

# The Effect of Service Quality and Price towards Repurchase Intention

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*Repurchase interest is an activity that occurs between consumers and companies in buying and selling transactions which characterizes a company's success in marketing its products. If repurchase interest is low, there will be a decrease in sales performance. The purposes of the study were understanding the service quality and price on repurchase intention as a marketing phenomenon. The population of this study was Indonesian Society, at least Shinzui consumers who have used Shinzui products. The survey was sent online and face to face 678 randomly, there by individuals had the send probability of being selected from the population and the representing as sample. The data analysis technique in this quantitative study utilized statistical approach. The program used to analyze the data with the regression method was Statistical Product and Service Solution (SPSS) to meet the criteria for data analysis using regression, an interval scale was utilized. The technique of analyzing the data in this study was regression. The data obtained in this study is accurate and reliable at 95% degree. Based on the results of research on the analysis of repurchase intention influenced by service quality and price. It is hoped that this research will be useful, especially for stakeholders in conducting research aimed at developing their companies.*

**Keywords** Price; Repurchase Intention; Service Quality

## I. INTRODUCTION

Repurchase interest is an activity that occurs between consumers and companies in buying and selling transactions. Repurchase interest occurs because consumers get a high level of satisfaction with the products they have purchased. Repurchase interest characterizes a company's success in marketing its products. Repurchase interest is the full responsibility of the marketing division in every company. Repurchase interest will occur if the company is able to provide satisfaction to consumers. Repurchases can occur in online and offline marketing channels. Repurchase interest can occur continuously if consumers feel compatible with the product provider[1], [2].

When consumers have a high repurchase interest in certain products, it will be followed by an increase in market share so that it has a close relationship in marketing performance [3]. Market share is built by consumer confidence in a strong brand image [4]. A survey conducted shows that 28.1% of consumers in Indonesia are willing to spend high costs every month for soap product allocation [5]. Some brands of soap products that can be found in Indonesia are Lifebuoy, Dettol, Biore, Lux, and Shinzui (see Table 1). However, not all brands of soap products have a good market share as an illustration of marketing performance. This condition occurs in one of the Shinzui soap product brands. If allowed to continue, it is feared that the company producing the product will experience poor marketing performance[6]. Because

market share is an indicator of marketing performance just like repurchase interest [7].

Table 1. Market Share of Soap Products in Indonesia 2023

No.	Brand	Market Share
1	Lifebuoy	30.20%
2	More	24.90%
3	Dettol	13.10%
4	Biore	11.50%
5	Lux	11.40%
6	Shinzui	08.90%
Total		100%

Source: [8]

According to previous research, low repurchase interest can be resolved through service quality. Because with good service quality, consumers will feel satisfied so that they make another purchase. Service quality is a service that provides comfort and satisfaction so that it can meet consumer expectations

Consumers who get satisfaction from the service quality provided by product marketers tend to make repeat purchases. The tendency of consumers to reuse products occurs after consumers are satisfied with the service quality in



their first purchase [9]. Delivery accuracy, product description suitability, compensation and warranty are ways of working service quality that consumers expect. Apart from service quality, the company's efforts to increase consumer repurchase interest can be done by managing prices. Price is the value exchanged by customers to obtain the desired product or service .

The higher the price, the less chance of repurchase, and vice versa. However, when the price and quality of the product are commensurate, consumers will definitely make repeat purchases .Based on the results of the analysis of the low interest in repurchasing Shinzui products in Indonesia, researchers are interested in solving it through the analysis of service quality and price management programs.

## II. LITERATURE REVIEW

### 2.1 Repurchase Intention and Service Quality

Repurchase interest is the tendency of customers to buy products from the same manufacturer within a period of time [10]. Repurchase interest is a person's desire to continue buying products from the same vendor in the future [11]. Repurchase interest is a reflection of the positive attitude of consumers who are loyal and committed to maintaining the company's good name and reputation [12]. Repurchase interest is a behavioral manifestation of loyalty that reflects a willingness to buy products or services repeatedly [13]. Repurchase interest is a decision to repurchase a product or service regularly in the future; thus, leading to repeat purchases of brands or purchases of series of brands [14] .

Repurchase interest is the customer's desire as a positive response to the product to repurchase products that have been purchased at the same store in the future. Corporate innovation brings new ways of managing organizations [15]. Repurchase interest is an activity carried out by consumers as a characteristic that consumers are comfortable with the product. Previous researchers stated that repurchase interest is influenced by service quality [16] So that the hypothesis proposed in this study is:

H1: Service quality affects repurchase intention.

Indicators for measuring repurchase interest include transactional interest, referential interest, preferential interest, and exploratory interest [17]. Indicators of repurchase interest include transactional interest, referential interest, preferential interest, and exploratory interest [18]. Some indicators that can

represent repurchase interest are transactional interest, referential interest, preferential interest, and exploratory interest [19]. Transactional interest describes consumers will shop again in the same place.

Referential interest describes the desire of consumers to recommend products that have been used so that other people also buy with other people's references and experiences. Preferential interest is a consumer habit that has the first choice of products that have been used. Preferences can only be changed if something happens to the consumer's preferred product. Exploratory interest is the behavior of consumers who are always looking for information about the desired product and information to support the positive characteristics of the product. The indicators that will be used to measure repurchase interest in this study are preferential interest, exploratory interest, transactional interest, and referential interest[20], [21].

The consideration for determining these four indicators in measuring repurchase interest variables is the high validity category (interval 0.70 - 0.90). Preferential interest is the tendency of consumers to choose Shinzui as the first choice product. Explorative interest is the desire of consumers to seek information about Shinzui products. Transactional interest is the tendency of consumers to buy Shinzui products. Referential interest is the desire of consumers to recommend Shinzui products to others.

As an independent variable in this study, service quality is defined as an overall evaluation of service [22]. Service quality is how far the difference is between reality and customer expectations of the subscriptions that consumers receive [23]. Service quality is considered an assessment of how competently the services provided measure consumer expectations [24]. Service quality is the difference between expectations and consumer perceptions of service experience [25]. Thus, service quality in this study is aimed at evaluating services and measuring the difference between reality and consumer expectations when receiving services.

The dimensions of service quality consist of reliability, responsiveness, assurance, empathy, and physical evidence [26]. There are five aspects of service quality, namely empathy, assurance, reliability, responsiveness, and tangibility. Five service quality indicators consist of reliability, responsiveness, assurance, empathy, and physical evidence [27]. The indicators that will be used to



measure service quality in this study are empathy, reliability, responsiveness, and assurance.

The consideration for determining these four indicators in measuring the repurchase interest variable is the high validity category (interval 0.70 - 0.90). Empathy is an effort by the Shinzui company to pay attention to consumers. Reliability is an effort by the Shinzui company to provide precise and satisfying service to consumers. Responsiveness is the provision of timely responses to Shinzui consumers. Assurance is an effort by the Shinzui company to strive for customers to have confidence in the Shinzui company.

## 2.2 Price and Repurchase Intention

A research model with more than one independent variable, repurchase intention is influenced by price. Price is the value given by consumers to benefit from using a product or service [28]. Price is the amount of money required by consumers to obtain goods [29]. Price is the value of an item expressed in currency. Price has two main roles in the buyer's purchasing decision process, namely the distribution role and the information role [30]. So that in the context of this study, price is defined as the value of an item issued by the company for consumers to get the desired item. Previous researchers stated that repurchase interest is influenced by price [31]. So the hypothesis proposed in this study is:

H2 : Price has an effect on repurchase intention.

H3 : Service quality and price affect repurchase intention.

There are four indicators in the price variable, including affordability, suitability, competitiveness, and benefits [32]. The price variable consists of four dimensions, namely affordability, price compatibility with quality, price competitiveness, and price compatibility with benefits [33]. In addition, there are four price indicators, namely price affordability, price compatibility with quality, price competitiveness, and price compatibility with benefits [34]. The general definition of business strategy is the point of view that strategy focuses on achieving a goal [35].

The indicators that will be used to measure the price variable in this study are price affordability, price competitiveness indicators, price suitability indicators with benefits and price suitability indicators with quality. The consideration for determining these four indicators in measuring the price variable is the high validity category (interval

0.70 - 0.90). Price affordability is a consumer expectation of Shinzui. Price competitiveness is the company's accuracy regarding shinzui products. Price compatibility with benefits is how the company sets the price according to the Shinzui product being produced. Price compatibility with quality is the consumer's desire for shinzui products.

## III. RESEARCH METHODS

The research design utilized was to solve the problem of the research, the low repurchase intention of Shinzui products in Indonesia. The research design used was casual design, it is a design to collect data and to create a data structure that allows researchers to comprehend the cause-effect relationship in the research variables. The purposes of casual research are: 1) Understanding the independent and dependent variables on the marketing phenomenon, 2) Determining the relationship between the cause-effect variables, 3) Test-ing the casual variable relationship hypothesis. According to the review of literature, this study was conducted based on the grand theory of entrepreneurship, repurchase intention, service quality and price as shown in fig. 1. 1

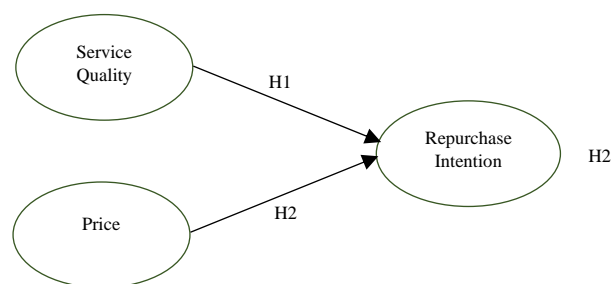


Figure 1. Relationship between repurchase intention, service quality and price

Source: [36]

The population of this study was Indonesian society, at least The population in this study are consumers who have used Shinzui soap and are over 18 years old The researchers provided the population limit in the unit of analysis in which the user as an individual. The survey was sent via online and face to face 678 randomly, there by individuals had the same probability of being selected from the population and representing a sample. The study had a 19% response rate with a total of 130 respondents who were listed as Indonesian citizens. Around 18% of respondents had the same rating for all items. Therefore, the

sample of this study was 50 where the respondent provided varied ratings for all items.

The data analysis technique in this quantitative study utilized a statistical approach. The technique of analyzing the data in this study was regression. Regression is a versatile and powerful analytical method that can be used to model the effect of independent variables on dependent variables Research method. Regression analysis can give a combination of two basic objectives: 1) Predicting the dependent variable based on the independent variable, and 2) Understanding the relationship between the dependent and independent variables.

The program used to analyze the data with the regression method was Statistical Product and Service Solution (SPSS). To meet the criteria for analyzing data using regression, an interval scale was utilized. It allowed researchers to perform arithmetic calculations on the data collected from respondents. The measurement does not have zero value because the measurement of entrepreneurial behavior on entrepreneurship research was the Likert scale. It is the scale that asks respondents to respond whether their agreement or disagreement about a perceived object. To avoid misunderstanding in analyzing and interpreting the tilte sentence and research variables, the variables were reffred as service quality (first independent variable), price (second independent variable), and repurchase intention (dependent variable).

#### IV. RESULTS AND DISCUSSION

The description of service quality on Shinzui's customer was based on the four dimensions, such as ingredient empathy, reliability, responsiveness, assurance were at a good level (as shown in figure 2). The average value obtained from service quality on Shinzui's customer was 4.09. Besides, the dimension with the highest values was assurance, 4.28. Meanwhile, the dimension with the lowest score was responsiveness, 3.97.

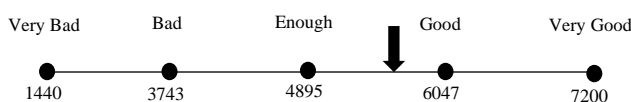


Figure 2. Continuum line on service quality  
Source: [37]

Based on the data, while buying Shinzui products, 49.17% of consumers pay attention to the product's

performance as a cleaner, 43.33% of consumers pay attention to new product variations, 36.67% of consumers pay attention to product information, 40.83% of consumers get satisfactory service, 40.00% of consumers get good service, 37.50% of consumers get fast service, 35.00% of consumers get a fast response when purchasing, 39.17% of consumers get a fast response when consulting, 33.33% of consumers get a fast response when complaining, 46.67% of consumers trust the product to be used every day, 56.67% of consumers trust the product to be used at home, and 52.50% of consumers trust the product to be used by family members.

The description of price on Shinzui's customer was based on the four dimensions, such as price competitiveness ingredient, price compatibility with benefits and price compatibility indicator with quality were at an expensive level (as shown in figure 3). The average value obtained from price on Shinzui's customer was 4.33. Besides, the dimension with the highest values was price competitiveness, 4.46. Meanwhile, the dimension with the lowest score was price compatibility with benefits, 4.27.

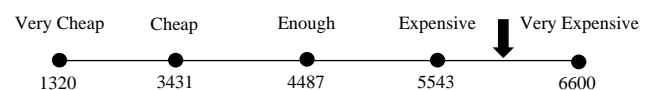


Figure 3. Continuum line on price  
Source: [37]

Based on the data, while buying Shinzui products, 60.83% of consumers expect price affordability, 60.00% of consumers expect product prices to be in accordance with income, 65.00% of consumers expect products to be affordable for every group, 56.67% of consumers feel the product is of high quality, 50.83% of consumers are satisfied with promotions, 45.00% of consumers are satisfied with the expiration information provided by the product, 52.00% of consumers are satisfied with the benefits of the product, 50.00% of consumers feel the price is in accordance with the benefits, 56.67% of consumers want the product to have a commensurate price, 53.33% of consumers want the product to have many color variants, and 45.83% of consumers want special events.

The description of repurchase intention on Shinzui's customer was based on the four dimensions, such as preferential interest, exploratory interest, transactional interest, and referential interest were at an interest level (as shown in figure 4). The average





value obtained from repurchase intention on Shinzui's customer was 3.96. Besides, the dimension with the highest values was referential interest, 4.04. Meanwhile, the dimension with the lowest score was transactional interest.

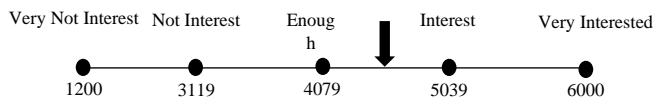


Figure 4. Continuum line on repurchase intention  
Source: [37]

Based on the data, while buying Shinzui products, 45.00% of consumers choose the product as the first choice, 42.50% of consumers make the product their favorite, 43.33% of consumers choose the product as a priority, 43.33% of consumers seek information about product benefits, 40.83% of consumers seek information about new product variants, 35.83% of consumers buy products online, 41.67% of consumers purchase products every month, 39.17% of consumers recommend products to other parties, 46.67% of consumers recommend products to family members, and 46.67% of consumers recommend products to friends.

#### 1. Analysis of Service Quality on Repurchase Intention

The first analysis was conducted to determine the level of relationship between service quality and repurchase interest. The test was carried out using the relationship coefficient value and coefficient of determination found in Table 2. Model Summary.

Table. 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893	0.797	0.795	4.082

Source: [38]

Based on Table 2, The coefficient of the relationship between service quality and repurchase intention was indicated by R-value of 0.893. (international ebook in method), if the coefficient interval is  $>0.70-0.9$ , it shows correlation between service quality and repurchase intention (ebook inter). Meanwhile, the value  $R^2$  of 0.797 was the coefficient of determination between service quality and repurchase intention. This means that service quality affects repurchase intention by 79.7%. While 20.3% is another independent variable outside the regression model performed. The second analysis was conducted

to determine whether the service quality dimension influenced repurchase intention. In this study, there was a main hypothesis to be tested. H1: Service quality affects repurchase intention. The testing was done using the significance value found in Table 3.

Table. 3 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7720.030	1	7720.030	463.336	<.001
Residual	1966.095	118	16.662		
Total	9686.125	119			

Source: [38]

Based on Table 3, if the significance value was  $<0.001 \leq 0.05$  then H1 is accepted. This meant that service quality had significant effect on repurchase intention. The study's results were assumed to be widely applicable outside the focus of research on the effect of service quality on Shinzui's repurchase intention by providing the same research results on different samples. The results of this study were supported which stated that service quality had a significant effect on repurchase intention [28]. The findings in the field that consumers always pay attention to Shinzui if there are new variants. Consumers also get service from Shinzui very satisfactorily and a quick response from Shinzui when making a purchase. Consumers also trust Shinzui to be used every day.

#### 2. Analysis of Price on Repurchase Intention

The first analysis was conducted to determine the level of relationship between price and repurchase interest. The test was carried out using the relationship coefficient value and coefficient of determination found in Table 4. Model Summary

Table. 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801	0.641	0.638	5.425

Source: [38]

Based on Table 2, The coefficient of the relationship between price and repurchase intention was indicated by R-value of 0.801. (international ebook in method), if the coefficient interval is  $>0.70-0.9$ , it shows correlation between price and repurchase

intention (inter ebook). Meanwhile, the value  $R^2$  of 0.641 was the coefficient of determination between price and repurchase intention. This means that price affects repurchase intention by 64.1%. While 35.9% is another independent variable outside the regression model performed. The second analysis was conducted to determine whether the price dimension influenced repurchase intention. In this study, there was a main hypothesis to be tested. H2 : Price affects repurchase intention. The testing was done using the significance value found in Table 5.

Table. 5 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	6213.250	1	6213.250	211.111	<.001
Residual	3472.875	118	29.431		
Total	9686.125	119			

Source: [38]

Based on Table 5, if the significance value was  $<0.001 \leq 0.05$  then H2 accepted. This meant that price had significant effect on repurchase intention. The study's results were assumed to be widely applicable outside the focus of research on the effect of price on Shinzui's repurchase intention by providing the same research results on different samples. The results of this study were supported which stated that price had a significant effect on repurchase intention [28]. The results of field findings reveal that consumers want products that are affordable and have prices that are commensurate with the benefits. Consumers feel that Shinzui products are of high quality so that consumers are satisfied with the benefits provided. Moreover, Shinzui is a product that can be reached by all circles. So that consumers choose Shinzui for daily use.

### 3. Analysis of Service Quality and Price on Repurchase Intention

The first analysis was conducted to determine the level of relationship between service quality and price on repurchase interest. The test was carried out using the relationship coefficient value and coefficient of determination found in Table 6. Model Summary.

Table. 6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897	0.805	0.802	4.015

Source: [38]

Based on Table 6, The coefficient of the relationship between service quality and price on repurchase intention was indicated by R-value of 0.897, if the coefficient interval is  $>0.70-0.9$ , it shows correlation between service quality, price and repurchase intention. Meanwhile the value  $R^2$  of 0.805 was the coefficient of determination between service quality, price and repurchase intention. This means that service quality and price affect repurchase intention by 80.5%. While 19.5% is another independent variable outside the regression model performed. The second analysis was conducted to determine whether the service quality and price dimension influenced repurchase intention. In this study, there was a main hypothesis to be tested. H3 : Service quality and price affect repurchase intention. The testing was done using the significance value found in Table 7.

Table. 7 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7800.091	2	3900.045	241.939	<.001
Residual	1886.034	117	16.120		
Total	9686.125	119			

Source: [38]

Based on Table 7, if the significance value was  $<0.001 \leq 0.05$  then H3 is accepted. This meant that service quality and price had significant effect on repurchase intention. The study's results were assumed to be widely applicable outside the focus of research on the effect of service quality and price on Shinzui's repurchase intention by providing the same research results on different samples. The results of this study were supported which stated that price had a significant effect on repurchase intention [39]. The business process perspective is used to measure efficiency and convenience in e-commerce business processes such as order processing and product delivery [40]. Consumers look for quality products and choose Shinzui as their first choice. Consumers buy products every month both online and offline. Consumers who feel satisfied, recommend Shinzui to others.

## V. CONCLUSIONS

After analyzing the theory and results, the researcher made a conclusion based on the results of data analysis, that there is an influence between service quality and price of Shinzui on Shinzui's



repurchase intention. The more satisfying the service quality provided by Shinzui, the higher the interest in repurchasing Shinzui products. Likewise with the effect of price, the more affordable the price, the higher the interest in repurchasing Shinzui products. So it can be concluded that service quality and price have an effect on repurchase interest. From the two independent variables above, it is known that the effect of service quality is stronger than price on repurchase interest with a difference of 15.6%. However, if the two variables are collaborated, it will significantly affect the increase in repurchase interest in Shinzui products. Although this study has made an important contribution to literature and practice, the researcher has some weaknesses. First, the sample used in this study was only conducted on Shinzui consumers in West Java Province. So that the results obtained may cause differences if studied in other regions. Second, the variables used in this study do not represent all the factors that influence repurchase intention.

For further researchers, it is recommended to increase the sample which aims to increase the accuracy of the data and increase other variables. This research has several advantages such as all references taken based on relevant research. This journal is made based on the ideas and ideas of the author with diverse and relevant theories in accordance with the problems studied. In addition, the writing is done systematically, and the language used is easily understood by the reader. Then, some of the advantages of this journal are worthy of being a reference for readers. This research is very accurate with the effect of service quality and price on repurchase interest. It is hoped that this research will be useful, especially for stakeholders in conducting research aimed at developing their companies.

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