

Product Quality, Service Quality and Tupperware Brand Preference for Repurchase Interests

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ABSTRACT

This study aims to determine the effect of product quality, service quality, brand preference on the intention to repurchase Tupperware products in Tarakan City. A quantitative approach to the survey method was carried out in this study. The sampling method used was non-probability using a purposive sampling technique with the criteria being women using Tupperware products who had shopped for Tupperware products more than once. The sample in this study amounted to 180 respondents. In analyzing the data, using analytical methods consisting of Validity Test, Reliability Test, Classic Assumption Test, with processing using SPSS version 22. The results of this study indicate that product quality, service quality, brand preference influence the intention to repurchase Tupperware products in Tarakan City.

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INTRODUCTION

Interest is the ability that encourages individuals to do something. Interest is not the same as motive or encouragement. Individuals who get encouragement do not necessarily want to do if he is not interested (Iskamto, 2020, 2021; Iskanto & Karim, 2021). But on the other hand, individuals who have a strong interest in doing and are accompanied by encouragement tend to do it with pleasure. There is a link between repurchase intention and the design of brand loyalty and many companies agree because it can provide good stability in the marketplace, which is the understanding of Schiffman & Kanuk (2000).

Repurchase intention is a consumer commitment that is formed after consumers purchase a product or service, Hicks (2005). This repurchase interest is caused by several factors. Based on several previous studies conducted by Kurniawan, Santoso, & Dwiyanto (2007) it shows that the factors that most influence repurchase intention are product quality, service quality, and brand preference. When a consumer buys a particular product and gets product quality that meets his expectations or what he needs, it will trigger a desire to repurchase that product. So product quality can trigger consumers to repurchase a product again.

Apart from product quality, the quality of the service provided greatly influences consumer repurchase interest in a product. Good service, which consumers feel when buying or making transactions, also greatly influences the consumer's decision to repurchase a product or service. The

intended service is the action taken by the seller to the consumer in order to meet the needs of the consumer. The action taken aims to make the customer feel satisfied with the service provided. Good service quality will also have a good impact on business continuity. According to Rizan & Andika (2011), repurchase intention significantly affects service quality. Apart from influencing customer satisfaction, service quality also influences purchase intention.

Apart from product quality and service quality, factors that can influence repurchase intention are brand preferences. Strong brand preferences can provide quality assurance for consumers. According to Ardhanari (2008) a strong brand preference has a strong degree of consumer preference for a brand. Companies that are able to develop brand preferences will be able to sustain attacks from competitors. Competition in the business world in maintaining and gaining sympathy from market share is no longer limited to the use of products, but producers must be able to improve their brand image. The development of brand preferences usually occurs as a result of the efforts of brand owners to convince consumers about the products being sold. Good quality of a product can help improve brand reputation if it is maintained consistently. As long as consumers feel the consistency of the product, it encourages consumers to always buy the product without any other thoughts (Efdison, 2021; Febrina & Fitriana, 2022; Harwina, 2021; Karim, 2021; Khairawati et al., 2022).

If the consumer likes the product, he will repurchase it. It is the quality of the product and the perceived value of the consumer towards the product that triggers the emergence of a perception of liking or disliking the product. In other words, the product has a high value in the eyes of consumers. A product that can last for years even after the emergence of many competitors is a product that is able to maintain quality. Product quality is the fundamental thing that influences consumer interest to make repeat purchases. So that in this study researchers made Tupperware products as research objects. Tupperware has been able to compete for decades because it always prioritizes the quality of its products. Even in its production only use the best raw materials to maintain the quality of its products.

Tupperware is a well-known brand that sells various kinds of plastic-based household appliances. Tupperware has existed since 1946. They design, manufacture and distribute their products throughout the world through their parent company Tupperware Brands Corporation and are marketed using the direct sales method which is often known as the independent sales force or sales force, which currently has no less than 1.9 million people. spread all over the world. Tupperware itself is a subsidiary owned by Tupperware Brands Corporation. In 2013, Tupperware's largest market was Indonesia, followed by Germany. Sales figures in Indonesia that year reached over \$200 million with 250,000 distributors.

The entry of Tupperware products into Tarakan City has started from the 1990s until now. Even though Tupperware has many competitors that have sprung up, Tupperware has never been afraid of being lost with time because of the undoubted quality of its products. Even the things that Tupperware always echoes are a matter of safety, environmental friendliness, innovation, quality and a lifetime guarantee. The product quality that is always maintained means that Tupperware doesn't need to bother in terms of promoting its products. In fact, in the city of Tarakan itself, there are approximately 100 Tupperware resellers. And it is still a mainstay household product for middle and upper class mothers.

LITERATURE REVIEW (if any)

Product quality

According to Mowen & Minor (2002) product quality is an evaluation by customers as a whole about the quality of work of goods or services obtained. Opinion from Kotler & Armstrong (2013) product quality has a close relationship with what customers want, because product quality is judged by the product's ability to create products that customers want to buy again. So it can be concluded that product quality is an assessment of what is given by the customer on the basis of an evaluation of the quality of the goods or services he gets.

According to (Kotler & Armstrong, 2013) there are 4 product quality indicators, namely: (1) Performance (Performance) is the main operating characteristics of the core product. (2) Additional features (Features) are secondary or complementary characteristics. (3) Reliability is the small possibility that it will be damaged or fail to be used and (4) Durability is related to how long the product can continue to be used.

Service Quality

According to Tjiptono (2011) service quality is a component that needs to be realized by companies, because it has the influence to bring in new customers and can reduce the possibility of old customers to move to other companies. According to Kotler & Armstrong (2013) Service quality is the level of excellence expected and control over that level of excellence to fulfill consumer desires.

According to Tjiptono (2011) there are 5 indicators of service quality, namely: (1). Physical evidence (Tangibles), namely focusing on elements that represent physical services which include physical facilities, location, equipment and tools used (technology), and the appearance of employees. (2) Reliability, namely the ability to provide services in accordance with what has been promised precisely which includes performance conformity with customer expectations which means timeliness, equal service for all customers, sympathetic attitude and high accuracy. (3) Responsiveness, namely the willingness to help and provide fast and appropriate services to customers with clear information. This dimension emphasizes the behavior of personnel who provide services to pay attention to requests, questions, and closeness from customers. (4) Assurance, namely the ability to generate trust and confidence in customers which includes knowledge, politeness and the ability of company employees to foster customer trust in the company and (5) Empathy, namely emphasizing the treatment of consumers as individuals which includes the requirements to care, have understanding and knowledge of customers, understand customer specific needs, and represent a comfortable operating time for customers.

Brand Preference

According to Kotler & Armstrong (2013) brand preference is the degree to which consumers want products provided by their current company as a comparison to products provided by other companies with a series of considerations. According to Ardhanari (2008) brand preference is a situation where consumers will choose one of the many brands offered. According to Fongana (2009) strong brand preferences encourage consumers to have a strong liking for a brand. A strong brand preference has a strong degree of customer preference for a brand. Companies that are able to develop brand preferences will be able to retain consumers. The best brand preference can provide quality assurance for consumers.

According to Kotler & Armstrong (2013) there are 5 indicators of brand preference, namely: (1) Brand identity, namely the characteristics concerned with the product so that buyers can know and differentiate it from other brands or products. (2) Brand personality, namely the distinctive characteristics of a brand that form a certain personality as befits a human being, so that consumers can easily distinguish it from other brands in the same category, for example, assertive, creative, independent characters, and so on. (3) Brand associations, namely specific things that are appropriate or always associated with a brand, can arise from the unique offerings of a product, repetitive and consistent activities, for example social responsibility activities, responses and others.

Repurchase Interest

Repurchase intention is the desire of someone to buy again. According to Peter (2002) repurchase intention is a purchase activity that is carried out more or several times. The repurchase interest that exists in a person to perform a behavior is influenced by the attitude of repurchasing interest. According to Sundalangi (2014) high repurchase intention reflects a high level of satisfaction from consumers when they decide to consume a given product after trying the product and then a feeling of liking or disliking the product arises.

According to Ferdinand (2014) Repurchase intention can be seen from the following indicators: (1) Transactional interest, namely the tendency of a person to always re-purchase the product he has consumed (2) Referential interest, namely the tendency of a person to refer to the product he has purchased, so that he also purchased by other people, with reference to their consumption experience, (3) Preferential interest, namely interest that describes the behavior of someone who always has a primary preference for the product that has been consumed. This preference can only be replaced if something happens to the product preference (4) Explorative interest, this interest describes the behavior

of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product he subscribes to

Relationship between Product Quality and Repurchase Interest

Opinion from Kotler & Armstrong (2013) product quality has a close relationship with what customers want, because product quality is judged by the product's ability to create products that customers want to buy again. So it can be concluded that product quality is an assessment of what is given by the customer on the basis of an evaluation of the quality of the goods or services obtained.

According to Ferdinand (2014) customers first seek information from the closest people or people who are truly trusted to help them in repurchasing. Customer repurchase interest is influenced by the quality of the product obtained. Another study conducted by Diponugroho (2015) repurchase intention affects the variables of product quality

Relationship between Service Quality and Repurchase Intention

According to Tjiptono (2011) the relationship between the customer and the company will be stronger if the customer has a good assessment of the quality of service provided by the company. Mardikawati W (2013) stated that basically, good service quality will have an impact on customer satisfaction and result in more frequent repeat purchases. Because consumer repurchase interest is influenced by the quality of service he gets the first time. If the perceived service is greater than the expected service, then the service quality is considered good and allows the customer to make repeat purchases according to Freddy (2006).

Relationship of Brand Preference to Repurchase Intention

According to Keegan (2008) the stronger the brand in the minds of consumers, the stronger its appeal in the eyes of consumers to consume the product repeatedly. According to Halim, Dharmayanti, & Brahmana (2014) the tendency of consumers to buy products from a certain brand because they like the brand compared to other brands and buy it repeatedly. According to Ardhanari (2008) a strong brand preference has a strong degree of customer preference for a brand and makes a purchase again.

METHODS

This study uses a quantitative approach to the survey method. The population in this study are consumers of Tupperware products in Tarakan City. In this study the sampling technique used was a non-probability sampling technique. That is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. Sugiyono (2017) uses a purposive sampling method, namely a sampling technique. with certain considerations or criteria (Sugiyono, 2017). The sample in this study were women who use Tupperware products provided they have shopped more than once. According to Hair et al., (2014) the sample size should be 100 or larger. As a general rule, the minimum sample size is at least 5 times the number of items to be analyzed and a sample size is more acceptable if it has a ratio of 10:1. This research has 18 question items, so the required sample size is at least $18 \times 10 = 180$ samples. So the sample used is as much as 180 respondents.

RESULTS AND DISCUSSION

Based on the research data obtained from distributing questionnaires, data on the age and occupation of respondents in Tarakan City can be seen in the following table:

Table 1. Respondents by Age and Occupation

Age			Work		
Age	Amount	Percentage	Work	Amount	Percentage

19 – 30 Years	54	30%	Housewife	103	57.22%
31 – 50 Years	85	47.20%	Student / Student	27	15.00%
>50 Years	41	22.80%	civil servants and state-owned enterprises	32	17.78%
Amount	180	100%	Other	18	10.00%
			Amount	180	100

Source: Primary Data, in Sports 2022

The table above shows that the respondents in this study were based on age, 19-30 years totaling 54 people or around 30%, 31-50 years totaling 85 people or around 47.2%, >50 years totaling 41 people or around 22.8% . Thus it can be concluded that respondents to consumers of Tupperware Products based on age were dominated by ages 31-50 years with 36 years of age as many as 31 people.

The table above shows that the respondents in this study were based on type, Housewives totaled 103 people or around 57.2%, Students totaled 27 people or around 15%, Civil Servants and SOEs totaled 32 people or around 17.8% and Others amounted to 18 people or about 10%. Thus it can be concluded that respondents who were consumers of Tupperware products based on the type of work were dominated by housewives.

Validity Test Results

Validity Test is the level of reliability of the measuring instrument used. The instrument is said to be valid, meaning that the measuring instrument is used to obtain valid data or can be used to measure what should be measured (Sugiyono 2017). The validity test was calculated by comparing the calculated r value (correlated item-total correlated) with the r table value. If r count $>$ r table means that the statement is declared valid, if r count $<$ r table means the statement is declared invalid. The required value of r table is 0.155. The results of the validity test using the SPSS 22 application program are as follows:

Product Quality Validity Test Results

Table 2. Product Quality Validity Test Results

No	Details in the Questionnaire	Corrected Item Correlation Value	Required Correlation Value	Information
1	KP1	0.795	0.155	<i>Valid</i>
2	KP2	0.787		<i>Valid</i>
3	KP3	0.754		<i>Valid</i>
4	KP4	0.839		<i>Valid</i>
5	KP5	0.874		<i>Valid</i>
6	KP6	0.822		<i>Valid</i>

Source: SPSS output processed, 2022

Based on the results of the product quality variable validity test for each indicator, it shows that it meets the requirements, namely ≥ 0.155 so that all of these items are said to be valid and can be processed in further testing.

Table 3. Service Quality Validity Test Results

No	Details in the Questionnaire	Corrected Item Correlation Value	Required Correlation Value	Information
1	KP1	0.695	0.155	<i>Valid</i>
2	KP2	0.775		<i>Valid</i>
3	KP3	0.832		<i>Valid</i>
4	KP4	0.881		<i>Valid</i>
5	KP5	0.819		<i>Valid</i>
6	KP6	0.875		<i>Valid</i>
7	KP7	0.885		<i>Valid</i>
8	KP8	0.839		<i>Valid</i>
9	KP9	0.880		<i>Valid</i>
10	KP10	0.832		<i>Valid</i>

Source: SPSS output processed, 2022

Based on the results of the validity test of the service quality variable for each indicator, it shows that it meets the requirements, namely ≥ 0.155 so that all of these items are said to be valid and can be processed in further testing.

Table 4. Brand Preference Validity Test Results

No	Details in the Questionnaire	Corrected Item Correlation Value	Required Correlation Value	Information
1	PM1	0.833	0.155	<i>Valid</i>
2	PM2	0.780		<i>Valid</i>
3	PM3	0.887		<i>Valid</i>
4	PM4	0.912		<i>Valid</i>
5	PM5	0.860		<i>Valid</i>
6	PM6	0.910		<i>Valid</i>
7	PM7	0.911		<i>Valid</i>
8	PM8	0.875		<i>Valid</i>
9	PM9	0.874		<i>Valid</i>
10	PM10	0.918		<i>Valid</i>

Source: SPSS output processed, 2022

Based on the results of the validity test of the Brand Preference variable for each indicator, it shows that it meets the requirements, namely ≥ 0.155 so that all of these items are said to be valid and can be processed in further testing.

Table 5. Buying Interest Validity Test Results

No	Details in the Questionnaire	Corrected Item Correlation Value	Required Correlation Value	Information
1	MB1	0.856	0.155	<i>Valid</i>
2	MB2	0.888		<i>Valid</i>
3	MB3	0.907		<i>Valid</i>
4	MB4	0.915		<i>Valid</i>
5	MB5	0.897		<i>Valid</i>
6	MB6	0.857		<i>Valid</i>

Source: SPSS output processed, 2022

Based on the results of the validity test of the variable Purchase interest for each indicator, it shows that it meets the requirements, namely ≥ 0.155 so that all of these items are said to be valid and can be processed in further testing.

Reliability Test Results

Reliability is data for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answers to statements are consistent or stable from time to time. Reliability concerning the consistency of answers when tested repeatedly on different samples. SPSS provides facilities for measuring reliability with the Cronbach Alpha (α) statistical test. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60 .

Table 6. Reliable Test Results

Variable	Cronbach Alpha	Information
Product Quality (KP)	0.801	Reliable
Quality of Service(KL)	0.785	Reliable
Brand Preference (PM)	0.789	Reliable
Repurchase Interest (MB)	0.813	Reliable

Source: SPSS output processed, 2022

From table 6The results of the Reliability Test show that the Cronbach alpha value for all variables of product quality, service quality, brand preference and repurchase intention is greater than 0.60 indicating that the research variables have acceptable reliability.

Classic assumption test

Classical assumption testing is carried out to determine the condition of the existing data in order to determine the appropriate analysis model. The data used as a multiple regression model in testing the hypothesis must avoid the possibility of classic assumption deviations.

Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. The normality test procedure is carried out by the Kolmogorov Smirnov test. If the significance value of the Kolmogorov Smirnov test is > 0.05 (5%), it can be concluded that the residuals of the regression model are normally distributed (Sugiyono, 2017). The normality test results can be seen in the following table:

Table 7. Normality Test Results

Kolomogrov test	Unstandardized Residuals
Kolomogrov-Smirnov value	1,687
asyp. Sig	0.207

Source: SPSS output processed, 2022

Based on the table above shows that the Asymp. Sig. greater than 0.05 ($0.207 > 0.05$), which means that the results of the regression model test show that the residual data is normally distributed.

Multicollinearity Test

In this study the technique for detecting the presence or absence of multicollinearity is by observing the VIF and tolerance values if the VIF value is less than 10 and the tolerance value is more than 0.1, then the regression model indicates that there is no multicollinearity (Sugiyono, 2017).

Table 8. Multicollinearity Test Results

Variable	tolerance	VIF	Information
Product quality	0.551	1.815	Multicollinearity Does Not Occur
Service Quality	0.638	1,566	Multicollinearity Does Not Occur

Brand Preference	0.551	1,769	Multicollinearity Does Not Occur
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Source: SPSS output processed, 2022

Based on the table above, the results show that all VIF values have a value less than 10 (VIF <10), which means that the results of the regression model test show no symptoms of multicollinearity and all of these independent variables are feasible to use.

Heteroscedasticity Test

There are several ways to detect the presence or absence of heteroscedasticity, including: if there is a certain pattern, such as the dots forming a certain regular pattern (wavy, widened then narrowed), then it indicates that heteroscedasticity has occurred. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

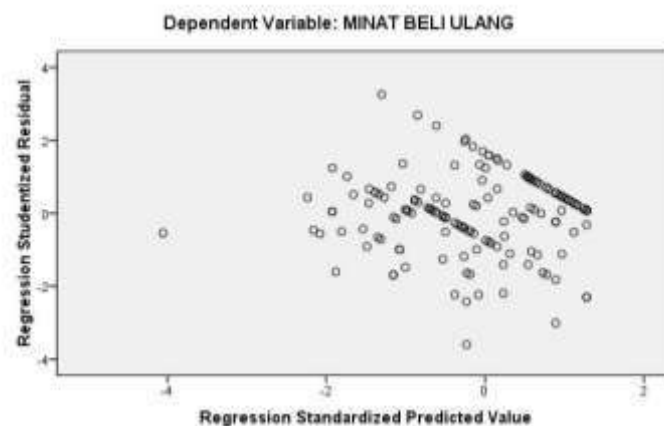


Figure 1 Heteroscedasticity Test Results
Source: SPSS output processed, 2022

From Figure 1 it can be seen that the points spread randomly and both above and below the number 0 on the Y axis, there is no particular regular pattern. Therefore it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Testing Results

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how much influence the independent variables have, namely: Product Quality(X1),Service Quality(X2)Brand Preference(X3) to Repurchase Interest (Y).

Table 9. Multiple regression test results and t test

Model	B	tcount value	ttable value	Sig.
(Constant)	2,293	-	-	-
Product quality	0.124	2,678	1,653	0.003
Service Quality	0.120	3,186	1,653	0.002
Brand Preference	0.356	9.155	1,653	0.000

Source: SPSS output processed, 2022

Based on table 9 above, the multiple linear regression equation model in this study can be written as follows:

$$Y = 2.293 + 0.124 X1 + 0.120 X2 + 0.356 X3 + e$$

The meaning of the multiple linear regression equation model that is formed is as follows:

1. The constant 2.293 states that if the independent variable has a value of 0, then the decision to repurchase interest is 2.293.
2. The regression coefficient X1 (product quality) is 0.124, meaning that if product quality increases by 1 unit, repurchase interest (Y) will increase by 0.124 assuming other variables are constant.
3. The regression coefficient X2 (Quality of Service) is 0.120, meaning that if service quality increases by 1 unit, repurchase intention (Y) will increase by 0.120 assuming other variables are constant.
4. The regression coefficient X3 (Brand Preference) is 0.356, meaning that if brand preference increases by 1 unit, repurchase interest (Y) will increase by 0.356 assuming other variables are constant.

t test

Based on the results of the tests that have been carried out in the table above, the following values are obtained:

- a. The calculated t value for the product quality variable is $2.678 > t \text{ table } 1.653$ with a significance of $0.003 < 0.05$, so it can be concluded that variable X1 (product quality) has a positive and significant effect on variable Y (repurchase intention)
- b. The t calculated value for the service quality variable is $3.186 > t \text{ table } 1.653$ with a significance of $0.002 < 0.05$, so it can be concluded that the X2 variable (Service Quality) has a positive and significant effect on the Y variable (repurchase intention)
- c. The calculated t value for the Brand Preference variable is $9.155 > t \text{ table } 1.653$ with a significance of $0.000 < 0.05$, so it can be concluded that the X3 variable (Brand Preference) has a positive and significant effect on the Y variable (repurchase intention).

Discussion

Effect of Product Quality on Repurchase Intention

Based on the data collected from distributing the questionnaires presented in the descriptive table of the research variable, the respondents' answers to the statement item with the highest mean value are the statement I feel Tupperware products can provide health safety. This means that tupperware consumers in Tarakan City prioritize the safety and health of tupperware products to repurchase. This means that the safer the product is used, the more interest in repurchasing.

Effect of Service Quality on Repurchase Intention

Based on the data collected from distributing the questionnaires presented in the descriptive table of the research variable, the respondents' answers to the item statement with the highest mean value are the statements of the agent (seller) dealing with consumer complaints if the Tupperware product received is damaged. This means that tupperware consumers in Tarakan City prioritize the attention or service of the seller or agent for repurchase, meaning that the better the service provided will increase the interest in repurchasing.

The Effect of Brand Preference on Repurchase Intention

Based on the data collected from distributing the questionnaires presented in the descriptive table of the research variables, the respondents' answers to the statement items with the highest mean value are statements The Tupperware brand is well known to many people compared to other brands. This means that tupperware consumers in Tarakan City prioritize product recognition tupperware to repurchase. This means that the more familiar the brand of a product will increase the interest in repurchasing.

CONCLUSION

From the results of statistical tests and discussion, several conclusions can be drawn: Product quality has a positive and significant effect on the intention to repurchase Tupperware in Tarakan City. Service quality has a positive and significant effect on the intention to repurchase Tupperware in Tarakan City. Brand preference has a positive and significant effect on the intention to repurchase Tupperware in Tarakan City.

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