

# The Influence of Price Perceptions, Promotions and Service Quality on Repurchase Decisions

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## ABSTRACT

This research aims to determine the influence of price perceptions, promotions and service quality on repeat purchase decisions. The sampling technique used in this research is nonprobability sampling with a total of 100 respondents. Research location, namely Shankara Rent, Malang City. The data collection techniques are documentation, questionnaires and observation, the information used is secondary and primary. And the data is processed through software IBM SPSS Statistics 25. The results of this research show that, 1). Price Perception can partially increase Consumer Repurchase Decisions. 2). Promotion can partially increase consumer repurchase decisions. 3). Service Quality is partially able to increase Consumer Repurchase Decisions. 4). Price Perception, Promotion, and Service Quality can simultaneously increase Consumer Repurchase Decisions. 5). Service Quality is the dominant factor that can increase Consumer Repurchase Decisions.



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## 1. INTRODUCTION

Currently, vacationing has become a lifestyle and a new need for all levels of society today to unwind from their busy lives. The benefits of vacationing can be felt by young people to old people. Holidays can be motivational and encourage creative, innovative thinking, increase social awareness, reduce mental stress and emotional tension. Various interesting locations in the world, especially those that offer interesting tourist attractions to visit while on holiday. Besides that, Indonesia has tens of thousands of islands stretching from the western tip to the eastern tip with mountains scattered throughout them. This means that mountains can become an attraction for domestic and foreign tourists who spend their vacation time on mountain climbing tours.

Apart from mountain tourist attractions, we can now find tourist attractions specifically aimed at character building (character building) and outbound aimed at students, employees and families by holding camping events for the participants. Plus, there are nature lover communities which are currently being loved for their outdoor activities. Therefore, this opens up opportunities for entrepreneurs to meet the needs of mountain climbers, nature lover communities and people who need equipment and

supplies for mountain climbing, outbound nor forcamping. In line with these opportunities, currently businesses or businesses are emerging that operate in the field of renting and selling camping equipment. Various conveniences are offered by each business actor with the aim of encouraging people to make purchases. This situation creates competition between businesses and encourages business owners to be more able to compete and provide more value to consumers.

This is a challenge for companies that must be pursued for the company's survival. Because without customers making repeat purchases (repurchase), then a company will not be able to maintain its sustainability. Besides that, it will cost more to find new customers, so it will be more effective and easier if the company retains existing customers.

Repeat purchase interest (online repurchase intention) is behavior that appears in response to an object. Repurchase interest shows the customer's desire to make repeat purchases in the future. Repeat purchase behavior is often associated with brand loyalty. However, there are differences between the two. If loyalty reflects psychological commitment to a particular brand, then repurchase behavior simply involves purchasing the same particular brand repeatedly (Tjiptono, 2014).

Shankara Rent is one of the businesses providing rental or rental services in the form of MSMEs in Indonesia, which is located in Malang City. Shankara Rent operates in the service business sector which provides various equipment and activity supplies outdoor and Shankara Rent also provides agent service strip and tour, starting from Bromo-Semeru to trip both in the city and outside the city with participation full service with documentation package.

Shankara Rent has implemented a marketing strategy, but researchers see that the marketing mix strategy carried out by Shankara Rent is not yet optimal, such as pricing, promotional strategies, service quality, and physical evidence of business, this will be one of the weakening factors for the company and will influence consumer decisions to rent equipment and supplies from Shankara Rent. However, this does not mean that the marketing strategy carried out by Shankara Rent has no impact on the company, Shankara Rent's success can be seen and is proven to be able to compete with goods rental places. outdoor others that have been operating for a long time because they have achieved expansion.

According to Hermawan (2012) sales promotions are a stimulus that can attract consumers' attention to make more purchases. The stimuli from the company in question are product, price, place and promotion. Sales promotions are important to carry out so that consumers make repeat purchases because the products are sold at good prices and product quality. Sales promotion as one of the marketing mix variables has an important role in conveying information about the company's products to consumers so that they are easy to recognize and create a desire to repurchase a product. According to Tjiptono (2014) service quality focuses on efforts to fulfill consumer needs and desires as well as the accuracy of delivery to match consumer expectations. It can be concluded that service quality is an effort to meet consumer needs and desires in accordance with their expectations.

## 2. LITERATURE REVIEW

### 1) Price Perception

(Peter & Olson, 2013) stated that price perception is about understanding price information that consumers like and making it meaningful. Regarding price information, consumers can compare published prices with imagined product prices or price ranges. Price perceptions will shape people's perception of the appropriate price for a product.

### 2) Promotion

According to Simamora (2017) the definition of promotion is as follows: Promotion is any form of communication used to inform (to inform), persuade (to persuade), and remind (to remind) target market regarding products produced by organizations, individuals or households and aims to stimulate target market demand.

### 3) Service quality

According to Tjiptono (2014), service quality is a measure of how well the level of service provided meets customer expectations.

## 3. RESEARCH METHODS

This type of research is verification research. According to Sugiyono (2019), verification research is a research method that aims to determine the relationship between two or more variables. Research location, namely Shankara Rent, Malang City. The population used in this research was 100 Shankara Rent outdoor equipment rental consumers in Malang City who rented equipment more than 1 (one) time, and the number is not known for certain or can be said to be in the unlimited population category. In this research, one way to determine the sample is to use Nonprobability Sampling (Sugiyono, 2008:122). The data collection techniques are documentation, questionnaires and observation, the information used is secondary and primary.

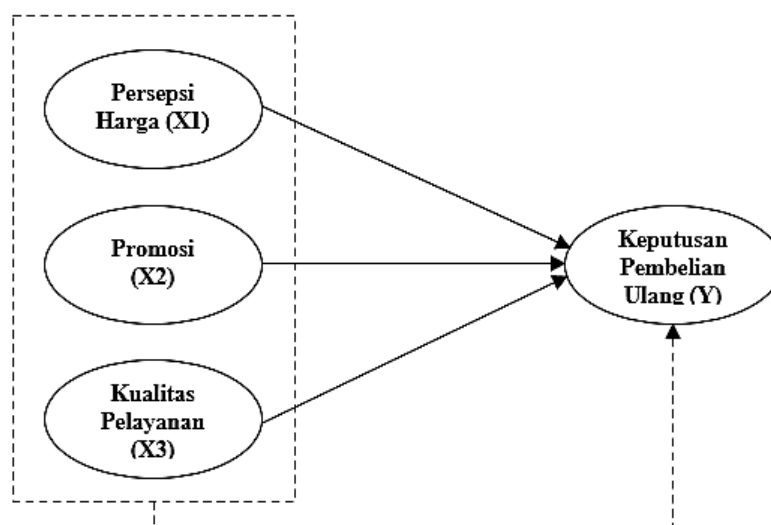


Figure 1. Conceptual model

Information:

- Partial influence
- Simultaneous influence

### Hypothesis

- H1 : It is suspected that the perception of price, promotion and service quality can partially increase the repurchase decisions of Shankara Rent consumers in Malang City.
- H2 : It is suspected that the perception of price, promotion and service quality can simultaneously increase the repurchase decisions of Shankara Rent consumers in Malang City.
- H3 : It is suspected that service quality is the dominant factor that can increase repeat purchase decisions of Shankara Rent consumers in Malang City.

## 4. RESULTS AND DISCUSSION

### Research Instrument Test

#### Validity test

The results of instrument validity testing are presented below:

**Table 1.** Validity Test of Price Perception Variable (X1)

Variable	Indicator	Item	r- count	r-table	Say.	Is
Price Perception (X1)	Price compliance with product quality (X1.1)	X1.1.1	0.866	0.1966	0.000	Valid
		X1.1.2	0.744	0.1966	0.000	Valid
		X1.1.3	0.731	0.1966	0.000	Valid
	Price comparison with competitors (X1.2)	X1.2.1	0.741	0.1966	0.000	Valid
		X1.2.2	0.795	0.1966	0.000	Valid
		X1.2.3	0.789	0.1966	0.000	Valid
	Financial capability (X1.3)	X1.3.1	0.834	0.1966	0.000	Valid
		X1.3.2	0.754	0.1966	0.000	Valid
		X1.3.3	0.778	0.1966	0.000	Valid

Source: Processed data, 2023

From the table above it is known that the value of  $r_{count}$  greater than  $r_{table}$  for all variable items. Likewise with value  $Say.$  all items are smaller than 0.05. It can be said that all items in the Price Perception variable (X1) are valid.

**Table 2.** Promotion Variable Validity Test (X2)

Variable	Indicator	Item	r- count	r-table	Say.	Is
Promo (X2)	Promotional Messages (X2.1)	X2.1.1	0.576	0.1966	0.000	Valid
		X2.1.2	0.696	0.1966	0.000	Valid
	Promotional Media (X2.2)	X2.2.1	0.771	0.1966	0.000	Valid
		X2.2.2	0.745	0.1966	0.000	Valid
	Promotion Time (X2.3)	X2.3.1	0.755	0.1966	0.000	Valid
		X2.3.2	0.825	0.1966	0.000	Valid

Variable	Indicator	Item	r- count	r-table	Say.	Is
	Promotion	X2.4.1	0.714	0.1966	0.000	Valid
	Frequency (X2.4)	X2.4.2	0.671	0.1966	0.000	Valid

Source: Processed data, 2023

From the table above it is known that the value of  $r_{count}$  greater than the  $r_{value_{table}}$  for all variable items. Likewise with  $value_{Say}$ . all items are smaller than 0.05. It can be said that all items in the Promotion variable (X2) are valid.

**Table 3.** Validity Test of Service Quality Variables (X3)

Variable	Indicator	Item	r- count	r- table	Say.	Is
<b>Service Quality (X3)</b>	Physical Evidence (X3.1)	X3.1.1	0.620	0.1966	0.000	Valid
		X3.1.2	0.776	0.1966	0.000	Valid
	Reliability (X3.2)	X3.2.1	0.669	0.1966	0.000	Valid
		X3.2.2	0.828	0.1966	0.000	Valid
	Responsiveness (X3.3)	X3.3.1	0.810	0.1966	0.000	Valid
		X3.3.2	0.680	0.1966	0.000	Valid
	Jaminan (X3.4)	X3.4.1	0.864	0.1966	0.000	Valid
		X3.4.2	0.669	0.1966	0.000	Valid
	Empty(X3.5)	X3.5.1	0.783	0.1966	0.000	Valid
		X3.5.2	0.745	0.1966	0.000	Valid

Source: Processed data, 2023

From the table above it is known that the value of  $r_{count}$  greater than the  $r_{value_{table}}$  for all variable items. Likewise with  $value_{Say}$ . all items are smaller than 0.05. It can be said that all items in the Service Quality variable (X3) are valid.

**Table 4.** Validity Test of Repurchase Decision Variables (Y)

Variable	Indicator	Item	r- count	r- table	Say.	Is
<b>Repeat Purchase Decision (Y)</b>	Steadiness in a product (Y1.1)	Y1.1.1	0.780	0.1966	0.000	Valid
		Y1.1.2	0.743	0.1966	0.000	Valid
	Habits in purchasing products (Y1.2)	Y1.2.1	0.754	0.1966	0.000	Valid
		Y1.2.2	0.742	0.1966	0.000	Valid
	Provide recommendations to others (Y1.3)	Y1.3.1	0.681	0.1966	0.000	Valid
		Y1.3.2	0.753	0.1966	0.000	Valid
	Make repeat purchases (Y1.4)	Y1.4.1	0.740	0.1966	0.000	Valid
		Y1.4.2	0.700	0.1966	0.000	Valid

Source: Processed data, 2023

From the table above it is known that the value of  $r_{count}$  greater than the  $r_{value_{table}}$  for all variable items. Likewise with  $value_{Say}$ . all items are smaller than 0.05. It can be said that all items in the Repurchase Decision (Y) variable are valid.

## Reliability Test

Reliability shows the extent to which measurement results remain consistent when measuring the same symptom twice or more. Reliability testing is carried out using a formula alpha cornbach with a real level of 5%. With the criteria if the reliability coefficient reaches 0.60 (Nurgiyantoro, 2009) then item is declared reliable. The results of the reliability test for each variable can be seen in the attachment. There is also another opinion, namely that it is carried out at a significance level of 0.05, meaning that the instrument can be said to be reliable if the alpha value is greater than 0.6 (Priyatno, 2008).

**Table 5.** Variable Reliability Test

Variable	Alpha	Information
Price Perception (X1)	0.919	Reliable
Promo (X2)	0.866	Reliable
Service Quality (X3)	0.911	Reliable
Repeat Purchase Decision (Y)	0.879	Reliable

Source: Processed data, 2023

Instrument reliability testing was carried out on valid question items. The instrument is declared reliable if the reliability value obtained is greater than 0.6. The reliability test results presented in the table above show that the reliability coefficient value of the Price Perception variable (X1) is 0.919, the reliability coefficient value of the Promotion variable (X2) is 0.866, the reliability coefficient value of the Service Quality variable (X3) is 0.911, and the reliability coefficient value The Repurchase Decision variable (Y) is 0.879, all of which are greater than 0.6 so that the instrument used is declared reliable.

## Data Normality Test

The data normality test is intended to show that the sample data comes from a normally distributed population. There are several techniques that can be used to test data normality, including: With histogram graphs, graphs normal P-P Plot, test chi-square, test Lilyfors, with Techniques Kolmogorov-Smirnov.

In this research, the method used Kolmogorov-Smirnov in the SPSS program, with the following conditions:

- a) If the significance value is  $> 5\%$  (0.05), then the data has a normal distribution.
- b) If the significance value is  $< 5\%$  (0.05), then the data does not have a normal distribution.

The following are the results and discussion of the normality test for the regression structural equation:

**Table 6.** Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,75716350

One-Sample Kolmogorov-Smirnov Test		
Most Extreme Differences	Absolute	,083
	Positive	,038
	Negative	-,083
Test Statistic		,083
Asymp. Sig. (2-tailed)		,084 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed data, 2023

In Table 10. it can be concluded that the value Asymp. Sig. (2-tailed) equal to 0.084 >  $\alpha = 0.05$ , meaning it is in accordance with decision making using the test Kolmogorov-Smirnov, the data in the regression structural equation has a normal distribution and meets the normality requirements in the regression model.

### Multicollinearity Test

The multicollinearity test shows that there is a linear relationship between the independent variables in the regression model. If the independent variables are perfectly correlated, it is called "perfect multicollinearity." (perfect multicollinearity)". To detect whether there is multicollinearity or not, this can be done by looking at the values Variance Inflation Factor (VIF) on each independent variable. The VIF value is smaller than 10, so in the regression model there are no symptoms of multicollinearity. The results of the multicollinearity test in the regression model are presented in the following table:

**Table 7.** Multicollinearity Test Results

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Perception (X1)	0,978	1,022
	Promo (X2)	0,536	1,865
	Service Quality (X3)	0,541	1,849

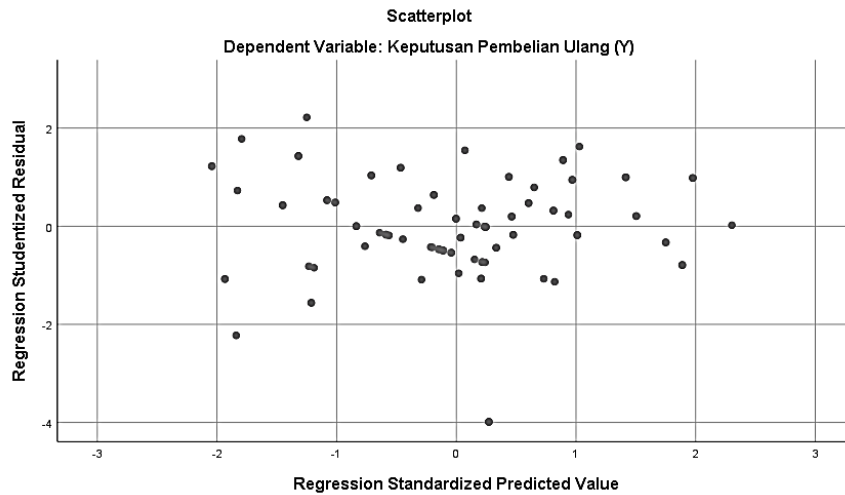
Source: Processed data, 2023

From the table above, the values are known Variance Inflation Factor (VIF) for the Price Perception variable (X1) is 1.022, the VIF value for the Promotion variable (X2) is 1.865, and the VIF value for the Service Quality variable (X3) is 1.849. Thus value Variance Inflation Factor (VIF) for each independent variable is below the value of 10, meaning that in this regression model there are no symptoms of multicollinearity.

### Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test is used to test whether in a regression model there is inequality of variance from one study to another. Heteroscedasticity testing uses scatterplot graph.

The following are the results and discussion of the heteroscedasticity test for the regression structural equation.



**Figure 2.** Heteroscedasticity Test Results

Source: Processed data, 2023

In a good regression model, there is usually no heteroscedasticity. Through graphics scatterplot It can be seen whether a regression model experiences heteroscedasticity or not. If there is a certain pattern in the graph, it indicates that heteroscedasticity has occurred.

From Figure 2, it can be seen that the points are spread randomly and are spread both above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression structural equation.

### Multiple Linear Regression Analysis

The data analysis used in the research is multiple linear regression analysis. The results of multiple linear regression analysis are presented in the following table:

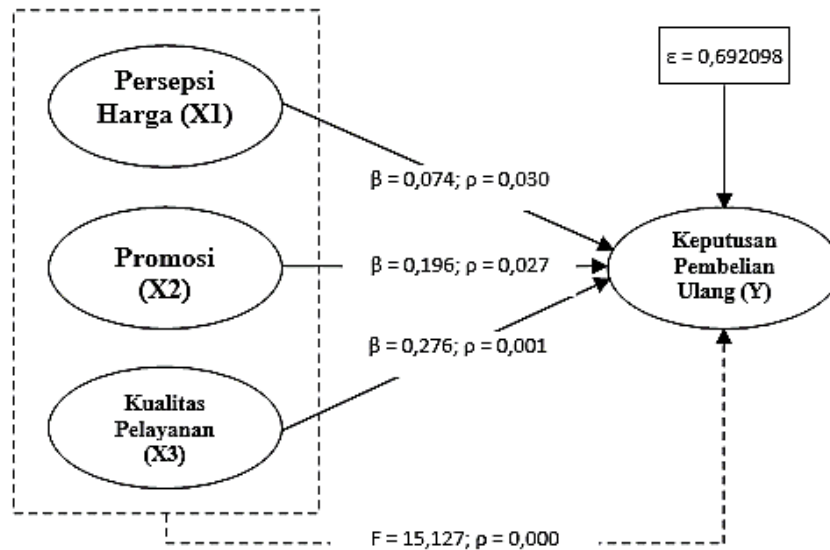
**Table 8.** Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,991	3,446		3,770	0,000
	Price Perception (X1)	0,074	0,062	0,100	2,182	0,030
	Promo (X2)	0,196	0,114	0,199	2,728	0,027
	Service Quality (X3)	0,276	0,081	0,390	3,409	0,001

a. Dependent Variable: Repurchase Decision (Y)

Source: Processed data, 2023

The following is a regression model for all relationships between variables.



**Figure 3.** Empirical Model

Source: Processed data, 2023

From the results of multiple linear regression analysis, the following regression equation is obtained:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \text{and}$$

$$Y = 12.991 + 0.074X_1 + 0.196X_2 + 0.276X_3 + \text{and}$$

From the multiple linear regression equation, it will be explained as follows:

The constant (a) is known to be 12.991 indicating the value of the Repurchase Decision variable (Y) if it is not influenced by the independent variables consisting of Price Perception (X1), Promotion (X2), and Service Quality (X3) is assumed to be equal to zero, then the Purchase Decision variable Repeat (Y) is worth 12,991.

The regression coefficient for the Price Perception variable (X1) is known to be 0.074, which shows the magnitude of the influence of the Price Perception variable (X1) on Repurchase Decisions (Y). The results of the regression coefficient mean that Price Perception (X1) has an influence of 0.074 on Repurchase Decisions (Y), where the influence is positive (in the same direction). This means that if it is assumed that the score for the Price Perception variable (X1) increases by 1, it will cause the Repurchase Decision (Y) to increase by 0.074 with the assumption that the other independent variables, namely the Promotion (X2) and Service Quality (X3) variables are constant. On the other hand, if it is assumed that the Price Perception variable score (X1) decreases by 1, this will cause the Repurchase Decision (Y) to decrease by 0.074 with the assumption that the other independent variables, namely the Promotion variable (X2) and Service Quality (X3) are constant. This reflects that the better the price perception (X1) at Shankara Rent in Malang City, the better the repurchase decision (Y), and vice versa if the price perception (X1) is low, it will cause the repurchase decision (Y) to decrease. .

The regression coefficient for the Promotion variable (X2) is known to be 0.196, which shows the magnitude of the influence of the Promotion variable (X2) on the Repurchase Decision (Y). The results of the regression coefficient mean that Promotion (X2) has an influence of 0.196 on Repurchase Decisions (Y), where the influence is

positive (in the same direction). This means that if it is assumed that the Promotion variable score (X2) increases by 1, it will cause the Repurchase Decision (Y) to increase by 0.196 with the assumption that the other independent variables, namely the Price Perception (X1) and Service Quality (X3) variables are constant. On the other hand, if it is assumed that the Promotion variable score (X2) decreases by 1, it will cause the Repurchase Decision (Y) to decrease by 0.196 with the assumption that the other independent variables, namely the Price Perception (X1) and Service Quality (X3) variables are constant. This reflects that the better the Promotion (X2) at Shankara Rent in Malang City, the better the Repurchase Decision (Y), and vice versa if the Promotion (X2) is low, it will cause the Repurchase Decision (Y) to decrease.

The regression coefficient for the Service Quality variable (X3) is known to be 0.276, which shows the magnitude of the influence of the Service Quality variable (X3) on the Repurchase Decision (Y). The results of the regression coefficient mean that Service Quality (X3) has an influence of 0.276 on the Repurchase Decision (Y), where the influence is positive (in the same direction). This means that if it is assumed that the Service Quality variable score (X3) increases by 1, it will cause the Repurchase Decision (Y) to increase by 0.276 with the assumption that the other independent variables, namely the Price Perception (X1) and Promotion (X2) variables are constant. On the other hand, if it is assumed that the Service Quality variable score (X3) decreases by 1, it will cause the Repurchase Decision (Y) to decrease by 0.276 with the assumption that the other independent variables, namely the Price Perception (X1) and Promotion (X2) variables are constant. This reflects that the better the Service Quality (X3) at Shankara Rent in Malang City, the better the Repurchase Decision (Y), and vice versa if the Service Quality (X3) is low, it will cause the Repurchase Decision (Y) to decrease.

### Correlation Analysis (r) and Determination (R<sup>2</sup>)

**Table 9.** Correlation (r) and Determination Analysis (R<sup>2</sup>)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,767 <sup>a</sup>	,521	,300	2,800
a. Predictors: (Constant), Service Quality (X3), Price Perception (X1), Promotion (X2)				
b. Dependent Variable: Repurchase Decision (Y)				

Source: Processed data, 2023

From the calculation of multiple linear regression analysis, the value of the coefficient of determination is also known R Square (R<sup>2</sup>) which is 0.521. Mark R Square amounting to 0.521 shows the contribution or contribution of the variables Price Perception (X1), Promotion (X2), and Service Quality (X3) to the Repurchase Decision (Y). Mark R Square amounting to 0.521 means that 52.1% of consumers' repeat purchase decisions (Y) at Shankara Rent in Malang City are determined by the variables Price Perception (X1), Promotion (X2), and Service Quality (X3), while the other 47.9% is due to by other variables not studied, such as location, brand image, product variants, etc.

## Hypothesis Testing

### Hypothesis Test Results I

Hypothesis I proposed in this research is Price Perception (X1), Promotion (X2), Service Quality (X3) partially influence the Repurchase Decision (Y). To prove the truth of hypothesis I in this research, the t-test was used. The criteria for accepting the second hypothesis in this research are: If  $t_{count} > t_{table}$  or probability  $< 0.05$ , then the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted, meaning that partially the variables Price Perception (X1), Promotion (X2), Service Quality (X3) are significant to the Repurchase Decision (Y) at an error rate of 5% ( $\alpha = 5\%$ ). Conversely, if  $t_{count} < t_{table}$  or probability  $> 0.05$ , then the null hypothesis ( $H_0$ ) is accepted and the alternative hypothesis ( $H_a$ ) is rejected, meaning that partially the variables Price Perception (X1), Promotion (X2), Service Quality (X3) do not have a significant effect on Repurchase Decisions (Y) at an error rate of 5% ( $\alpha = 5\%$ ). The t test results can be seen in the table as follows:

**Table 10.** Hypothesis Test Results I

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,991	3,446		3,770	0,000
	Price Perception (X1)	0,074	0,062	0,100	2,182	0,030
	Promo (X2)	0,196	0,114	0,199	2,728	0,027
	Service Quality (X3)	0,276	0,081	0,390	3,409	0,001

a. Dependent Variable: Repurchase Decision (Y)

Source: Processed data, 2023

From the results of data analysis as presented in the table above, the t-test results for each independent variable will be described as follows:

Nilai  $t_{count}$  the Price Perception variable (X1) is 2.182 while the  $t_{table}$  value is known to be 1.985 so  $t_{count} > t_{table}$  with a significance value (probability) of  $0.030 < \alpha = 5\% (0.05)$ . This means that the Price Perception variable (X1) partially has a significant effect on the Repurchase Decision (Y).

Nilai  $t_{count}$  Promotion variable (X2) is 2.728 while the  $t_{table}$  value is known to be 1.985 so  $t_{count} > t_{table}$  with a significance value (probability) of  $0.027 < \alpha = 5\% (0.05)$ . This means that the Promotion variable (X2) partially has a significant effect on the Repurchase Decision (Y).

Nilai  $t_{count}$  the Service Quality variable (X3) is 3.409 while the  $t_{table}$  value is known to be 1.985 so  $t_{count} > t_{table}$  with a significance value (probability) of  $0.001 < \alpha = 5\% (0.05)$ . This means that the Service Quality variable (X3) partially has a significant effect on the Repurchase Decision (Y).

## Hypothesis Test Results II

Hypothesis II proposed in this research states that Price Perception (X1), Promotion (X2), Service Quality (X3) simultaneously have a significant effect on Repurchase Decisions (Y). To prove the truth of hypothesis II testing, it is carried out by looking at the results of the F-test.

The criterion for testing hypothesis II is by comparing the magnitude of the  $F_{count}$  value with a large  $F_{table}$  value, if the value of  $F_{count}$  greater than the  $F_{table}$  value or probability  $< 5\%$  means that simultaneous. The variables Price Perception (X1), Promotion (X2), Service Quality (X3) have a significant effect on the consumer Repurchase Decision variable (Y) at Shankara Rent in Malang City. Conversely, if  $F_{count}$  smaller than the  $F_{table}$  value or probability  $\alpha = 5\%$  means the variable Price Perception (X1), Promotion (X2), Service Quality (X3). simultaneous does not have a significant effect on the consumer's Repurchase Decision (Y) variable at Shankara Rent in Malang City. F Test Results (analysis of variance) for testing the first hypothesis can be seen in the following table:

**Table 11.** Hypothesis Test Results II

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	355,767	3	118,589	15,127	,000 <sup>b</sup>
	Residual	752,593	96	7,840		
	Total	1108,360	99			
a. Dependent Variable: Repurchase Decision (Y)						
b. Predictors: (Constant), Service Quality (X3), Price Perception (X1), Promotion (X2)						

Source: Processed data, 2023

From the analysis results, the F value is known amounting to 15.127 while at a confidence level of 95% ( $\alpha = 5\%$ ) the F value is obtained  $F_{table} = 2,699$   $F_{count} > F_{table}$  with a probability value of  $0.000 < 0.05$ , so that  $H_0$  is rejected and  $H_a$  is accepted, which means that the variables Price Perception (X1), Promotion (X2), Service Quality (X3) are proven simultaneous has a significant effect on the Repurchase Decision (Y) at an error rate of 5% ( $\alpha = 5\%$ ). This reflects that the variables Price Perception (X1), Promotion (X2), Service Quality (X3) together (simultaneous) can explain the Repurchase Decision (Y), or in another sense, if at the same time the Price Perception (X1), Promotion (X2), Service Quality (X3) are in good condition, then it will have a significant (real) influence on the Repurchase Decision (Y). Thus the hypothesis which states that Price Perception (X1), Promotion (X2), Service Quality (X3) simultaneously have a significant influence on Repurchase Decisions (Y) in this research can be proven or acceptable.

## Hypothesis Test Results III

Hypothesis III proposed in this research is that Service Quality (X3) is the dominant factor that is able to increase the Repeat Purchase Decision (Y) of Shankara Rent Consumers in Malang City. To prove the truth of hypothesis III in this research, this

research was carried out by comparing the standardized beta coefficient values for each independent variable. The third hypothesis testing criterion in this research is the independent variable which has a standardized beta coefficient value ( $\beta_i$ ) is greatest then it is declared as the variable that has the dominant influence on the dependent variable.

From the results of the analysis, it is known that the standardized beta coefficient value for each independent variable consisting of Price Perception (X1), Promotion (X2), Service Quality (X3) is as follows:

**Table 12.** Hypothesis Test Results III

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,991	3,446		3,770	0,000
	Price Perception (X1)	0,074	0,062	0,100	2,182	0,030
	Promo (X2)	0,196	0,114	0,199	2,728	0,027
	Service Quality (X3)	0,276	0,081	0,390	3,409	0,001

a. Dependent Variable: Repurchase Decision (Y)

Source: Processed data, 2023

From the table above, it is known that the standardized beta coefficient value for the Price Perception variable (X1) is 0.100, Promotion (X2) is 0.199, Service Quality (X3) is 0.390. This shows that the beta coefficient value standardized for the Service Quality variable (X3) is greater than the beta coefficient value standardized for the Price Perception (X1) and Promotion (X2) variables. These results mean that Service Quality (X3) is the variable that has the most dominant influence on Repurchase Decisions (Y). Thus, hypothesis III which states that Service Quality (X3) is the dominant factor that is able to increase the Repeat Purchase Decision (Y) of Shankara Rent Consumers in Malang City can be accepted.

## Discussion

### The Influence of Price Perceptions on Repurchase Decisions

From the results of the descriptive analysis, the overall average score for Price Perception is 4.07, and based on the previous index value category, it is in the good category. These results show that the understanding (perception) of price information that consumers like and make it meaningful is in the good category. Then, the overall average score for Repurchase Decisions is 4.20, and based on the previous index value category, it is in the high category. These results show that post-purchase consumer actions, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will influence subsequent behavior, if the consumer is satisfied then they will show a higher possibility of repurchasing the product, being in the high category.

From the results of the hypothesis test, it is known that price perception is partially able to increase repurchase decisions for Shankara Rent consumers in Malang City. This is supported by research by Paly (2023), Bahasuan & Sienatra (2021), and Lestari (2023) which states that price perceptions have a very significant influence on repurchase decisions.

Swastha & Irawan (2012) state that price is a number of sacrifices made to obtain a combination of goods and services. In making decisions, price is an important consideration, because consumers certainly expect the money they spend to match what they get. It is important for companies to set prices that are appropriate or reasonable with the value (value) of the product.

The price offered by the manufacturer is not only related to the product itself, but also related to the attributes that complement the product. In making decisions to purchase a product, price is one of the factors behind consumer behavior. Often, consumers choose products with the cheapest or most affordable prices even though the quality or benefits obtained are not very satisfying, but it is not uncommon for consumers to choose products with expensive prices because of satisfactory quality and benefits, loyalty to the product, etc. other.

Price is something that can be controlled and determines whether or not a product is accepted by consumers. Cheap or expensive the price of a product is very relative. Thus, an appropriate pricing strategy is needed. The right price is a price that is in accordance with the product quality of an item and this price can provide satisfaction to consumers. If consumers accept the price that has been set, then the product will sell, conversely if consumers reject it then a review of the selling price is needed. Thus, the more precise the company is in determining pricing, the higher the purchasing decision will be.

### **Effect of Promotions on Repurchase Decisions**

From the results of the descriptive analysis, it is known that the overall average score for Promotion is 4.19, and based on the previous index value category, it is in the good category. These results show that marketing communications delivered as well as possible in order to disseminate information, influence and persuade consumers to buy or use the products or services offered are in the good category. Then, the overall average score for Repurchase Decisions is 4.20, and based on the previous index value category, it is in the high category. These results show that post-purchase consumer actions, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will influence subsequent behavior, if the consumer is satisfied then they will show a higher possibility of repurchasing the product, being in the high category.

From the results of the hypothesis test, it is known that promotion is partially able to increase repeat purchase decisions of Shankara Rent consumers in Malang City. The results of the hypothesis test are in accordance with the results of research conducted by Ayuet al. (2023) and Marbunet al. (2022) which states that promotions have an effect on repeat purchases.

According to Novantiano (2007) repeat purchasing is a purchasing activity that is carried out more than once or several times. So repurchase is a process of buying a

product for the umpteenth time, after carrying out the previous buying process. Repurchase decisions are created after consumers carry out a series of consumer purchasing processes, namely problem recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior.

The repurchase decision is basically a process carried out by consumers to repurchase the product or service they want to buy and have already made a purchase more than once. Consumer repurchase decisions are an important factor in determining a business target to be achieved. Companies use various methods to influence consumer interest in making decisions to repurchase a product.

According to Hermawan (2012) sales promotions are a stimulus that can attract consumers' attention to make more purchases. The stimuli from the company in question are product, price, place and promotion. Sales promotions are important to carry out so that consumers make repeat purchases because the products are sold at good prices and product quality. Sales promotion as one of the marketing mix variables has an important role in conveying information about the company's products to consumers so that they are easy to recognize and create a desire to repurchase a product.

### **The Influence of Service Quality on Repurchase Decisions**

From the results of the descriptive analysis, it is known that the overall average score for Service Quality is 4.10, and based on the previous index value category, it is in the good category. These results show that the comparison between customer perceived service and the customer expected service quality is in the good category. Then, the overall average score for Repurchase Decisions is 4.20, and based on the previous index value category, it is in the high category. These results show that post-purchase consumer actions, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will influence subsequent behavior, if the consumer is satisfied then they will show a higher possibility of repurchasing the product, being in the high category.

From the results of the hypothesis test, it is known that service quality is partially able to increase repurchase decisions for Shankara Rent consumers in Malang City. This is in accordance with the results of Ayu's research et al. (2023), Marbun et al. (2022), Lestari (2023), Subastian (2023), and Wati (2023) who concluded that service quality has a positive and significant effect on repurchase decisions.

One of the factors that influence purchasing decisions is service quality. Service quality is the expected level of perfection and control of perfection so that customer desires are met. Service quality is a driving factor for customers to commit to a company's products and services so that it has an impact on increasing the market share of a product. Quality of service is very important in keeping customers for a long time. Companies with good service will be able to maximize the company's financial performance (Ali, 2017).

In terms of purchasing decisions, consumers not only consider service quality, but are also influenced by other factors such as product quality. The company is fully responsible for the availability of goods or services of optimal quality accompanied by superior quality among the goods or services offered by its competitors. A company is also required to have a sufficient level of skill so that it can provide an explanation of the

goods or services offered to buyers. If when the product is reviewed the quality is below consumer expectations, this can cause feelings of disappointment and dissatisfaction in the buyer (Govindo, 2021).

Purchasing decisions are the formation of references from several alternatives to form the intention to purchase refrigerated products. Buyer responses consist of product selection, product brand selection, design choices, and also when the purchase is made (Anggita & Ali, 2017). The purchasing decision process consists of recognizing the problem where the buyer begins with a need, searching for information, evaluating alternatives, and purchasing decisions (Sugianto & Rahman, 2019).

One of the attractions for consumers in making decisions regarding purchasing an item can be determined by the quality of the product offered and its effectiveness in fulfilling needs. Companies are required to be able to offer their products according to the specifications required by consumers. Products with good quality can provide satisfaction for consumers and can influence loyalty to the products offered (Marantika, 2020).

## 5. CONCLUSION

Referring to the results of this research, the following conclusions can be drawn:

1. Price perception can partially increase repurchase decisions for Shankara Rent consumers in Malang City.
2. Partial promotions are able to increase repeat purchase decisions of Shankara Rent consumers in Malang City.
3. Service quality is partially able to increase repurchase decisions for Shankara Rent consumers in Malang City.
4. Price Perception, Promotion and Service Quality can simultaneously increase Shankara Rent Consumers' Repurchase Decisions in Malang City.
5. Service Quality is the dominant factor that can increase Shankara Rent Consumers' Repurchase Decisions in Malang City.

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