

THE EFFECT OF PRODUCT QUALITY, PRICE AND CONSUMER SATISFACTION ON THE REPURCHASE OF DIMSUM TIGA PUTRA BIREUEN REGENCY

Isniar^{1*}, Maryamah², M. Akmal³, Indah Nurfajri⁴, Sa'diah⁵

^{1,2,3,4,5}Universitas Islam Kebangsaan Indonesia

Jalan Medan Banda Aceh BlangBladeh Bireuen

***Email:** isniarniar12@gmail.com

ABSTRACT

The aim of this research is to determine the influence of product quality, price and consumer satisfaction on repeat purchases of dimsum Tiga Putra, Bireuen Regency. The data collection technique uses a questionnaire. The population in this research is dimsum customers who have purchased Tiga Putra dimsum, Bireuen Regency in 2024, with the population number not yet known for certain. In this research, the sample consisted of 110 respondents using purposive sampling technique. The data analysis used in this research is quantitative using the multiple linear regression method. The results of this research show that product quality, price and consumer satisfaction partially have a positive and significant influence on repeat purchases, simultaneously product quality, price and consumer satisfaction have an effect on repeat purchases. It is known that the R² value is 0.774, this shows that the influence of the independent variables product quality, price and consumer satisfaction has an influence on repeat purchases of Tiga Putra Dimsum, Bireuen Regency, amounting to 77.4%, while the remaining 22.6% is explained by other variables outside this research.

INTRODUCTION

Globalization has a huge impact on the development of the business world around the world. The market is wide open and opportunities are getting wider, but on the contrary, the competition is getting tighter and more difficult to predict. This condition according to each company is to create a competitive advantage for its business in order to be able to compete continuously with other companies in the same field. The food business is one of the businesses that are in great demand by the community, because in addition to generating high income, food is also a source of basic needs for everyone. Currently, the growth of the business sector, especially in the food business, which is increasingly rampant today, makes different food entrepreneurs to have different marketing strategies so that food entrepreneurs must have a competitive advantage with their competitors, namely in culinary. Dimsum at this time is one of the culinary delights that are mushrooming in several cities in the country. Its dense and savory texture is perfect for Indonesians. Many Indonesians like the variety of dimsum because it has a good taste, affordable prices, and practical presentation. Dimsum is also classified as a healthy food and is good for consumption because in the process of making dimsum is only steamed so it does not contain oil. In recent years, eating dimsum has become a lifestyle, especially for those who live in big cities. The uniqueness of dimsum

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent
and Competitive Business in the Digital Era”

is the main attraction of this Chinese specialty food to compete in the culinary field in Indonesia.

Companies must always improve the quality of their products or services because improving the quality of products can make customers feel satisfied with the products or services provided and will influence customers to buy back the product. Quality products are the main criteria for consumers in choosing products offered by companies. With quality products, the company can compete with competitors in controlling market share. According to Ernawati (2019:19), product quality is an important factor that affects every customer's decision to buy a product. The better the quality of the product, the more interest will increase in consumers who want to buy the product. The price in the purchase decision can be a factor influencing the purchase decision to influence the consumer's decision in purchasing a product, marketers usually modify their prices. Consumers' understanding of prices has an important impact on the determination of price policy. Consumers can have expectations for the relationship between price and quality. In simple terms, price is a measure of the value that customers exchange for an offer. A way for a seller to differentiate its offer from competitors so that pricing can be considered as part of the differentiation function of goods in marketing, prices are also very relative (Zulaicha & Irawati, 2016:126). The creation of consumer satisfaction can provide benefits, including the relationship between the company and consumers to come back for repeat purchases, and can also form word-of-mouth recommendations that are beneficial for the company. According to Sangadji and Sopiah (2013:181), consumer satisfaction is defined as a situation where consumer expectations for a product are in accordance with the reality accepted by consumers. If the product falls far below expectations, consumers will be disappointed. On the contrary, if the product meets expectations, consumers will be satisfied. Consumers who make repeat purchases or loyal consumers are valuable assets for the company, because many benefits are obtained from the existence of consumers who make repeat purchases. It can be said that the value of loyal consumers is very important for the company, therefore it is important for the company to make consumers who make purchases can then buy again. Customer repurchase of products is expected by the company to maintain the company's survival. The Company will try to compete competitively to create a good customer experience when using products or services that will cause a tendency for customer buying attitudes within a certain period of time that are done repeatedly. According to Hendarsono and Sugiharto (2013), repurchase is a customer behavior where customers respond positively to what has been given by the company and are interested in making a return visit or re-consuming the product. This repurchase is a purchase interest that is based on the purchase experience that has been made in the past.

METHOD

The approach used in this study is a quantitative approach. According to Sunyoto (2016:21) the quantitative research method is a definite number or number so that it can be assembled and also makes it easier to read, as well as making it easier for researchers to make an understanding. Meanwhile, according to Arikunto (2019:27), quantitative research is a research method that lives up to its name, which is required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results.

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

According to Silaen (2018:69), a research variable is a concept that has various values or has varying values, namely a trait, characteristic or phenomenon that can indicate something to be observed or measured whose value is different or varied. In accordance with the title of the research that will be discussed, namely the influence of product quality on customer satisfaction, there are two types of variables, namely independent variables and dependent variables:

Independent variable or independent variable

According to Nanang Martono (2015:360), the free variable is a variable that affects other variables or produces consequences for other variables, which are generally in the chronological order that occurs first. The independent variables in this study are product quality (X1), price (X2) and consumer satisfaction (X3). According to Nanang Martono (2015:360), the free variable is a variable that affects other variables or produces consequences for other variables, which are generally in the chronological order that occurs first. The independent variables in this study are product quality (X1), price (X2) and consumer satisfaction (X3).

Dependent variable or bound variable

According to Sugiyono (2013:59) the bound variable is the variable that is affected by the existence of an independent variable. The variable bound in this study is repurchase (Y).

Table 1. Operational Research Variables

Variable	Definition	Indicators	Measurement Scale
Repurchase	Repurchase is an activity carried out by consumers in making purchases more than once where the purchase process has been carried out previously.	1. Transactional interest 2. Preferential interest 3. Exploratory interest	Skala Likert.
Product Quality (X1)	Product quality is a product ability that is able to meet every consumer need in accordance with consumer needs and desires.	1. Permormance 2. Feature 3. Realibility 4. Conformance 5. Serviceability 6. Aesthetics 7. Perceived quality	Skala Likert.
Price(X ₂)	Price is the value or money that customers give in exchange for certain offers that serve to satisfy their needs and desires.	1. Affordability 2. Balanced with quality and quality price 3. Price competitiveness 4. Price compatibility with benefits	Skala Likert.

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

"Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era"

Consumer Satisfaction (X ₃)	Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product they think about against the expected performance (or results).	1. Fulfillment of consumer expectations 2. Attitude or desire to use the product 3. Recommend to other pihk 4. Quality of service 5. Loyal 6. Good reputation 7. Location	of Skala Likert.
---	---	---	------------------

Population and Sample

According to Handayani (2020:58), population is the totality of each element to be studied that has the same characteristics, can be individuals from a group, event, or something to be studied. The population in this study is consumers who rebuy dimsum in Bireuen, the number of which is unknown. According to Winarno (2013:95), a sample is the part of the population that is the center of attention of the research that is the target or the target of the research that represents the population. As for the method of determining the sample in this study, taking the opinion of Hair et, al, (1998), the sample size is in the range of 5-10 times the number of parameters/indicators in one research model. The number of indicators in this research model is as many as 22 indicators, so based on the opinion of Hair et al in Ferdinand (2016:34), the number of samples can amount to 5 – 10 times the number of indicators in the model, this study takes a sample of 5 times the number of indicators ($22 \times 5 = > 110$).

The data collection technique

The data collection technique in this study uses a questionnaire. A questionnaire is a data collection instrument that is carried out by providing several written statements or questions to respondents for them to answer (Sujarweni, 2020:94). Questionnaires are used to find out the opinions of respondents. In this case, the respondent only answered by giving a certain mark to the alternative answer provided.

Partial Effect Test (t-Test)

The t-test is a type of statistical test used to find out how far the influence of independent variables can explain the dependent variables individually. The t-test was carried out with a confidence level of 95% and an error rate of analysis (α) of 5%, the degree of freedom used was $df1=n-k$. This level of reality will be used to find out the truth of the hypothesis. The basis for decision-making on the t-test is as follows (Ghozali, 2011:98): If the $t_{count} > t_{table}$ and the significance value < 0.05 , then it accepts H1, H2, H3 which means that the independent variables consisting of product quality, price, consumer satisfaction with the repurchase of dimsum three putra. If the $t_{table} < \text{calculation}$ and the significance value > 0.05 , then reject H1, H2, H3 which means that the independent variables consisting of product quality, price, and consumer satisfaction have no partial and significant effect on the dependent variable, namely the repurchase of three-son dimsum.

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

Simultaneous Influence Test (Test F)

The F-test is a way of testing a null hypothesis involving more than one coefficient. The F test is used to see the influence of repurchase variables (product quality, price and consumer satisfaction) on simultaneously or together. The basis for decision-making is as follows (Ghozali, 2011:98): If $F_{cal} > F_{table}$ and the significance value < 0.05 , then it accepts H_4 which means that independent variables consisting of product quality, price, and consumer satisfaction have a simultaneous and significant effect on the dependent variable, namely the repurchase of dimsum three putra. If the $F_{cal} < F_{table}$ and the significance value > 0.05 , then reject H_4 which means that the independent variables consisting of product quality, price, and consumer satisfaction do not have a simultaneous and significant effect on the dependent variable, namely the repurchase of dimsum three sons.

Partial Testing (t-Test)

Table 2. Partial Hypothesis Testing

Type	Calculation	ttable	Sig
Product quality	2.699	1,659	0.008
Price	3.974	1,659	0.000
Consumer satisfaction	5.180	1,659	0.000

1. The results of the regression calculation show that the H_{a1} hypothesis is accepted, this means that product quality has a partial effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. This is shown by the tcount value $>$ ttable at the level of 5% ($2.699 > 1.659$) and a significant value of $0.008 < 0.05$.
2. The results of the regression calculation show that the H_{a2} hypothesis is accepted, this means that the price has a partial effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. This is shown by the ttable $>$ tcount value at the level of 5% ($3,974 > 1,659$) and a significant value of $0.000 < 0.05$.
3. The results of the regression calculation show that the H_{a3} hypothesis is accepted, this means that consumer satisfaction has a partial effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. This is shown by the tcount value $>$ ttable at the level of 5% ($5,180 > 1.659$) and a significant value of $0.000 < 0.05$.

Simultaneous Testing (Test F)

Table 3. Simultaneous Testing (Test F)

Simultan Simultaneous Hypothesis Testing				
R Square Change	F Change	df1	df2	Sig. F Change
0.774	120.733	3	106	0.000

The results of the calculation obtained in the table above, it can be seen that the value of $F_{cal} > F_{table}$ ($120.733 > 2.69$), and the significant value (sig) = $0.000 < 0.05$. The results of the regression calculation show that the H_4 hypothesis is accepted. This means that product quality, price and consumer satisfaction have a simultaneous and significant effect on the repurchase of Tiga Putra dimsum in Bireuen Regency.

DISCUSSION**The Effect of Product Quality on Repurchase**

In this study, the product quality variable has a positive effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. A positive estimate value explains that the better and better the quality of the dimsum given, it will increase consumer interest in making a repeat purchase. This shows that the quality of dimsum Tiga Putra Bireuen Regency has good dimsum quality. The results of the study were conducted by Dinda Dwi Ramadhani and Saino/The Influence of Product Quality and Electronic Word of Mouth on Dimsum Purchase Decisions (2021). Product quality results and electronic word of mouth have a significant and positive influence on purchasing decisions. Simultaneously, product quality and electronic word of mouth contributed 57.3% and the remaining 42.7% were influenced by other variables outside this study. The same research results were also conducted by Hari Iskandar1/Analysis of the Influence of Product Quality on Purchase Decisions at Kuring Serpong Youth Restaurant (2021). The results of product quality have a significant effect on the purchase decision variable, then for the Determination Coefficient Test (R²) based on the results for the product quality variable, there is a relationship with the purchase decision variable of 0.705 or 70%, which means that there is a very strong influence between the Product Quality variable (X) and the Purchase Decision variable (Y).

The Effect of Price on Repurchase

In this study, the price variable has a positive effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. A positive estimate value explains that if the price given to consumers is in line with their expectations, it will increase repurchases. This shows that if the price is affordable and in line with consumer expectations, consumer satisfaction will increase, because price is one of the vital elements in efforts to satisfy consumers. The results of the research were conducted by Kanisius Waro Wanda 1/The Effect of Price and Service on Purchase Decisions at the Lulu Mart mini Market Samarinda (2015). The results of the analysis using SPSS (Statistical Program and Services Solition) verai 20 show that from the results of the regression covisence $Y = 1.690 + 0.153X_1 + 0.305X_2$ shows the price variable ($X_1 = 0.153$), and services ($X_{20.305}$). The value of R Square (Coefficient of Determination) is 0.263. The results of the simultaneous test (Test F) showed that together the price and service variables had a significant effect on the purchase decision at Lulu Mart Samarinda. The results of the partial test (Test T) show that of the two variables X, namely price and service, the most significant influence on purchase decisions is service. The main advice for Lulu Mart Samarinda is to continue to improve and maintain the price and service strategy because these variables have an influence on purchasing decisions at Lulu Mart Samarinda. The same research results were also conducted by Elis Setiawan and Ari Anggarani Winadi Prasetyoning Tyas/The Influence of Price and Brand Image on the Purchase Decision of Samsung Television in Villa Grand Tomang Tangerang Housing (2015). Price has a positive influence on the purchase decision (Y), and brand image has a positive and significant influence on the purchase decision (Y), but also the results show that price (X₁) and brand image (X₂) together have a significant influence on the purchase decision. The dominant factor in this study is price.

The Effect of Consumer Satisfaction on Repeat Purchases

In this study, the variable of consumer satisfaction has a positive effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. A positive estimate value explains that the taste desired by consumers can be fulfilled so that they recommend to others. This shows that consumer satisfaction has a fairly important role in maintaining competition and market position. Results conducted by Anshar Rahman Mas'ud, Elimawaty Rombe, and Engki P.Nainggolan/The Effect of Consumer Satisfaction on Consumer Repurchase Behavior at Bangi Kopitiam Café and Restaurant in Palu City (2018). The results showed that consumer satisfaction simultaneously and partially had a significant effect on consumer repurchase behavior at Bangi Kopitiam Café and Resto in Palu City. The same results were also carried out by Andika, Fitri and Subhan, Subhan and Habibah, G,W,I/The Effect of Consumer Satisfaction on Repurchase Decisions on Eating Jambi Branch Chili Sauce by Muslim Consumers (2020). The smaller significant result is 5%, accepted by consumer satisfaction (X) with a significant level of $0.000 < 0.005$ is declared to be qualified to be a supporting variable for the repurchase decision (Y). And finally, the results of the determination coefficient calculation show that consumer satisfaction can explain the repurchase decision by 52.8%, the remaining 47.2% is influenced by other variables that are not studied in this study. Sambal Lalap must always increase consumer satisfaction in order to meet consumer expectations and retain repeat customers.

The Effect of Product Quality, Price, and Consumer Satisfaction on Repurchase

The results of the study show that product quality, price and consumer satisfaction have a simultaneous and significant effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. It is indicated by the value of $F_{cal} > F_{tabel}$ ($120.733 > 2.69$), and the significant value (sig) = $0.000 < 0.05$. The results of this study explain that the better the dimsum product, the price given is appropriate and the consumer feels satisfied, the repurchase will also increase. The results of this study are in line with research conducted by M. Bahruzen*, Dian Komarsyah, and Prasetya Nugeraha/Factors that affect consumer interest in Retail Stores (2020). Based on the above research, the results of the analysis show that partially, only the variables of service quality and price have a significant influence on consumer repurchase interest. However, simultaneously, the four variables, namely location, service quality, product completeness, and price, showed a significant influence on consumers' interest in repurchasing at retail stores. Furthermore, product quality, price and consumer satisfaction have a simultaneous and significant effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. The same research results were also conducted by Evi Permata, Hanna Luthfiana, Nurul Aulia Pratama, and Hapzi Ali/Factors influencing repurchases: Promotion, Price and product (Literature review of consumer behavior) (2020). The results of this literature review article research are: 1) Promotion affects Repurchases; 2) Price affects Repurchase; and 3) Products have an effect on Repurchase The current development of the business world has brought business actors to very tight competition for consumers.

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

CONCLUSION

The results of the study show that product quality has a partial effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. This is shown by the $t_{count} > t_{table}$ at the level of 5% ($2.699 > 1.659$) and a significant value of $0.008 < 0.05$. The results of the study show that the price has a partial effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. This is shown by the $t_{count} > t_{table}$ at the level of 5% ($3.974 > 1.659$) and a significant value of $0.000 < 0.05$. The results of the study show that consumer satisfaction has a partial effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. This is shown by the $t_{count} > t_{table}$ at the level of 5% ($5.180 > 1.659$) and a significant value of $0.000 < 0.05$. The results of the study show that product quality, price and consumer satisfaction have a simultaneous and significant effect on the repurchase of Tiga Putra dimsum in Bireuen Regency. With the value of $F_{cal} > F_{table}$ ($120.733 > 2.69$), and the significant value (sig) = $0.000 < 0.05$.

REFERENCES

- Amiruddin Hasan, Nurhasanah Nurhasanah, Martahadi Mardhani, Khairul Aswadi . (2023). Creative Industries And Regional Economic Growth: Time Series Evidence From Aceh, Indonesia . *Journal of Economics Education and Entrepreneurship* Vol 4, No 2 (2023)
- Chadafi, M. F., Sofyana, N. N., & Chairani, Q. R. (2022). The Role Of Electronic Word Of Mouth On Consumer Satisfaction And Its Impact On Reusing The Gofood Food Delivery Service Application In Medan City. *Jurnal Ekonomi*, 11(03), 1050–1058. Retrieved from <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/827>
- Mirza, M., & Yanna, S. . (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Wajib Pajak Dalam Pembayaran Pajak Kendaraan Bermotor Pada Kantor Samsat UPTD . *Lentera : Jurnal Ilmiah Sains, Teknologi, Ekonomi, Sosial, Dan Budaya*, 6(2), 31–34.
- Nasution, A. A., Baginda Harahap, Zuriani Ritonga, & Nurjannah. (2022). The Influence of Product Quality, Promotion and Design on Purchase Decisions for Yamaha Nmax Motor Vehicles SPSS Application Based. *International Journal of Economics (IJEC)*, 1(1), 01–13. <https://doi.org/10.55299/ijec.v1i1.6>
- Nurhayati, A., Fata, K., Yusrawina, Y., & Chadafi, M. F. (2023). Determinasi Daya Tarik, Physical Evidence, Dan Viral Marketing Terhadap Minat Berkunjung Kembali Pada Objek Wisata Hutan Lindung Kota Langsa Dengan Kepuasan Sebagai Variabel Intervening. *Nusantara: Jurnal Ilmu Pengetahuan Sosial*, 10(10), 4906–4918.
- Simahatie, M., & Mangkuwinata, D. S. (2022). Swot Analysis And Marketing Strategy To Increase Home Business Sales Volume. *Jurnal Ekonomi*, 11(03), 1492–1495
- Chadafi, M., & Kamaruddin, K. (2021). Pengaruh Citra Perusahaan Terhadap Kepercayaan Konsumen Dan Dampaknya Pada Keputusan Pembelian Online Di Marketplace Shopee Di Kabupaten Bireuen. *Eqien - Jurnal Ekonomi Dan Bisnis*, 8(2), 208 -. <https://doi.org/10.34308/eqien.v8i2.257>
- Ernawati, D. (2019). Pengaruh Kualitas Produk, Inovasi Produk dan Promosi Terhadap Keputusan Pembelian Produk Hi Jack Sandals Bandung. *Jurnal Wawasan Manajemen*, Vol. 7 Nomor 1.

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

- Zulaicha, S.; Irawati, R. (2016). Pengaruh Produk dan Harga Terhadap Keputusan Pembelian Konsumen di Morning Bakery Batam. Vol. 4, No. 2, Hal. 125-136.
- Sangadji, E.M., dan Sopiah. 2013. Perilaku Konsumen: Pendekatan Praktis Penelitian Pemasaran. Bogor: Katalog Dalam Terbitan (KDT).
- Hendarsono, G., & Sugiharto, S. (2013). Analisis Pengaruh Experiential Marketing terhadap Minat Beli Ulang Konsumen Cafe Buntos 99 Sidoarjo . Jurnal Manajemen Pemasaran, 1-8.
- Sunyoto, D. 2016. Metodologi Penelitian Akuntansi. Bandung: PT. Refika
- Arikunto, S. (2019). Prosedur Penelitian. Jakarta: Rineka cipta.
- Silaen, S. (2018). Metodologi Penelitian Sosial untuk Penulisan Skripsi dan Tesis. Bogor: In Media.
- Martono, Nanang. 2015. Metode Penelitian Kuantitatif. PT. Rajagrafindo Persada: