THE EFFECT OF PROMOTION AND SERVICE QUALITY ON REPURCHASE DECISION: CASE STUDY LYCO COFFE AND PLACE CONSUMERS AT SAMPANG

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ABSTRACT

The aim of this research is to analyze the influence of service quality on repurchase decisions (case study Lyco Coffee and Place consumers at Sampang). The number of samples in this study was 75 respondents using the incidental sampling method. This research uses a multiple linear regression analysis method. The results of this research show that there is a simultaneous influence on the variables (promotion and service quality) on repurchase decisions, it can be seen that the significant value is below 0.05 and the calculated F value is (63.522) > F table (3.12). The results of this research also show that the calculated t value for the promotion variable is (3.557), service quality is (4.302) which is greater than the t table (1.993), so it is stated that there is an influence on repurchase decisions. In the determination test, there was an influence of 62.8% of the independent variables (promotion and service quality) on the dependent variable (repurchase decision). Meanwhile, 37.2% is influenced by other variables and is not included in this regression analysis, such as location, price, brand image, brand equity and others.

Keywords: Promotion, Service Quality, Repurchase Decision

INTRODUCTION

The hotel and culinary industry, especially cafes, has experienced rapid development in recent years. Cafes not only function as a place to enjoy food and drinks, but also as a social location and place to relax. In the context of increasingly fierce competition, cafes need to adopt effective strategies to attract and retain customers. Two crucial aspects that influence customers' repurchase decisions are promotions and service quality. This research chose the cafe business as the research object because its growth at Sampang has

been quite high in recent years. This can be seen from the large number of cafes that have sprung up because cafes have become a lifestyle for the community and the needs of consumers vary and this is followed by the creativity and willingness of cafe makers to provide and fulfill people's needs, this makes it easier for consumers to find a place to relax in the form of a cafe. As time goes by, several cafes have been established at Sampang which have become the choice and destination of every community. Based on observations made by researchers regarding the names and addresses of each cafe at Sampang which are listed in the table below.

Table 1. List of Cafes at Sampang 2024

No	Name	Address
1	B2 Billiard & Café Sampang	Jalan Jaksa Agung Suprapto Nomor 47, Pliyan, Gunung Sekar, Kecamatan Sampang, Kabupaten Sampang
2	Lyco Coffe and Place	Jalan Syamsul Arifien, Polagan, Kecamatan Sampang, Kabupaten Sampang
3	Rahat Coffeehouse	Jalan K.H. Hasyim Asyari Nomor 40, Dalpenang, Kecamatan Sampang, Kabupaten Sampang
4	Kenkaro Cafe	Jalan Makboel Nomor 22, Polagan, Kecamatan Sampang
5	KopiSultan & Vapor Kusuma	Jalan Kusuma Bangsa, Gunung Sekar, Kecamatan Sampang, Kabupaten Sampang
6	Nikikopi	Jalan Wijaya Kusuma Nomor 1, Gunung Sekar, Kecamatan Sampang, Kabupaten Sampang
7	Teman Sehati Coffe	Jalan Kasanea, Karang Dalem, kecamatan Sampang, kabupaten Sampang
8	Pacapa Coffe	Jalan Imam Bonjol Dalpenang, Kecamatan Sampang, Kabupaten Sampang
9	Maksideh Kafe	Jalan Trunojoyo Nomor 60 Kecamatan Sampang Kabupaten Sampang

Data source: Processed by author, 2024

Based on table 1 above, at Sampang in 2024 there will be nine cafes established. So consumers can choose a cafe according to their needs and desires. However, of the many cafes, there is one cafe that is currently in great demand by consumers, namely Lyco Coffee and Place. Lyco Coffee and Place is a cafe that has a good semi-outdoor aesthetic concept. This cafe is not just a contemporary place to hang out, but a place of creativity for the community. So far, artists, such as young people, have been involved in providing entertainment or other events. The atmosphere of the cafe is attractive, making many visitors come to take selfies, and many people take the cafe location for pre-wedding events. This cafe is also equipped with various facilities. Such as meeting rooms, stages, live music every day and a large parking area. These results are proven by the number of visitors who made purchases at Lyco Coffee and Place in January, February and March. This can be seen from data on visitors to Lyco Coffee and Place for January, February and March 2024. In January there were 300 people who came to Lyco Coffee and Place, in February there were 350 people and in March there were 375. Based on the data above It is clear that Lyco Coffee and Place customers will experience a significant increase in 2024 in January, February and March. However, in the following months, namely April and May experienced a decline in visitors. This research aims to analyze the factors that encourage consumers to make repeat purchases amidst intense coffee shop competition. For this reason, this research conducted a case study at Lyco Coffee and Place, and conducted a preliminary study regarding

consumer experiences and their interest in visiting again. Based on a survey of one hundred consumers regarding things that concern them when visiting Lyco Coffee and Place, 41 percent of respondents think that employees do not have a good understanding of the various products offered, 37 percent of respondents think that employees are not able to provide fast service and responsive, 30 percent of respondents thought that Lyco Coffee and Place needed to provide attractive promotions. Of the total respondents, 30 percent said they did not want to return to Lyco Coffee and Place, this number is quite significant and is the background for the author to analyze the factors that influence the decision to repurchase Lyco Coffee and Place. Promotion is one of the concerns of consumers in making repeat purchase decisions.

Promotion is one of the main marketing strategies used by cafes to attract consumer attention. Through various forms of promotion, such as discounts, loyalty programs, and advertising, cafes can increase their visibility and attract new customers. However, the effectiveness of promotions depends not only on their form and frequency, but also on customers' perceptions of the value and benefits offered. Apart from sales promotions, the factor that encourages customers to make repeat purchases is service quality. Service quality is an effort to fulfill customer needs and desires as well as the accuracy of delivery in keeping with customer expectations (Tjiptono 2005). From the results of the preliminary study above, researchers conducted research entitled: The Influence of Promotion and Service Quality on Repurchase Decisions (Case Study Lyco Coffee and Place Consumers at Sampang). Purchasing decisions are one part of consumer behavior which refers to consumer purchasing behavior for goods or services for personal consumption. Every day consumers are faced with various choices of goods or services, and require consumers to decide what goods or services they will buy or consume. There are several indicators that characterize consumer purchasing decisions (Kotler, 2004

According to Kotler and Keller (2009) repurchase decisions can be identified as a person's tendency to repurchase, search for, and want again the products they have consumed. Promotion is one of the most important variables in running a business, how does a company connect with its consumers regarding the products it offers. Sunyoto (2015). According to (Brahim, 2021) Promotion is a marketing effort carried out by marketers to convey information about certain products and encourage consumers to purchase these products. There are various methods and media used in promotion, and promotional methods continue to develop over time. (Rinnanik et al., 2021) also state that promotion is an activity that is specifically designed to provide information to consumers about certain products and services with the aim of introducing and convincing consumers to buy these products and services. From these opinions, it can be concluded that promotion is a marketing effort carried out by marketers to convey information about certain products to consumers with the aim of encouraging purchases of these products. In promotion, various methods and media are used which continue to develop over time. The aim is to introduce and convince consumers to buy the products and services offered.

Promotion plays an important role in the success of a marketing program. Promotion refers to the entire set of activities that communicate a product, brand, or service to users. The aim is to make consumers aware of the existence of the product, attract and encourage consumers to buy the product, and make the product preferable compared to other similar products. Promotion is a key factor in repurchase decisions, as found in previous studies. Shobayar, (2018) found that promotions had a positive and significant impact on repurchase decisions at Krema Koffie in Riau. Adila and Aziz (2019) found that promotions significantly increased consumer purchasing decisions at the Khatib Sulaiman branch of the KFC Restaurant in Padang. Katrin and Masharyono (2018) found that promotions were able to encourage consumer purchasing decisions at Javana Bistro Restaurant in Bandung.

Azizah and Prasetio (2019) found that increasingly intensive promotions were able to encourage purchasing decisions at Kanz Coffee & Eartery in Bandung. Diyatma (2017) found that promotions had a positive and significant impact on purchasing decisions at Saka Bistro & Bar in Bandung.

Service Quality is a measure or assessment of the extent to which a service meets or exceeds customer expectations and needs. This involves aspects such as reliability, responsiveness, sustainability, security, friendliness, and professionalism in providing services to customers. Service quality also includes the ability to solve problems, provide accurate information, and create positive experiences for customers. According to (Idrus, 2019) service quality is the details of a product or service that is planned according to consumer desires, so that consumers feel satisfied with the product or service received or felt. Service quality (*service quality*) can also be defined as a comparative perception between expectations and actual service performance received by customers. The word quality has many different and varied definitions, ranging from conventional to strategic definitions. Conventional definitions of quality usually describe the direct characteristics of a product, such as: performance, reliability, ease of use, aesthetics, etc. Meanwhile, the strategic definition states that quality is something that is able to fulfill customer desires or needs. According to Kotler and Armstrong (2008) product quality is one of marketers' main positioning means, a product or service characteristic that depends on its ability to satisfy stated or implied customer needs.

According to Tjiptono and Chandra (2005) service quality is a function of customer expectations at pre-purchase, in the process of providing the quality received, and in the quality of output received. So the definition of service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. Service quality is a key factor in repurchase decisions. Prastika and Sugiono (2017) found that service quality had a positive and significant impact on purchasing decisions at Leopard Café way Jepara in East Lampung. Novfriday and Eviana (2017) found that service quality was able to drive purchasing decisions significantly at the Bebek Kaleyo Restaurant in the Tebet Jakarta branch. Listia (2017) found that service quality had a positive and significant impact on purchasing decisions at the Rindu Kampoeng Restaurant in the city of Busan, South Korea.

METHODOLOGY

This research was conducted in Lyco Coffe and Place at Sampang. The type of research used is associative research with a quantitative approach and case studies. The sampling technique in this research uses a non-probability sampling method with an accidental sampling technique, namely a technique for determining samples based on chance, namely anyone who coincidentally or accidentally meets the researcher (Sugiyono, 2012). Researchers took a sample of 75 respondents on the grounds that this number was representative of the entire population of 300 and was considered representative of the entire population because it was 25% of the total population. As stated by Suharsimi Arikunto, 25% or more is representative enough for various reasons, including the researcher's ability in terms of time, place and finances. The data collection method used in this research is a survey method using a questionnaire. Each statement item is measured on a Likert scale, using five numbers from 1 (strongly disagree) to 5 (strongly agree). The data analysis technique used in this research is the multiple linear regression analysis method. Multiple linear regression analysis is used to measure the influence of the independent variable on the dependent variable (Sugiyono, 2017).

RESULT AND DISCUSSION

Validity Test

Validity test is a test that aims to test the extent to which the instrument is accurate or correct as a measuring tool for research variables. In this validity test, each statement item will be tested for validity, namely by using the product moment correlation formula. To determine the validity of each item and research instrument, it can be seen through the rcount and rtable columns. If the rcount value is greater than rtable then the statement can be declared valid at a significance level of 0.05. With n = 75, to find out the r table in the product moment you can use the formula (a, n-2) from the product moment table. In this validity test, it is known that n=75 and a=5%, so r table (5%,75-2)= 73 with r table 0.2272.

Table 2. Promotion Variable Validity Test Results

Item	Mark r count	Mark r table	Say	Information
1	0.852	0.2272	0.000	Valid
2	0.757	0.2272	0.000	Valid
3	0.458	0.2272	0.000	Valid
4	0.839	0.2272	0.000	Valid
5	0.462	0.2272	0.000	Valid
6	0.750	0.2272	0.000	Valid

Source: Data processed by SPSS

Based on the promotional validity table data above, it can be seen that all promotional variable question items have a value of rcount > rtable or rcount greater than 0.2272 so that all question items can be said to be valid or all question items are relevant to the research objectives.

Table 3. Validity Test Results for Service Quality Variables

Item	Calculated r value	Table r values	Say	Information
1	0.632	0.2272	0.000	Valid
2	0.700	0.2272	0.000	Valid
3	0.803	0.2272	0.000	Valid
4	0.530	0.2272	0.000	Valid
5	0.708	0.2272	0.000	Valid

Source: Data processed by SPSS

Based on the service quality validity table data above, it can be seen that all question items for the service quality variable have a value of rcount > rtable or rcount greater than 0.2272 so that all question items can be said to be valid or all question items are relevant to the research objectives.

Table 4. Validity Test Results for Repurchase Decision Variables

Item	Calculated r value	Table r values	Say	Information
1	0.676	0.2272	0.000	Valid
2	0.785	0.2272	0.000	Valid
3	0.693	0.2272	0.000	Valid
4	0.693	0.2272	0.000	Valid
5	0.820	0.2272	0.000	Valid

Source: Data processed by SPSS

Based on the repurchase decision validity table data above, it can be seen that all question items for the repurchase decision variable have a value of rcount > rtable or rcount

greater than 0.2272 so that all question items can be said to be valid or all question items are relevant to the research objectives.

Reliability Test

The reliability test was carried out using the Cronbach's Alpha test. If the Cronbach's Alpha value is greater than 0.60 then it can be said to be reliable or can be analyzed further. Based on the reliability test of the questionnaire distributed to respondents, the following reliability test results were obtained:

Table 5. Validity Test Results for Repurchase Decision Variables

Question Items	Cronbach's Alpha	N Of Item	Information
Promotion (X1)	0.791	6	Reliable
Service Quality (X2)	0.685	5	Reliable
Repurchase Decision (Y)	0.769	5	Reliable

Source: Data processed by SPSS

From the table above it can be seen that the ralpha value for all variables is quite large, namely more than 0.60. So it can be concluded that all questionnaire items in this study were declared reliable.

Multiple Linear Regression Analysis

Multiple regression analysis is used to determine how much influence promotional variables and service quality partially or jointly have on repurchase decisions. The results of the multiple linear regression test using SPSS are as follows:

Table 6. Multiple Linear Regression Test Results
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Say.
1 (Constant)	1.030	289		3.560	.001
Promotion	.296	.083	386	3.557	.001
Service Quality	.496	115	.466	4.302	.001

a.   Dependent Variable: Repurchase Decision

Source: Data processed by SPSS

Based on the table above, a regression equation can be created as follows:

$$Y = 1.030 + 0.296\, X1 + 0.496\, X2$$

From this equation it can be seen that all the independent variables, namely promotion and service quality, influence repurchase decisions. Based on the equation, it can be seen that the independent variable with the most influence is the service quality variable with a coefficient of 0.496, followed by the promotion variable with a coefficient of 0.296. If the value of variable Y (repurchase decision) or constance increases by 1%, then X1 (promotion variable) increases by 0.296 and X2 (service quality variable) increases by 0.496.

Hypothesis Testing

The t hypothesis test was carried out to determine whether there was a partial influence of the independent variables (promotion and service quality) on the dependent variable (repurchase decision).

Table 7. T Test Results
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Say.
1 (Constant)	1.030	289		3.560	.001
Promotion	.296	.083	386	3.557	.001
Service Quality	.496	115	.466	4.302	.001

b. Dependent Variable: Repurchase Decision

Source: Data processed by SPSS

Based on the table above, the following results are obtained:

1. The results of the t test for the Promotion variable (X1) obtained t = 3.557 with a significance level of 0.001. By using a significance limit of 0.05, we get a t table of 1.993, this means t count > t table, which means H_1 is accepted. Thus, the first hypothesis can be accepted. The positive direction of the regression coefficient means that promotions have a significant positive influence on purchasing decisions. In other words, it can be concluded that promotions that are more appropriate and frequently carried out will increase consumer purchasing decisions.

2. The results of the t test for the Service Quality variable (X_2) obtained a calculated t value = 4.302 with a significance level of 0.001. By using a significance limit of 0.05, we get a t table of 1.993, which means t count > t table, which means H_2 is accepted. Thus, the second hypothesis can be accepted. The positive direction of the regression coefficient means that service quality has a significant positive influence on repurchase decisions. In other words, it can be concluded that the more widespread news about service quality from consumer to consumer, it can influence consumers' repurchase decisions.

To find out whether there is a simultaneous influence of the independent variables on the dependent variable, it is necessary to carry out an F test. This test is carried out using a significance level of 0.05. If the significance value obtained from the ANOVA table is less than 0.05 then it is said that all the independent variables simultaneously have an influence on the dependent variable. dependent variable. The following are the results of the F test.

Table 8. F Test Results
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	Sum of Square	df	Mean Square	F	Say.
1 Regression	16.952	2	8.476	63.522	.000[a]
Residual	9.608	72	.133	3.557	
Total	.496	74		4.302	

c. Predictors: (Constant), Service Quality, Promotion

d. Ependent Variable: Purchase Decision

e.

Source: Data processed by SPSS

Based on the table above, the calculated F value is 63,522 with a significance level of 0.05 and df_1 2 and df_2 72, the F table value = 3.12 is obtained because the calculated F value (63,522) > F table (3.12) or sig 0.000 is much smaller than 0.05, so It can be concluded that the two independent variables promotion and service quality simultaneously have a significant influence on repurchase decisions

Coefficient of Determination (R^2)

Coefficients[a]

Source: Data processed by SPSS

The coefficient of determination explains the contribution made by each independent variable to the dependent variable. To find out the magnitude of the coefficient of determination for each independent variable in a regression model, you can do this by looking at the R^2 value in the model summary table. The coefficient of determination (Adjusted R^2) aims to determine how much the independent variables, namely promotion

	Unstandardized Coefficients		Standardized Coefficients	
Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate .000[a]
1	.799a	.638	.628	.36529

a. Predictors: (Constant), Service Quality, Promotion

and service quality, can explain the dependent variable, namely the repurchase decision. Based on the table above, it is known that the adjusted R square value is 0.628 (62.8%), this shows that by using the regression model, the independent variables, namely promotion and service quality, have an influence on the repurchase decision variable of (62.8%) while the remaining 100% - 62.8 % = 37.2% explained by other variables not included in this regression analysis.

CONCLUSION AND RECOMMENDATION

The following is an interpretation of the research results. The Influence of Promotional Variables on Repurchase Decisions. The research results state that there is a partial influence between promotions on purchasing decisions based on a significant value of less than 0.05 with a calculated t value (3,557) > t table (1,993). This proves that the more intensive the strategy or promotion carried out, the greater it will influence purchasing decisions. The research results are in accordance with the theory expressed by Danang Sunyoto, (2017) which states that promotion is the spearhead of a product's business activities in order to reach the target market and sell the product. Because the more often a trading company carries out promotions, the more the company is embedded in the minds of consumers and this can influence consumer purchasing decisions. This is also in accordance with research conducted by Yulismar (2013), the results of which stated that promotional variables have a significant influence on consumer purchasing decisions. The results of the calculations show that there is a significant influence between promotions and consumer purchasing decisions. After processing the data using SPSS (Statistical Product and Services Solutions) software, especially regarding simple linear regression, the output value of R was 0.800 or 80%, meaning that the correlation between promotions and consumer purchasing decisions was 80%. The research results state that there is a partial influence between service quality on repurchase decisions based on a significant value of less than 0.05 with a calculated t value (4,302) > t table (1,993). This proves that the faster service quality is spread to consumers, the greater the repurchase decision will be. Simultaneous Influence of Promotion and Service Quality Variables on Repurchase Decisions. The research results state that there is a simultaneous influence between promotional variables and service quality on purchasing decisions based on a significant value of less than 0.05 with a Fcount value (63.522) > F table (3.12).

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