumer desires.

C. BRAND IMAGE

Brand image is a strategy to convince consumers of product brands, as reflected in the minds of consumers' memories (Duriantor, Darmadi, Sugiartor. & Tonye, 2017). According to Kotler, P., & Keller (2016) Brand image is a description of the external characteristics of a product or service, including the brand's efforts to satisfy the social or psychological needs of its customers.

D. REPURCHASE DECISION

Repurchase decision according to Arifin (2022) Repurchase decision shows the purchase intention to make repeat visits in the future which is often associated with loyalty. Meanwhile, according to Peter/Olsen in Novantiano (2007) Repeat purchases are activities that are carried out more than once or several times. Khomilah (2020) also argues that repurchase decisions are the process of buying goods or services for the number of times after the previous purchase process.

THE EFFECT OF PROMOTION ON REPURCHASE DECISIONS

Promotion is one of the ways used by the market to convey information and influence consumers or the public to attract buyers (Khomilah, 2020). From this definition, it can be concluded that if the environmental conditions are good, then the potential for re-purchase will also be higher, if the environmental conditions are bad, then the possibility for re-buying will also be low. (Khomilah, 2020).

H1: Promotion has an effect on consumer repurchase decisions

THE INFLUENCE OF QUALITY ON REPURCHASE DECISIONS

The product quality variable is related to the repurchase decision. This is supported by research that has been conducted by Sriwahyuni (2018) proves that there is an effect of product quality on repurchasing decisions. In research that has also been carried out by Hutapea & Osiyo (2018) product quality has an impact on partial or simultaneous repurchasing.

H2: Product quality influences consumer repurchase decisions

INFLUENCE OF BRAND IMAGE ON REPURCHASE DECISIONS

The brand image variable is related to the repurchase decision. This is supported by research that has been conducted by Pradini (2012) with the result that brand image has a positive and significant effect on repurchasing decisions. In addition to research Riki Wijayajaya & Tri Astuti (2018) also get the result that brand image or brand image influences the repurchase decision.

H3: Brand image influences consumer repurchase decisions

FRAMEWORK OF MIND

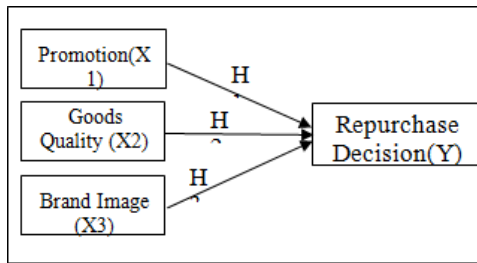


Figure 2.1 Analysis of the effect of promotion, product quality, and brand image on repurchasing decisions

3. METHODS

A. Population and Sample

Population is the number of objects whose characteristics will be used. In the population study used were chatime consumers who had repurchased products from Chatime. The number of population in this study is unknown.

Sample is part of the population whose characteristics will be studied, and is considered to be representative of the entire population. Determination of the sample in this study using the Lemeshow formula because the exact number of population is not known. The samples obtained were 100 respondents.

B. Data Retrieval Method

Data Types and Sources

Sources of data used in this study came from primary data and secondary data where the primary data was obtained from questionnaires by respondents. While secondary data obtained from books and journals to complement the primary data.

Data collection

Data collection in this study was carried out through questionnaires which were created and distributed to 100 respondents.

Variable measurement

Variable measurement uses a Likert scale with a range between 1-4 from strongly disagree to strongly agree.

C. Multiple Linear Regression Analysis

Regression analysis is a statistical technique that can be used to observe and model the relationship between one variable and another (Swandari, 2022). Multiple regression is often used to solve regression analysis problems that cause the relationship of two or more independent variables (Swandari, 2022). According to Sugiyono (2016), the multiple linear regression equation model as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Information:

- Y = Repurchase Decision
- α = Constant Coefficient
- $\beta_1, \beta_2, \beta_3$ = Regression Coefficient

- X1 = Promotion
- X2 = Product Quality
- X3 = Brand Image
- ϵ = Error, Disturbance Variable

4. RESEARCH RESULTS

Respondent Profile

From the results of the total respondents studied, it shows that most respondents were aged 17 to 22 years with a total of 67 respondents or the equivalent of 67%, then 23 to 28 years with a total of 28 respondents or the equivalent of 28%, 29 to 33 years only 2 respondents or 2%, and ages 34 to 40 there were as many as 3 respondents or as much as 3%. For work, the results of the total respondents were 65% dominated by student respondents, 16% employee respondents, 6% entrepreneur respondents, and 13% respondents whose jobs were outside the three.

Table 1. Jobs

Work	frequency	Percent
Student	65	65.0
Employee	16	16.0
Entrepreneur	6	6.0
Other	13	13.0

Validity test

Table 2. correlations

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	QE
Promotion	Pearson Correlation	.757	.848	.841	.797	.694	-	-	-	1
Product quality	Pearson Correlation	.637	.643	.657	.678	.672	.810	.664	.677	1
Brand Image	Pearson Correlation	.788	.790	.756	.643	.731	-	-	-	1
Repurchase Decision	Pearson Correlation	.822	.778	.777	.857	.793	.837	-	-	1

In the results of the research data validity test, it can be seen that each indicator of the Promotion, Product Quality, Brand Image, and Repurchase Decision variables has a result of more than 0.5 which means that all indicators have been tested valid and can be continued to the next stage.

Reliability

Table 2. Reliability Statistics

	Cronbach's Alpha	Standardized Items	N of Items	Information
Promotion	0.846	0.847	5	reliable
Product quality	0.833	0.834	8	reliable
Brand Image	0.849	0.851	6	reliable
Repurchase Decision	0.896	0.896	6	reliable

It can be seen from the Reliability Statistics table on Cronbach's Alpha in this study that all data produce a value greater than an alpha value of 0.7, meaning that all variables have strong reliability.

CLASSIC ASSUMPTION TEST

Test requirements analysis is used as a prerequisite for using multiple linear regression analysis models. The regression model must contain normally distributed information, no multicollinearity and heteroscedasticity. If no problems are found, then it can be continued with testing the assumptions with regression analysis. In linear regression, to ensure that the model is BLUE (Best Linear Unbiased, Estimator), tests for Normality Test, Multicollinearity Test, and Heteroscedasticity Test are carried out.

Normality Test

This test was carried out to find out whether the residuals from the regression model created were normally distributed or not. The data normality test was performed using the Kolmogorov Smirnov test, if the Asymp. Sig.(2-tailed) is more than 0,05 then the data is normal. From this study it can be seen that the understanderized residual is 0.159. From these results it can be interpreted that the regression equation model is normally distributed because the Asymp. Sig. understanderized residual 0.159 is more than the alpha value of 0.05. It can be seen from table 3.

Table 3.
One-Sample Kolmogorov-Smirnov Test

Test Statistics	076
asympt. Sig. (2-tailed)	.159 ^a

Multicollinearity Test

This test was conducted to test whether there is a correlation between the independent variables found in the regression model. The multicollinearity test can be seen from the tolerance value or variance inflation factor (VIF). If the tolerance value is more than 10% or VIF is less than 10, then it is said to be non-multicollinearity. Following are the results of the research multicollinearity test in table 4.

Table 4.
Coefficientsa

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	.403	2,482
Product quality	.314	3,183
Promotion	.472	2.117

In the table above it can be seen that the Tolerance and VIF values of all variables indicate that the tolerance value of each variable is more than 10% and the VIF value is less than 10 which means the regression equation model is free from multicollinearity.

Heteroscedasticity Test

Table 4.

Model	Sig.	Information
Promotion	0.475	not hit
Product quality	0.799	not hit
Brand Image	0.262	not hit

From table 4, in the heteroscedasticity test using the Glejser test it can be seen that the value of Sig. of each variable has a value greater than 0.05 where promotion is 0.475 > 0.05, product quality is 0.799 > 0.05, brand image is 0.262 > 0.05. So because there are no variables that are less than 0.05, it can be ensured that there are no symptoms of heteroscedasticity in the regression model.

Multiple Linear Regression Test Results

Table 5. Statistical Test
Unstandardized Coefficients

	B	std. Error
(Constant)	0.161	2,618
Citra_Brand	0.16	0.197
Product quality	0.401	0.162
Promotion	0.142	0.176

Multiple linear regression analysis is used to determine the effect of the independent variable on the dependent variable, while the results of the multiple linear regression test. Based on the results that have been obtained from the regression coefficients above, a regression equation can be made as follows:

$$Y = .0.161 + 0.142 X1 + 0.160 X2 + 0.401 X3$$

From the above equation can be interpreted as follows:

X1 = 0.142 this means that promotion (X1) has a positive effect on repurchasing decisions (Y) for Chatime products, so the more promotions increase, the repurchase decisions will also increase, assuming product quality (X2) and brand image (X3) are constant .

X2 = 0.160, this means that product quality (X2) has a positive effect on repurchasing decisions (Y) for Chatime products, so the more promotions increase, the repurchase decisions will also increase, assuming promotion (X1) and brand image (X3) are constant .

X3 = 0.401, this means that the quality of the brand image (X3) has a positive effect on the repurchase decision (Y) of Chatime products, the more promotion, the repurchase decision will also increase, assuming product quality (X2) and promotion (X1) constant.

Model Feasibility Testing

F Test

Table 6.
ANOVA

Model	F	Sig.
1	13,464	.000

Based on the table above, it can be seen that the significance value of the F test is 0.000 which is less than 0.05. In the sense that all independent variables can predict or explain the phenomenon of the repurchase decision (Y) of Chatime products. This means that the model can be used for further analysis. In other words, there is a simultaneous influence of the promotion, product quality, and brand image variables on the repurchasing decision of Chatime products.

T Test

**Table 6.
Coefficients**

Model	t	Sig.
(Constant)	061	.951
Citra_Brand	.813	.418
Product quality	2,470	.015
Promotion	.808	.421

Based on table 6 it can be seen that the promotion t test (X1) produces sig. 0.421. These results prove that promotion does not partially have a significant effect on repurchase decisions because the sig. greater than 0.05. In the product quality t test (X2) it produces a sig. 0.015. These results indicate that the variable product quality partially has a significant effect on repurchasing decisions. In the brand image t test (X3) it produces a sig. 0.418, which means that brand image has a partial indirect significant effect on repurchasing decisions.

R square test

R square can determine whether or not a data is feasible

**Tabel 8.
Summary models**

R	R Square	Adjusted R Square
.554	.296	.274

Based on the model summary table, R square shows a value of .274 or 27.4%. Then the promotion variables, product quality, product image represent 27.4% of the research on the influence of repeat purchase decisions while the other 72.6% are variables that were not examined in this study.

DISCUSSION

The Effect of Promotion on Repurchase Decisions

The results of this study indicate that promotion has a positive but not significant influence on consumers' repurchasing decisions for Chatime products. This means that if more promotions are carried out, it will not be meaningful with Chatime consumers' repurchasing decisions. Promotion can provide opportunities for entrepreneurs to introduce their products (Hidayah & Apriliani, 2019). The results of this study are supported by research Hidayah & Apriliani (2019) and the results of the research conducted found that promotion has no significant effect on repurchasing decisions.

Effect of Product Quality on Repurchase Decisions

The results of this study indicate that product quality has a positive and significant influence on consumers' repurchasing decisions for Chatime products. This means that if product

quality is improved, the repurchase decision of Chatime consumers will also be higher. Repurchase decisions will occur if consumers have seen the quality of the product. The results of this study are supported by Swandari (2022), Winata (2020) who found results that product quality has a positive and significant effect on repurchasing decisions.

Effect of Brand Image on Repurchase Decisions

The results of this study indicate that brand image has a positive but not significant influence on consumers' repurchasing decisions for Chatime products. This means that if the brand image is getting better, the decision to repurchase Chatime products is not necessarily getting better too. The results of this study are supported by research conducted by Pongo (2013) and Wati (2019) who found the result that brand image has no significant effect on repurchase decisions.

5. CONCLUSION

Based on the results of this study, it can be concluded that H0 promotion is accepted and Ha is rejected, meaning that there is no significant influence between promotions on repurchasing decisions. Likewise, brand image has no significant effect on repurchasing decisions. Meanwhile, product quality H0 is rejected and Ha is accepted, meaning that there is a significant influence between product quality on repurchasing decisions. This study has limitations in that it only uses 3 variables to determine the effect on repurchase decisions, namely promotion, product quality, and brand image, while there are many other variables that can influence repurchase decisions.

Suggestions for Chatime companies should focus on product quality because it can influence Chatime consumers' repurchasing decisions. Chatime should also improve promotions and brand image carried out to consumers in order to increase their influence on repurchasing decisions with the aim of increasing sales.

Suggestions for future researchers are expected to add other variables besides promotion, product quality, and brand image. Because based on the results of this study, only 27.6% of the variation in the repurchase decision variable can be explained by promotion, product quality, and brand image variables. While the remaining 72.6% is influenced by other variables. In addition, the next researcher should increase the number of samples, so the results will be more appropriate and accurate.

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