

PURCHASE SATISFACTION MEDIATES PROMOTION STRATEGY TOWARDS REPURCHASE INTENTION RESELLER IN BETENG TRADE CENTER SURAKARTA FASHION STORE

Hanggun Fatmala Muflaifah, Bambang Mursito, Siti Maryam

Faculty of Management Economics Universitas Islam Batik Surakarta

Email : hanggun2828@gmail.com

Abstract : *This study aims to determine the effect of repurchase intention in terms of promotional strategies and reseller purchase satisfaction at the Beteng Trade Center Surakarta fashion store. This type of research is descriptive quantitative. This study uses primary data collected using a questionnaire as a research instrument. The sample research method used was purposive sampling technique. The respondents of this research were 100 respondents. The data analysis technique used is path analysis. The results of the research in this study can be concluded that promotion strategy has no positive and significant effect on repurchase intention, promotion strategy has a positive and significant effect on purchase satisfaction, purchase satisfaction has a positive and significant effect on repurchase intention, promotion strategy has a positive and significant effect on repurchase intention through purchase satisfaction.*

Keywords: *Promotion strategy, purchase satisfaction, repurchases intention*

1. Introduction

Competition in the business world between industries is getting tighter, making some companies trying to find a strategy that should be fast and precise in terms of marketing their products. In the face of a competition in the business environment because a moving business is full of uncertainty. Therefore, every company is required to be able to compete in a competitive way in terms of business strategy to achieve company goals in order to understand market share and what consumers really want (Wulandari, 2019).

Promotion as a strategy to increase sales and help make products known to the public. Companies can communicate products to consumers through promotional strategies which include advertising, sales promotion, publicity, direct marketing. With a promotional strategy, consumers will get information about the advantages of products that are marketed by the company and then consumers will be interested in trying them and then decide to buy the products offered. Promotion as a marketing communication activity contributes to repurchasing (Setyoewati and Ngatno, 2017).

Retail companies are one of the drivers of the economy in the business sphere, retail activities are more targeted at consumer interest. One retail business that has increased rapidly from year to year is the fashion retail business. Many businesses in the fashion sector have sprung up, causing

competition in the fashion world to increase. Therefore, the Beteng Trade Center Surakarta fashion shop is a company engaged in retail fashion.

Today BTC is a reseller platform for online fashion reseller. Being a reseller is one of those businesses without capital. Because there is no need to provide stock of goods but only by promoting product photos through owned social media such as Instagram, Facebook, WhatsApp and other buying and selling accounts. So that fashion stores at BTC implement marketing strategies such as promotional strategies in order to create reseller satisfaction who resell BTC fashion store products.

To stimulate resellers to buy back at the BTC fashion store, BTC fashion stores choose fashion at affordable prices but with good product quality, responsive and friendly service in serving resellers, and product promotions to attract resellers so that resellers resell products. on social media or buying and selling accounts in order to get requests from consumers for the BTC fashion store products.

Based on the background description above, this study aims to determine the effect of promotional strategies on repurchase intention. Knowing the effect of promotional strategies on purchase satisfaction. Knowing the effect of purchase satisfaction on repurchase intention. Knowing the effect of promotional strategies on repurchase intention through reseller purchase satisfaction at the Beteng Trade Center Surakarta fashion store.

2. Literatur Review

A. *Repurchase Intention*

Repurchase intention is a tendency to buy behavior from consumers on a product and service that is repeated for a certain period of time and actively likes and has a positive attitude towards a product or service, based on experiences that have been done in the past (Suryana, 2013).

High repurchase interest means reflecting satisfaction with a product or service produced at a company, causing a sense of satisfaction and being a customer who is committed to being loyal to the product and will recommend it to others. According to (Ferdinand, 2002) repurchase intention can be identified through indicators, including transactional intentions, referential intentions, preferential intentions, exploratory intentions.

B. *Purchase Satisfaction*

Kotler (2009: 177) states that satisfaction is the feeling of being happy or disappointed by someone who appears after comparing the expected product results with the expected results. If perceptions of performance do not meet expectations, what will happen is dissatisfaction. According to Lupyoadi, 2001 consumer satisfaction has factors that must be considered by baranf or service companies, including product quality, service or service quality, customer emotions who feel proud of these products, prices according to quality, and affordable costs.

C. *Promotion Strategy*

Promotion strategy according to Moekijat (2000: 443) is a company activity to encourage sales by directing convincing communications to buyers. So that the promotion strategy is a planned activity with the intention of persuading and stimulating consumers to want to buy the company's products so that the goal of increasing sales is expected to be achieved and can be

known to the wider community. A promotional strategy program that is often carried out by a company in order to attract the community is more to sales promotions such as discounts, promos, sales, cashback, vouchers for customers and other promotions. Kotler & Armstrong (2002: 656) classifies the variables in the promotional strategy, namely Advertising, Personal Selling, Publicity, and the last is Sales Promotion.

D. Framework

To make it easier to understand the flow of this research, a framework was created that explains the effect of Promotion Strategy (X) on Repurchase Intention (Y) through Purchase Satisfaction (M), as can be seen in the following figure:

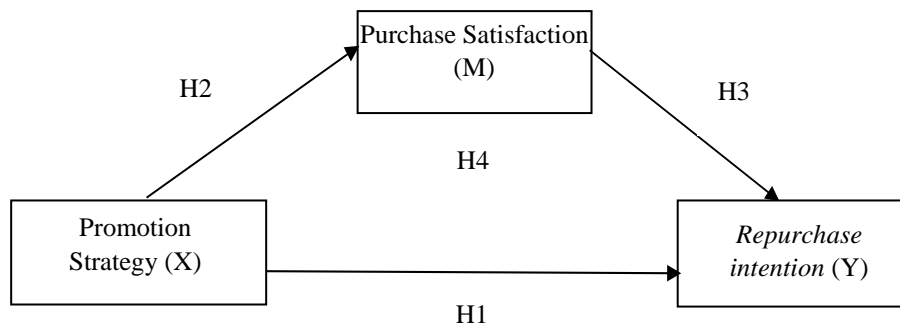


Figure I. Framework

3. Methodology

This study used a quantitative descriptive approach by distributing questionnaires to resellers of fashion stores at Beteng Trade Center Surakarta. The population used in this study were all resellers at the Beteng Trade Center Surakarta fashion store, totaling 1000 respondents. While the samples taken in this study were 100 respondents. The sampling technique in this study is purposive sampling with the consideration of resellers who have made repeat purchases at least twice in the past week. The analysis technique used is the instrument test, classical assumption test, and path analysis. The author focuses on research on whether promotional strategies and purchase satisfaction can affect repurchase intention.

4. Result And Data Analysis

1. Normality Test

Table I
The Result of Normality Test

<i>Kolmogorov-Smirnov Z</i>	1,214
<i>Asymp. Sig. (2-tailed)</i>	0,105

Based on the normality test table above using the One Sample Kolmogorov-Smirnov Test, it can be seen that the data in this study were normally distributed with the Asymp value. Sig 0.105 is greater than 0.05 so that it meets the assumption of normality.

2. Multicollinearity Test

Tabel 2
Hasil Uji Multikolinearitas

Variabel	<i>Tolerance</i>	<i>VIF</i>	Keterangan
Strategi Promosi	0,333	3,000	Tidak terjadi multikolinearitas
Kepuasan Pembelian	0,333	3,000	Tidak terjadi multikolinearitas

The multicollinearity test results in the table above illustrate that the tolerance value possessed by the promotional strategy variable is $0.333 > 0.10$ and a VIF value of $3,000 < 10$. The purchase satisfaction variable has a tolerance value of $0.333 > 0.10$ and a VIF value of $3,000 < 10$. Based on these data, it can be concluded that there is no multicollonaryity in the path analysis.

3. Heteroscedasticity Test

Table 3
The Result of Heteroscedasticity Test

Variabel	Nilai <i>Sig.</i>	Keterangan
Strategi Promosi	0,360	Tidak terjadi heterokedastisitas
Kepuasan pembelian	0,135	Tidak terjadi heterokedastisitas

The Heteroscedasticity test results in the table above illustrate that the significance value of the Promotion Strategy variable is $0.360 > 0.05$ and the Purchasing Satisfaction variable is $0.135 > 0.05$. So it can be concluded that the variables in this study did not occur heteroscedasticity

4. Path Analysis

This study uses path analysis. Path analysis is a development technique of multiple linear regression. The following are the results of calculations using path structure analysis:

1. Analysis of Promotion Strategy Path Structure (X) to Repurchase Intention (Y)

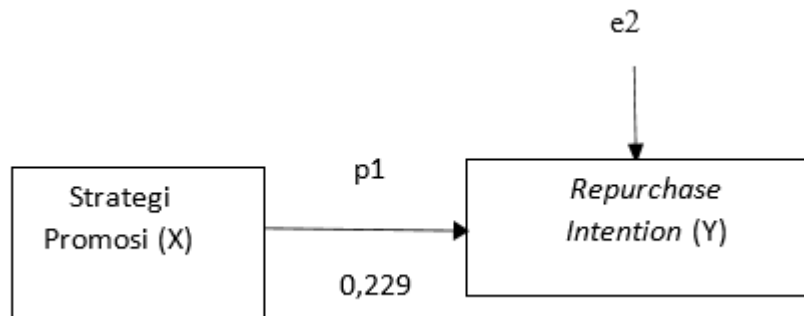


Figure 2. Path structure X to Y

Table 4

Results of the first line structure analysis

Variabel	Standardized Coefficients Beta	Sig	Keterangan
Strategi Promosi	0,229	0,052	Signifikan

The formula used to determine the value of $e2$ is as follows:

$$\begin{aligned}
 e2 &= \sqrt{1 - R^2} \\
 &= \sqrt{(1 - 0,562)} \\
 &= 0,662
 \end{aligned}$$

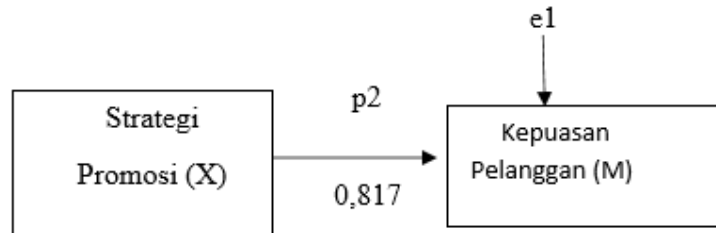
The equation based on the results of the analysis can be structured as follows:

$$Y = p1X + e2$$

$$Y = 0,229X + 0,662$$

Based on the results of path analysis, it can be seen that the standardized coefficient value is 0.229 and a significant value is 0.052 with the error rate used is 0.05. These results show that a significant value of $0.052 > 0.05$ means that H_1 is rejected, these results indicate that the promotion strategy has no influence in influencing the formation of reseller repurchase intention at the Beteng Trade Center Surakarta fashion store. That means the standardized coefficient value of 0.229 is the path value or path on $p1$.

2. Promotion Strategy Path Structure (X) to Purchase Satisfaction (M)



Gambar 3. Struktur Jalur X terhadap M

Tabel 5
Hasil Analisis Jalur Kedua

Variabel	Standardized Coefficients Beta	Sig	Keterangan
Strategi Promosi	0,817	0,000	Signifikan

The formula used to determine the value of e1 is as follows:

$$\begin{aligned}
 e1 &= \sqrt{1 - R^2} \\
 &= \sqrt{(1 - 0,667)} \\
 &= 0,557
 \end{aligned}$$

The equation based on the results of the analysis can be structured as follows:

$$M = p2X + e1$$

$$M = 0,817X + 0,557$$

Based on the results of the path analysis, it is known that the standardized coefficient value is 0.817 and a significant value is 0.000 with the error rate used is 0.05. These results indicate that a significant value of $0.000 < 0.05$ means that H1 is accepted. These results show that the promotion strategy has a direct and significant effect in influencing the formation of purchase satisfaction when the reseller gets good quality products and services provided by the Beteng Trade Center Surakarta fashion shop. The standardized coefficient value of 0.817 is the path value or path at p2.

3. Structure of Purchase Satisfaction Path (M) to Repurchase Intention (Y)

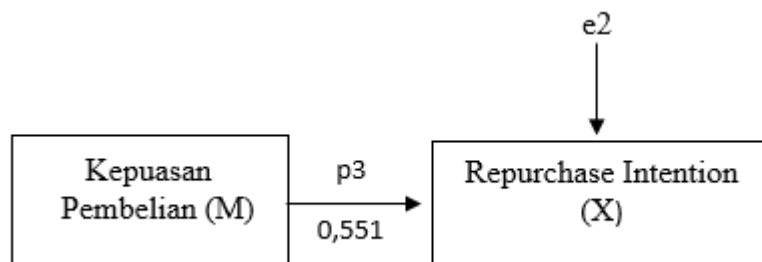


Figure 4. Structure of paths M to Y

Tabel 6
Hasil Analisis Jalur Struktur Ketiga

Variabel	Standardized Coefficients Beta	Sig	Keterangan
Kepuasan Pembelian	0,551	0,000	Signifikan

The formula used to determine the value of e_2 is as follows:

$$e_2 = \sqrt{1 - R^2}$$

$$= \sqrt{(1 - 0,562)}$$

$$= 0,662$$

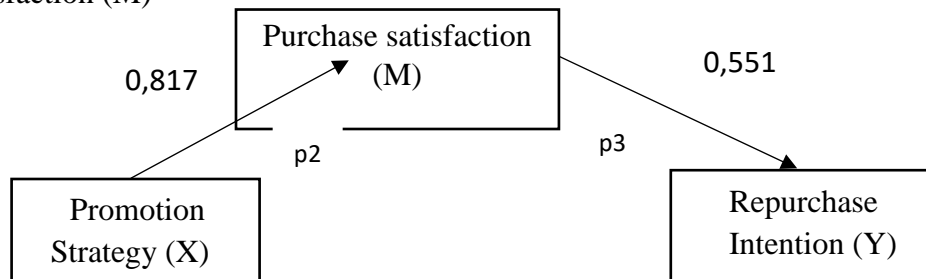
The equation based on the results of the analysis can be structured as follows:

$$M = p_2X + e_1$$

$$M = 0,551X + 0,662$$

Based on the results of the path analysis, it is known that the standardized coefficient value is 0.551 and a significant value is 0.000 with an error rate of 0.05. These results indicate that a significant value of $0.000 < 0.05$ means that H1 is accepted. These results indicate that purchase satisfaction has a direct and significant effect in influencing the formation of reseller repurchase intention at the Beteng Trade Center Surakarta fashion shop. The standardized coefficient value of 0.551 is the path or path value on p_3 .

4. Promotion Strategy Path Structure (X) towards Repurchase Intention (Y) through Purchase Satisfaction (M)



Ca
Int

Figure 5. Structure of the Mediation Variable Path

y) to Y (Repurchase
tipling the $X \rightarrow M$

(p_2) with path $M \rightarrow Y$ (p_3). The formula is as follows:

$$X - Y \text{ melalui } M = p_2 \times p_3$$

$$= 0,817 \times 0,551$$

$$= 0,450$$

After knowing the calculation results, it can be seen that the total effect given by the Promotion Strategy variable (X) on Repurchase Intention (Y) through the calculation of the direct effect of Promotion Strategy (X) on Repurchase Intention (Y) plus the indirect effect of Promotion Strategy (X) towards Purchasing Satisfaction (M) through Repurchase Intention (Y). The formula is as follows:

$$\begin{aligned} X - Y &= p1 + (p2 \times p3) \\ &= 0,229 + (0,817 \times 0,551) \\ &= 0,229 + 0,450 \\ &= 0,679 \end{aligned}$$

Based on the results of the above calculations, it is known that the value of the direct effect is 0.229 and the indirect effect is 0.450, which means that the value of the indirect effect is greater than the value of the direct effect $0.450 > 0.229$ means that H1 is accepted. These results indicate that the Promotion Strategy (X) on Repurchase Intention (Y) through Purchase Satisfaction (M) indirectly has a significant effect.

The result of the path coefficient can be described as follows:

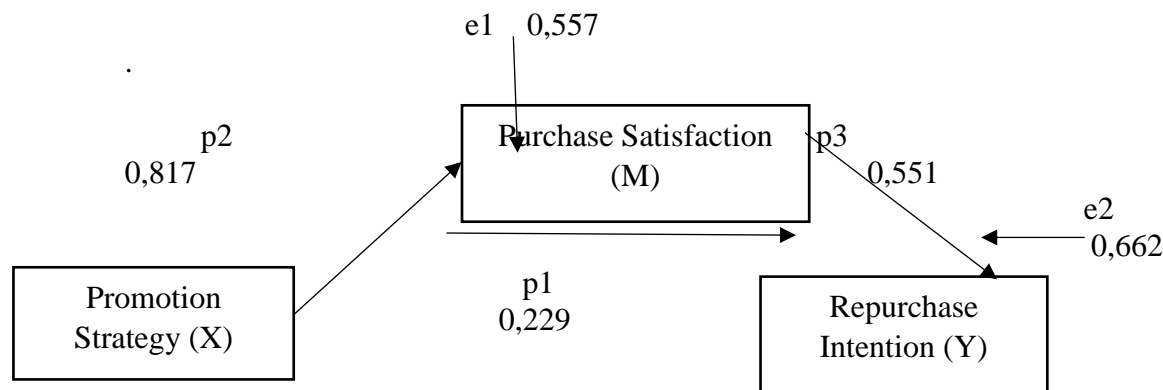


Figure 6. Final Path Diagram Model

Discussion

The results of the first analysis show that the Promotion strategy has no effect on Repurchase Intention. This means that if the lower the perception value of the resellers of the Beteng Trade Center Surakarta fashion store on the promotion strategy, the repurchase intention of resellers at the Beteng Trade Center Surakarta fashion store will be weaker.

The results of the second analysis show that the promotion strategy has a positive and significant effect on Purchasing Satisfaction. This means that the Promotion Strategy felt by the resellers of the Beteng Trade Center Surakarta fashion store is getting better and as you wish, so Purchase Satisfaction will increase from the resellers of the Beteng Trade Center Surakarta fashion store.

The results of the third analysis show that Purchasing Satisfaction has a positive and significant effect on Repurchase Intention. This means that the higher the consumer is satisfied, the

level of reseller repurchase intention at the Beteng Trade Center Surakarta fashion shop will experience a real increase.

The result of the fourth analysis shows that the Promotion Strategy towards Repurchase Intention through Purchase Satisfaction indirectly has a significant effect. This means that the better the level of promotion strategy provided by the Beteng Trade Center Surakarta fashion store, the higher the repurchase intention made by the reseller. This can be shown through the satisfaction that the reseller of the Beteng Trade Center Surakarta fashion store has received.

5. Conclusion

Based on the results of the data analysis of this study is through the calculation of the substructure in the path analysis, it can be concluded that:

1. Promotion strategy has no effect on repurchase intention. The standardized coefficient value is 0.229 and a significant value of 0.052 is greater than 0.05. This means that the lower the perceived value of the promotion strategy, the weaker the repurchase intention will be.
2. Promotion strategy has a positive and significant effect on purchase satisfaction. The standardized coefficient value is 0.817 and the significant value is 0.000 less than 0.05. This means that the better the promotional strategy, the better the purchase satisfaction.
3. Purchase satisfaction has a positive and significant effect on repurchase intention. The standardized coefficient value is 0.551 and the significant value is 0.000 less than 0.05. This means that the higher the purchase satisfaction is felt, the higher the repurchase intention.
4. The value of the indirect effect of 0.450 is greater than the value of the direct effect of 0.229. These results indicate that the promotion strategy has a positive and significant effect on repurchase intention through purchase satisfaction. This means that the better the level of the promotion strategy given, the higher the repurchase intention. This can be shown through purchase satisfaction.

References

- Answar, S. (2012). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.
- Arikunto, & Suharsimi. (2012). *Prosedur penelitian suatu pendekatan praktek*. Jakarta: Rineka cipta.
- Dewi, I., & Ni, W. (2019). Peran Kepuasan Konsumen Memediasi Pengaruh Brand Image terhadap Repurchase Intention. *EJMUUD*, 2722-2752.
- Ferdinand, A. (2002). *Pengembangan minat beli merek ekstensi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Kotler, & Armstrong. (2002). *Dasar-dasar Pemasaran*. Jakarta: Pren Indo.
- Kotler, P., & Keller. (2009). *Manajemen Pemasaran (Jilid 1, Edisi 13)*. Jakarta: Erlangga.
- Lupyoadi. (2001). *Manajemen Pemasaran Jasa*. Jakarta: Salemba empat.
- Marpaung, B., & Ani, M. (2020). Pengaruh Kualitas Produk, Harga, Promosi dan Pelayanan Terhadap Kepuasan Konsumen serta Dampaknya pada Keputusan Pembelian. *Jurnal Ilimiah Manajemen Kesatuan*, 08, 29-38.

- Maryam, S. (2012). *Statistik Induktif*. Surakarta: Uniba Press.
- Moekijat. (2000). *Kamus Manajemen*. Bandung: CV. Mandar Maju.
- Safitasari, C., & Ida, M. (2017). Pengaruh Kualitas Layanan, Promosi dan Citra Destinasi Terhadap Kepuasan Melalui Keputusan Pengunjung. *Management Analysis Journal*, 310-319.
- Sarwono, & Jonathan. (2012). *Metode riset skripsi pendekatan kuantitatif Menggunakan prosedur SPSS (Edisi pertama)*. Jakarta: Elex Media.
- Setyowati, R., & Ngatno. (2019). Peningkatan Pembelian Ulang Melalui Promosi, Citra Perusahaan, Pelayanan Dengan Mediasi Kepuasan Pelanggan. *Jurnal Audience*, 40-55.
- Suryana. (2013). *Kewirausahaan (Kiat dan Proses Menuju Sukses)*. Jakarta: Salemba Empat.
- wulandari, R. (2019). Pengaruh lokasi, kualitas produk, kualitas pelayanan pegawai terhadap keputusan pembelian di pusat perbelanjaan. *IQTISHADEquity*, 68-80.