

**FACTORS THAT INFLUENCE REPEAT PURCHASES:
PROMOTION, PRICE, PRODUCT QUALITY, AND BRAND
(LITERATURE REVIEW)**

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***Abstract :** Relevant research is very important in a research or scientific article. Related research strengthens theories and phenomena about the relationship or influence between promotional variables, price, product quality, and brand on repeat purchases. This article discusses the factors that influence repeat purchases: Promotion, Price, Product Quality and Brand, literature study on consumer behavior. The purpose of writing this article is to make hypotheses about the influence between variables used in further studies. The results of this literature review are: 1) Promotion has an effect on repeat purchases, 2) Price has an effect on repeat purchases, and 3). Product quality has an effect on repeat purchases, 4) Brand has an effect on repeat purchases. The evolution of today's business world has brought this together with business people in fierce competition for consumers. For companies engaged in the culinary field, quality of service is an important thing. This variable is very important in the decision-making process Purchases for services that satisfy consumers affect repurchase transactions which ultimately increase sales.*

***Keywords:** Repurchase, Promotion, Price, Product Quality, and Brand.*

1. Introduction

Background of the Problem

Based on empirical experience, many students and writers struggle with this seeking supporting articles for their academic work such as significant research. Significant data are needed to confirm the theories studied, to recognize relationships or effects between variables, and to form hypotheses. This article discusses the effect of advertising, price, product quality, and brand on repurchase, a literature study in the field of consumer behavior. Repurchase is one of the first post-purchase actions based on satisfaction. If the customer is satisfied, the customer is more likely to buy next time (Kotler, 1997 in (Evi Permatasari, 2022). Loyal consumers or customers who make repeat purchases are valuable assets for the company because repeat purchases from consumers bring many benefits. Repurchase intentions (online repurchase intentions) appear in response to objects. Repurchase intention shows the customer's desire to buy again in the future.

Research Objectives

The purpose of this study was to analyze and assess the effect of promotion on repurchase, the effect of price on repurchase, the effect of product quality on repurchase, the effect of brand on repurchase.

2. Theoretical Studies

Pembelian Ulang

Repurchase is a post-purchase consumer activity, the appearance of consumer satisfaction or dissatisfaction with the product after purchase affects subsequent behavior, if consumers are satisfied, it shows a higher probability of buying the product again (Kotler & Keller, 2016).

Meanwhile, the definition of repurchase interest according to Ali Hasan (2018: 131) that repurchase interest is a purchase interest based on past purchasing experiences. High repurchase interest reflects the high level of satisfaction of consumers. According to Ali Hasan (2018: 131) repurchase interest (repeat intention to buy) can be identified through the following dimensions: 1) Transactional Interest, namely a person's tendency to buy a product. 2) Referential interest, namely a person's tendency to refer to others.

Repurchase variables have been widely studied by previous researchers including (Hidayat et al., 2020), (Nguyen et al., 2019), (Yohanda et al., 2019), (Palma & Andjarwati, 2016), (Nurhayati, 2016), (Putra P & Kusumadewi, 2019), dan (Saidani et al., 2019).

Promotion

According to Kotler and Armstrong (2019: 63) "Promotion / Advertising is an action Efforts to communicate product advantages and persuade customers to buy the proposed product.

Promotion is one of the determining factors for the success of a marketing program. If consumers have never heard or known about the products offered by the company and also the benefits received by consumers, consumers will never buy the products offered ". According to Praestuti (2020) Promotion is an attempt to persuade used to persuade or encourage consumers to want something Buy Company products or services.

Price

Price is one of the most important factors in determining market share and company profits. According to Kotler and Armstrong (2016: 324) Price is the amount of money charged for a product or service, or the amount of value that customers exchange for benefits or for ownership or use of a product or service. Price is the amount of money spent on a product or service, or the value that consumers exchange for the benefits or ownership or use of a product or service. And Rangkuti (2018) also explained that prices that are lower than competitors can be an important factor in consumer decisions to make repeat purchases. However, providing discounts that are too large can make consumers doubt the quality of the product or service offered. Based on the above definition, it can be concluded that price is the amount of money exchanged for a product or service. In addition, price is the amount of value that consumers exchange for various benefits by owning or using a product or service. Marketing companies must really set the right and reasonable price for the products or services offered because setting the right price is the key to creating and achieving value for customers.

Product Quality

Product Quality According to Perreault et al. (2017), Product quality is the product's ability to meet customer needs and demands. This definition is customer-centric and focuses on how customers perceive the product according to their goals. Assauri (2018: 45) also explains that product quality is an element contained in an item or result that fulfills the intended purpose of the item or result. From the above definitions, it can be concluded that product quality is the product's ability to meet

customer needs. These customer demands include product durability, product reliability, ease of use, and other valuable attributes.

Based on the description above, it can be concluded that product quality is one of the main values that consumers expect from producers. High or excellent product quality can satisfy consumers. Product quality is an important thing that must be applied by every company if it wants to compete with other companies to satisfy the needs and desires of consumers.

Merk/Brand

According to Aaker (2018: 9) Trademarks are special names and/or symbols (such as logos, stamps, or packaging) intended to identify goods or services from a particular seller or group of sellers that facilitate the sale of goods and services offered by competitors. These brands compete to be the best in the minds of consumers. Aaker (2018: 9) also said that a Brand is a name and / or symbol with distinctive characteristics (such as a logo, stamp, or packaging) deliberately made to mean goods or services from a particular seller or group of sellers that facilitate the sale of goods and services offered by competitors. The brands compete to be the best in the minds of consumers.

A successful brand is a great product/service backed by careful design, long-term commitment, and creatively planned and executed marketing, and a strong brand can create high customer loyalty. Trademarks can identify the source or manufacturer of a product and allow consumers to claim responsibility for the performance of a particular company or retailer. Customers may value the same product differently depending on its brand.

3. Research Methods

The method of writing scientific articles is a qualitative method and Literature Study or library research. In addition, reputable scientific articles and scientific articles from non-reputable journals were analyzed. All academic articles cited are from Google Scholar. In qualitative research, literature research must be used consistently methodological assumptions. That means it must be used inductively so that it does not serve to direct the researcher's questions. One of the main reasons for conducting qualitative research is that the research is exploratory (Ali & Limakrisna, 2013). In addition, it is discussed in detail in the section entitled "Related Literature" or Review of Literature as the basis for formulating hypotheses and then used as a basis for comparison with research results or findings. (Ali & Limakrisna, 2013).

4. Discussion Result

1. The Effect of Promotion on Repurchase

According to Kotler and Keller (2016), effective advertising can strengthen brand image and increase customer loyalty. Consumers who are satisfied with the products or services offered are generally more likely to repurchase when they receive appropriate incentives.

According to Assauri (2018), advertising is a company's business of influencing and attracting potential buyers through the use of this advertising policy is closely related to all elements of the marketing mix Integrated marketing mix policy to ensure its success or effectiveness depends heavily on other marketing efforts as a unit. From the opinions of the experts above, it can be concluded that promotion can have a significant impact on repeat purchases, especially if the promotion is carried out effectively, on target, consistently and specifically for consumers.

According to Kotler and Keller (2016) (Syahputra & Herman, 2020) indicators of promotion / advertising include: 1) Promotional Messages, 2) Promotion Media, 3) Promotion Time, and 4) Promotion Frequency. Promotion variables affecting repeat purchases have been widely studied by previous researchers including (Fauzi, 2021), (Evi Pertmatasari, 2022) and (Anuraga & Sitohang, 2015).

2. The Effect of Price on Repurchase

According to Atmoko (2018), the price set by the company can affect consumers' perceptions of the value of a product or service. If consumers think the price offered is too high, they can look for other options. However, if consumers feel that the price offered is commensurate with the quality of the product or service, they are likely to consider making another purchase.

According to Gitosudarmo (2019), price is the amount of money spent to obtain certain products in the form of goods or services. The price is not only intended for purchases at the market or supermarket, but the price can also be intended for online buying and selling transactions in the market and social media. From the expert opinion above, it can be concluded that price can have a significant influence on repeat purchases. Prices that are reasonable, competitive, stable, and proportional to the quality of the product or service offered can increase the likelihood of new purchases. However, large discounts or prices that are too expensive can make consumers doubt the quality of the product or service offered.

Price variables affecting repurchases have been researched by many previous researchers, including (Estu Mahanani, 2018), (Novansa & Ali, 2017), (Yunita & Ali, 2017), (Palma & Andjarwati, 2016), (Hernikasari et al., 2022), and (Sari, 2016).

3. The Effect of Product Quality on Repurchase

According to Parasuraman, Zeithaml, and Berry (2018), good product quality can help build long-term relationships with consumers. Consumers who are satisfied with the quality of the product or service they receive tend to be more loyal and are likely to make repeat purchases in the future.

According to Kotler and Keller (2016: 37) that product quality is the product's ability to do its job, this ability includes durability, reliability, accuracy that the product receives as a whole. From the expert opinion above, it can be concluded that product quality plays an important role in influencing repeat purchases. Good product quality can increase customer loyalty, customer satisfaction and brand equity. On the other hand, poor product quality can weaken consumer confidence and interest in making repeat purchases. Therefore, it is important for business actors to ensure that the quality of the products or services offered is always maintained so that consumers feel satisfied and decide to make repeat purchases in the future.

Product Quality Variables quality has an effect on repurchase has been widely researched by previous researchers including (Hidayat et al., 2020), (Ali, 2019), (Nguyen et al., 2019), (Suhaily & Darmoyo, 2017), (Fauzi, 2021), and (Palma & Andjarwati, 2016).

4. Brand Influence on Repurchase

According to Keller and Kotler (2016), a strong brand can strengthen customer loyalty and increase the likelihood of new purchases. Consumers generally prefer brands that are known and trusted because they can guarantee the quality of the products or services offered.

According to Kotler and Armstrong (2018), brands with a good reputation can strengthen brand image and increase customer loyalty. Consumers who are satisfied with the brand they choose will prefer that brand in the future and will make repeat purchases.

From the opinions of the experts above, it can be concluded that brands play an important role in influencing repeat purchases. A strong brand with a good reputation and a positive image can increase consumer loyalty, trust and loyalty. Therefore, it is important for businesses to build a strong brand and create a positive image so that consumers are satisfied and choose to make repeat purchases in the future.

Brand variables affecting repurchases have been widely examined by previous researchers including (Brata et al., 2017), (Anggita & Ali, 2017), (Suhaily & Darmoyo, 2017), (Ali, 2019), and (Fauzi, 2019).

5. Conclusions And Suggestions

Conclusion

Based on the research formulation, results and discussion, the following conclusions can be drawn:

1. Promotion / Advertising affects Repurchase
2. Price has an effect on Repurchase
3. Product quality affects Repurchase
4. Brand / Brand has an effect on Repurchase

Suggestions

Based on the above conclusions, the thesis of this article is still that Repeat purchase is influenced by offers, prices, and many other factors Products for all types and levels within an organization or business, so it remains included Further studies are needed to look for other factors that may Repeat purchase is influenced by variables other than those discussed in this article. factors such as location, service quality, and product type.

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