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The Influence Of Price And Product On Repurchase Intention At Pak Su's Grocery Store

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Price, Product, Repurchase Intention.

ABSTRACT

This study aims to identify the influence of Price and Product on Repurchase Intention at Pak Su's Grocery Store. The research method used in this study adopts an associative approach, with purposive sampling as the sampling technique. The total number of respondents in this study is 100 consumers who have previously shopped at Pak Su's Grocery Store. The data analysis technique employed is multiple linear regression analysis using SPSS 25 software. The tests conducted in this study include validity testing, reliability testing, normality testing, linearity testing, and multicollinearity testing. Hypothesis testing is carried out using Simultaneous Testing (F-Test) and Partial Testing (t-Test). Based on the results of hypothesis testing, both simultaneously (F-Test) and partially (t-Test), it can be concluded that Price and Product have a positive and significant influence on Repurchase Intention. Additionally, both Price and Product independently have a positive and significant impact on Repurchase Intention.

INTRODUCTION

One of the rapidly growing businesses currently facing intense competition is the grocery business, commonly referred to as convenience stores. This increasing competition is marked by the presence of numerous grocery businesses selling similar products but offering varied pricing and service quality. Thus, business owners are required to devise strategies to attract consumers to purchase the products and services they offer to stay competitive and outperform their rivals. With the growing number of grocery stores offering products, consumers now have more choices, which increases their bargaining power. As a result, stores must understand customers' needs and desires and strive to fulfill them. The marketing performance of a grocery store can be a determining factor in the success or failure of the business. One such grocery store offering a variety of products at different price points is Pak Su's Grocery Store. Pak Su's Grocery Store is located at Jalan Durian RT/002, Manggala Village, South Pinoh District, Melawi Regency, West Kalimantan Province. The business is owned by Rudiyanto and was established in 2014. Pak Su's

Grocery Store provides a wide range of products with varied pricing, adjusted based on product quality and available brands.

To address competition, businesses must observe and understand the factors influencing consumers' purchasing decisions. This is because, in concept, one way to achieve a company's objectives is to identify the needs and desires of its target market or consumers and provide the expected satisfaction more effectively and efficiently than competitors (Christine & Budiawan, 2017). Many factors determine consumer decisions to repurchase goods to meet their needs, including price and product. If consumers do not find the offered price burdensome, they will develop a positive attitude that encourages them to repurchase desired products (Wahyudi et al., 2020). Additionally, price can enhance consumer perception (Santoso & Mahargiono, 2023). Consumers seek grocery stores offering prices aligned with their purchasing power to fulfill daily needs. Therefore, grocery stores should provide or offer products suited to consumers' purchasing power. If the price is set appropriately for the quality of the offered products, consumers will return to make purchases at the store.

In its operations, Pak Su's Grocery Store implements pricing policies, including providing transparent pricing for consumers, making it easier for them to know product prices. Additionally, the store offers discounts on certain products. Besides pricing, products also play a key role in consumers' repurchase decisions. If consumers feel that the product meets their needs and desires, they will purchase it (Pradita et al., 2023). Consumers' good or bad experiences with a product will influence their decision to repurchase it, prompting business owners to create or provide products that match consumers' needs or preferences. The policies implemented by Pak Su's Grocery Store ensure that the products sold are not expired, damaged, or unsuitable for consumption. Pak Su's Grocery Store also offers various brands for each type of product, giving customers more options. Based on an interview with the owner of Pak Su's Grocery Store, it was revealed that consumers are attracted to repurchase from the store because of the variety of products and the pricing, which is deemed appropriate for the quality of the offered products. As a result, consumers feel satisfied and are more likely to repurchase. This study is expected to contribute to efforts to identify the influence of Price and Product on consumers' Repurchase Intention at Pak Su's Grocery Store.

LITERATURE REVIEW

Price

According to Kotler & Keller (2016): "Price is the total value exchanged by consumers to gain the benefits of a product or service. Price can also be defined as the amount of money spent on a product or service."

Product

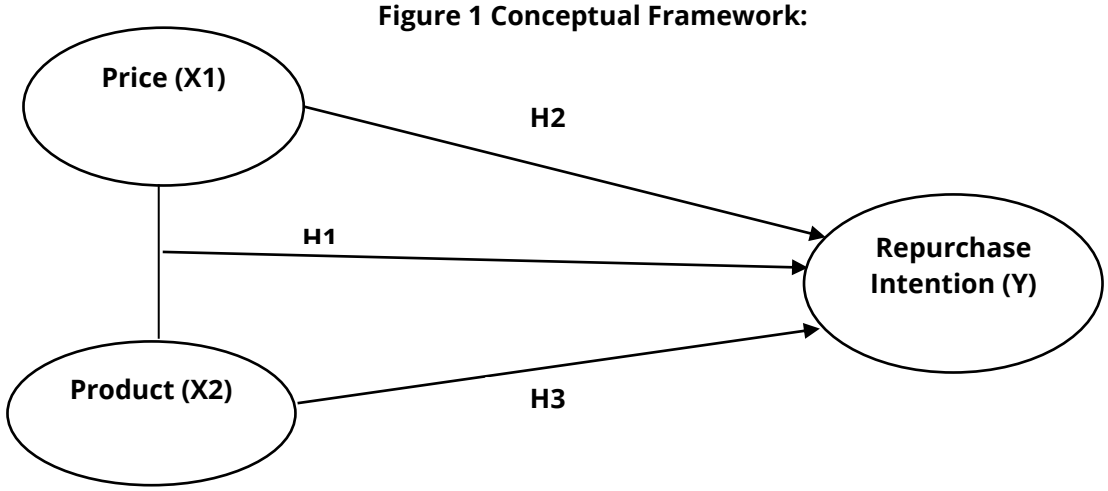
According to Firmansyah (2019): "Product is everything offered to the public to be seen, held, or consumed. Products can be goods or services that are sold or offered to the market to meet customer needs and generate profit."

Repurchase Intention

According to Priansa (2017): "Repurchase intention is a behavior that emerges as a response to an object, indicating a customer's desire to make a repeat purchase."

The conceptual framework of this study can be seen in Figure 1 below:

Figure 1 Conceptual Framework:



The hypothesis testing in this study is as follows:
H1: Price and Product influence Repurchase Intention.
H2: Price influences Repurchase Intention.
H3: Product influences Repurchase Intention.

METHODS

The research method used in this study is a quantitative method with an associative approach. According to Siregar (2019): 'Associative research is research aimed at identifying the relationship between two or more variables. Through this research, a theory can be developed that serves to explain, predict, and control phenomena in the study.

Sampling

The total number of respondents in this study is 100, consisting of all consumers who have shopped at Pak Su's Grocery Store. The sampling technique used in this research is purposive sampling. According to Sugiyono (2017): 'Purposive sampling is a sampling technique based on specific considerations.' The criteria for determining the sample in this study are as follows:
1. Respondents must be at least 18 years old.
2. Consumers who have visited and made purchases at Pak Su's Grocery Store at least twice.

Data collection

The data in this study consists of primary data obtained through the distribution of questionnaires to consumers who have shopped at Pak Su's Grocery Store and interviews conducted with the store's management and consumers to gather the necessary information.

Measures

The scale used in this study is a Likert scale, and the data analysis employs Multiple Linear Regression Analysis using SPSS 25 software. The tests conducted in this study include validity testing, reliability testing, normality testing, linearity testing, multicollinearity testing, as well as correlation and determination coefficient testing. Hypothesis testing involves simultaneous testing (F-Test) and partial testing (t-Test).

RESULTS

Validity Test

Validity testing is conducted to determine the level of validity of a questionnaire statement instrument in the research. The validity test is performed by correlating the total scores of the

statement or question items, and then comparing the test results (calculated r) with the r table value. The r table value is obtained using the formula df = n (sample size) - 2 = 100 - 2 = 98. With a significance level of 0.05, the r table value is 0.196. The results of the validity test for each statement in the variables Price (X1), Product (X2), and Repurchase Intention (Y) can be seen in Table 1 below:

Table 1 Validity Test Result

Research Variable	Indicator	r count	r table	Result
Price (X1)	X 1.1	0,413	0,196	Valid
	X 1.2	0,599		
	X 1.3	0,725		
	X 1.4	0,575		
	X 1.5	0,601		
	X 1.6	0,557		
	X 1.7	0,663		
	X 1.8	0,638		
	X 1.9	0,674		
	X 1.10	0,695		
	X 1.11	0,726		
	X 1.12	0,803		
	X 1.13	0,702		
	X 1.14	0,760		
	X1.15	0,644		
Product (X2)	X 2.1	0,369	0,196	Valid
	X 2.2	0,467		
	X 2.3	0,604		
	X 2.4	0,562		
	X 2.5	0,542		
	X 2.6	0,662		
	X 2.7	0,644		
	X 2.8	0,656		
	X 2.9	0,703		
	X 2.10	0,749		
	X 2.11	0,701		
	X 2.12	0,740		
Repurchase Intention (Y)	Y 1.1	0,553	0,196	Valid
	Y 1.2	0,651		
	Y 1.3	0,638		
	Y 1.4	0,761		
	Y 1.5	0,663		
	Y 1.6	0,693		
	Y 1.7	0,668		
	Y 1.8	0,606		
	Y 1.9	0,597		
	Y 1.10	0,616		
	Y 1.11	0,840		
	Y 1.12	0,791		

Source: Processed Data, 2024

Based on Table 1 above, it can be seen that the results of the validity test for all research variables, namely Price (X1), Product (X2), and Repurchase Intention (Y), show that the calculated r values are greater than the r table value of 0.196 (calculated r > r table). Therefore, all statement items can be considered valid.

Reliability Test

Reliability testing is conducted to assess the level of consistency of a statement as a measurement tool. In this study, the reliability test uses the Cronbach's Alpha method. A statement item is considered reliable if it has a Cronbach's Alpha value of 0.60 or higher. The results of the reliability test for Price (X1), Product (X2), and Repurchase Intention (Y) can be seen in Table 2 below:

Table 2 Reliability Test Result

Research Variables	Cronbach's Alpha	Result
Price (X1)	0,901	Reliable
Product (X2)	0,854	
Repurchase Intention (Y)	0,890	

Source: Processed Data, 2024

Based on Table 2 above, it can be observed that the Cronbach's Alpha values for all variables in this study, namely Price (X1), Product (X2), and Repurchase Intention (Y), are greater than 0.60. Therefore, it can be concluded that all the measurement items for the variables Price (X1), Product (X2), and Repurchase Intention (Y) are reliable.

Normality Test

The method used in this study to measure normality is the Kolmogorov-Smirnov test. If the significance value of the Kolmogorov-Smirnov test is greater than 0.05, then the normality assumption can be considered normal. The results of the normality test for all research variables can be seen in Table 3 below:

Table 3 Normality Test Result

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	0,077
Asymp.Sig.(2-tailed)	0,154

Source: Processed Data, 2024

The results of the normality test in Table 3 above show a value of 0.154, which is greater than 0.05. Therefore, it can be concluded that the data distribution in this study is normal.

Linearity Test

Linearity testing is conducted using the Test For Linearity method. The results of the linearity test between the variables Price (X1) and Repurchase Intention (Y), as well as Product (X2) and Repurchase Intention (Y), can be seen in Table 4 below:

Table 4 Linearity Test Result

Research Variables Test	Linierity Sig	Result
Price*Repurchase Intention	0,000	Linear
Product*Repurchase Intention	0,000	Linear

Source: Processed Data, 2024

Based on the results of the linearity test in Table 4 above, it can be seen that the significance value of the linearity for all research variables is 0.000, which is less than 0.05. Therefore, it can be concluded that the relationship between the variables Price (X1) and Product (X2) and Repurchase Intention (Y) is linear.

Multicollinearity Test

Multicollinearity testing is conducted to examine whether the regression model has correlations among the independent variables. Multicollinearity testing can be performed by observing the variance inflation factor (VIF) and the tolerance value. Multicollinearity does not occur if the VIF value is less than 10.00 or the tolerance value is greater than 0.10. The results of the Multicollinearity test in this study can be seen in Table 5 below:

Table 5 Multicollinearity Test Result

Research Variables	Tolerance	VIF
Price (X1)	0,677	1,478
Product (X2)	0,677	1,478

Source: Processed Data, 2024

Based on the results of the multicollinearity test in Table 5 above, it can be seen that the tolerance value for the Price (X1) and Product (X2) variables is 0.677, which is greater than 0.10, and the VIF value for the Price (X1) and Product (X2) variables is 1.478, which is less than 10.00. Therefore, it can be concluded that there is no multicollinearity between the two independent variables, namely Price (X1) and Product (X2).

Multiple Linear Regression Analysis

The results of the multiple regression analysis using SPSS 25 software can be seen in Table 6 below:

Table 6 Multiple Linear Regression Analysis Result

Research Variables	Coefficients	T Statistic	Significance Level
(Constant)	1.135	2.866	.005
Price	.286	2.674	.009
Product	.421	3.866	.000
Dependent Variable: Repurchase Intention			

Source: Processed Data, 2024

Based on Table 6 above, the multiple linear regression equation is Y = 1.135 + 0.286X1 + 0.421X2. The regression equation can be explained as follows:

1. The constant (a) is 1.135, which means that if the variables Price (X1) and Product (X2) are zero, the Repurchase Intention (Y) will be 1.135.
2. The regression coefficient (b1) for the Price (X1) variable is 0.286, which means that if the Price variable increases by 0.286 units, the Repurchase Intention will increase by 0.286 units.
3. The regression coefficient (b2) for the Product (X2) variable is 0.421, which means that if the Product variable increases by 0.421 units, the Repurchase Intention will increase by 0.421 units.

Correlation Coefficient (R) and Coefficient of Determination (R2)

The values of the correlation and determination coefficients in this study can be seen in Table 7 below:

Table 7 Correlation Coefficient (R) and Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583[a]	.340	.327	.47765
a. Predictors: (Constant), Product, Price				
b. Dependent Variable: Repurchase Intention				

Source: Processed Data, 2024

The correlation coefficient in this study uses the Product Moment method with an R value of 0.583, indicating a moderate correlation. Meanwhile, the coefficient of determination (R^2) is 0.340. This means that 34.0% (1 x 0.340 x 100%) of the variation in this study can be explained by the influence of the variables Price and Product on Repurchase Intention, while the remaining 66.0% is explained by other variables outside of this study.

Simultaneous Effect Test (F Test)

The results of the simultaneous test (F-test) in this study can be seen in Table 8 below:

Table 8 Simultaneous Effect Test Result

Model	Sum of Squares	Mean Square	F	Significance
Regression	11.413	5.707	25.012	.000
Residual	22.131	.228		
Dependent Variable: Repurchase Intention Predictors: (Constant), Product, Price				

Source: Processed Data, 2024

Based on Table 8 above, it can be seen that the results of the hypothesis testing simultaneously (F Test) show an F calculated value of 25.012, which is greater than the F table value of 3.09, and a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that the variables Price (X1) and Product (X2) simultaneously (together) have a significant effect on Repurchase Intention (Y).

Partial Test (t Test)

The results of the partial test (t-test) in this study can be seen in Table 9 below:

Table 9 Partial Test Effect Result

Research variables	Coefficients	T Statistic	Significance Level
(Constant)	1.135	2.866	.005
Price	.286	2.674	.009
Product	.421	3.866	.000
Dependent Variable: Repurchase Intention			

Source: Processed Data, 2024

Based on Table 9 above, the results of the hypothesis testing partially (T Test) can be explained as follows:

The t calculated value for the Price (X1) variable is 2.674, which is greater than the t table value of 1.660, and the significance value is 0.009, which is less than 0.05. Therefore, it can be concluded that the Price (X1) variable partially has a significant effect on Repurchase Intention (Y).

The t calculated value for the Product (X2) variable is 3.866, which is greater than the t table value of 1.660, and the significance value is 0.000, which is less than 0.05. Therefore, it can be concluded that the Product (X2) variable partially has a significant effect on Repurchase Intention (Y).

DISCUSSION

The Effect Of Price And Product On Repurchase Intention

Based on the results of the hypothesis testing simultaneously (F Test), the calculated F value is 25.012 > the F table value of 3.09, with a significance value of 0.000 < 0.05. This indicates that there is a simultaneous effect between Price and Product on Repurchase Intention. The F value also shows a positive relationship between the three variables. Therefore, it can be concluded that H1 (Price and Product have a positive and significant effect on Repurchase Intention) is accepted. These findings align with studies by Maulidya et al. (2021), Nurfadilah et al. (2022), and Aditama & Amron (2024), which indicate that Price and Product positively and significantly affect Repurchase Intention.

The Effect Of Price On Repurchase Intention

Based on the results of the hypothesis testing partially (T Test), the calculated t value for Price is 2.674 > t table value of 1.660, with a significance value of 0.009 < 0.05. This indicates that Price has a partial positive effect on Repurchase Intention. The t value also shows a positive relationship between these two variables. Therefore, it can be concluded that H2 (Price has a positive and significant effect on Repurchase Intention) is accepted.
This finding aligns with studies by Shabrina & Budiatmo (2020), Qudus & Amelia (2022), and Prasetyo & Wibowo (2023), which show that Price has a positive and significant effect on Repurchase Intention.

The Effect Of Product On Repurchase Intention

Based on the results of the hypothesis testing partially (T Test), the calculated t value for Product is 3.866 > t table value of 1.660, with a significance value of 0.000 < 0.05. This indicates that Product has a partial positive effect on Repurchase Intention. The t value also shows a positive relationship between these two variables. Therefore, it can be concluded that H3 (Product has a positive and significant effect on Repurchase Intention) is accepted.
These findings align with studies by Alvian & Prabawani (2020), Hendrawan (2022), and Winartanti & Damayanti (2023), which show that Product positively and significantly affects Repurchase Intention.

CONCLUSION

Based on the results of the testing and discussion above, it can be concluded that, both simultaneously and partially, both the Price and Product variables have a positive and significant effect on Consumer Repurchase Intention at Toko Sembako Pak Su. This also implies that Price and Product play a vital role in influencing consumer decisions in repurchasing products in an effort to fulfill their needs.

This is because when the Price offered is in line with the consumer's purchasing power, it can influence their perception and decision to repurchase. Consumers will strive to find products that are reasonably priced according to their budget, which makes it crucial for businesses to offer a range of prices suitable for different consumer groups.

Furthermore, the Product also plays a vital role in influencing consumer repurchase intention, as consumers aim to find products with the best quality and variety that align with the money they've spent to meet their needs.

It is recommended for Toko Sembako Pak Su to maintain the prices they offer and provide attractive price offers for the products they sell. It is also advisable to continue offering products of the best quality so that customers continue to repurchase from Toko Sembako Pak Su.

LIMITATIONS

Several limitations in this study include:

1. Time, budget, and researcher capabilities.
2. Challenges in distributing questionnaires, particularly in meeting and explaining the completion process to consumers.

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