The Influence Of *Food Quality, Service Quality* And *Price Promotion* On *Repeat Purchase Intention* At Solaria Transmart Tegal

Fika[1], Jaka Waskito[2], Makmur Sujarwo[3] Agnes Dwita[4]

[1234]Faculty of Economics and Business, Pancasakti University, Tegal

ABSTRACT

The purpose of the research is 1) To analyze the influence of food quality on repeat purchase intention in Solaria Transmart Tegal .. 2) To analyze the effect of service quality on repeat purchase intention in Solaria Transmart Tegal. 3) To analyze the effect of price promotion on repeat purchase intention in Solaria Transmart Tegal. 4) To analyze the influence of food quality, service quality and price promotion together against repeat purchase intention in Solaria Transmart Tegal

Data collection methods used in this study are questionnaires and literature study. While the data analysis technique used is Rank Sperman correlation analysis, correlation coefficient significance test, multiple correlation analysis, significance test of multiple correlation coefficient, and coefficient of determination analysis.

From the results of testing the first hypothesis by using correlation analysis of spearman rank results obtained by the correlation coefficient of 0.690. With a significance level of 0.05 obtained sig value 0.000 which means there is influence of food quality to repeat purchase intention. Thus the first hypothesis can be accepted truth. Result of second hypothesis test by using correlation analysis of rank spearman obtained result of correlation coefficient value equal to 0,601 significance level 0,05 obtained sig value 0,000 which mean there is influence service quality to repeat purchase intention. Thus the second hypothesis can be accepted truth. Result of third hypothesis test by using correlation analysis of rank spearman obtained result of correlation coefficient value equal to 0,648 significance level 0,05 obtained value sig 0,000 which mean there influence price promotion to repeat purchase intention. Thus the third hypothesis can be accepted truth. The results of the fourth hypothesis test by using multiple correlation analysis obtained the results of multiple correlation coefficient of 0.826 0.05 significance level obtained sig value 0,000 which means there is influence of food quality, service quality and price promotion together to repeat purchase intention. Thus the fourth hypothesis is acceptable.

Keywords: Food Quality, Service Quality, Price Promotion, Repeat Purchase Intention

INTRODUCTION

The problem that occurs is the decline in public trust regarding the crowd it is reported that Solaria Restaurant has not yet obtained a halal certificate, the number of restaurant visitors it starts to decrease. As a result of declining consumer confidence in the company which caused Solaria Restaurant's corporate image to be unfavorable, that's causing a decrease in visitors in all Solaria Restaurant branches. This is happening because consumers think that if one branch has a problem, the other branches too will be the same if managed by the same management (https://ekbis.sindonews.com).

Another factor that Solaria Restaurants must pay attention to is product quality because the increasing number of restaurants scattered in the city of Tegal, causing Muslim consumers more careful in choosing the food they will consume. This is because in When looking for a product, consumers not only want to fulfill their needs, but can also satisfy his desire. Therefore the company must have good product quality, In addition, companies must always pay attention to the quality of services provided to customers consumers so that consumers feel comfortable and believe in the products issued by the company. Service quality (service quality) as a result of the perception of the comparison between expectations customers with actual service performance. In the food industry, restaurants must pay attention these two factors, because they are the most important factors in the food industry. Very the company made a fatal mistake it will be difficult for the company to return consumer confidence as before. And it will be difficult to restore the company's image as previously.

Hypothesis

Based on the formulation of the problem that has been stated previously, the writer propose the following hypothesis:

1. There is an influence of *food quality* on *repeat purchase intention* in Solaria Transmart Tegal.

2. There is an influence of service quality on repeat purchase intention in Solaria Transmart Tegal.

3. There is the influence of price promotion on repeat purchase intention in Solaria Transmart Tegal.

4. There is the influence of food quality, service quality and price promotion together on repeat purchase intentions at Solaria Transmart Tegal.

RESEARCH METHOD

Population and sample

In every research, there must be an object or subject that must be studied, so that existing problems can be solved. The population in the study acts as an object research, by determining the population, the researcher can perform data processing. Population is a generalization area

consisting of subjects/objects that have high quality and certain characteristics set by the author to be studied and then drawn the conclusion (Sugiyono, 2013: 115). The population in this study were all visitors to Solaria Transmart Tegal whose number is not known with certainty. Sugiyono (2013:116) states that the sample is part of the number and characteristics belonging to that population.

The population has a large number so the author using a sample from the population. The sample was carried out due to the limitations of the author in conducting research both in terms of funds, time, energy and a very large population many. The sample taken must truly represent the population of consumers who have visit Solaria Transmart Tegal.

RESULTS OF DATA ANALYSIS AND TESTING HYPOTHESES

Hypothesis Testing 1

To test the first hypothesis, namely "There is an effect of *food quality* on *repeat* ". *purchase intention* at Solaria Transmart Tegal" is analyzed using Spearman *rank* correlation whose function is to find relationships or to test significance associative hypothesis. According to Arikunto (2010: 251) the correlation coefficient is a statistical tool which can be used to compare the measurement results of two different variables so that can determine the degree of relationship between these variables.

Tabel 2
Hasil Pengujian Hipotesis I

Correlations

			Food Quality	Repeat purchase intention
Spearman's rho	Food Quality	Correlation Coefficient	1,000	,690**
		Sig. (2-tailed)	.	,000
		N	100	100
	Repeat purchase intention	Correlation Coefficient	,690**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Results of Hypothesis Testing I From the results of testing the first hypothesis using *rank* correlation analysis *Spearman* above can be seen the results of the calculation of the correlation of the *food quality* variable on *repeat purchase intention* at Solaria Transmart Tegal obtained results in the form of correlation coefficient numbers of 0.690. The correlation value of 0.690 was then consulted with the interpretation table the value of r is in the interval 0.600 – 0.799. This can be interpreted that the influence between *food quality* on *repeat purchase intention* at Solaria Transmart Tegal is quite strong. To test the significance of the effect of *food quality* on *repeat purchases intention* in Solaria Transmart Tegal used correlation coefficient significance test. At level significance of 0.05 obtained *sig* value of 0.000. Because the *sig* value is 0.000 then Ho is rejected and H1accepted, which means that there is a significant effect of *food quality* on *repeat purchases intention* at Solaria Transmart Tegal. Thus the first hypothesis can be accepted the truth. Effect of *food quality* on *repeat purchase intention* at Solaria Transmart Tegal have a positive influence. The higher the *food quality* of the Solaria restaurant Transmart Tegal, the

higher the *repeat purchase intention* at Solaria Transmart Tegal, on the other hand, the lower *fo food quality* of the Solaria Transmart restaurant Tegal, the lower the *repeat purchase intention* at Solaria Transmart Tegal.

Hypothesis Testing 2

To test the second hypothesis, namely "There is an effect of *service quality* on *repeat* ". *purchase intention* at Solaria Transmart Tegal" is analyzed using Spearman *rank* correlation whose function is to find relationships or to test significance associative hypothesis. According to Arikunto (2010: 251) the correlation coefficient is a statistical tool which can be used to compare the measurement results of two different variables so that can determine the degree of relationship between these variables.

Table 3

Hypothesis Testing Results

			Serv ice quality	Repeat purchase intention
Spearman's rho	Serv ice quality	Correlation Coef ficient	1,000	,601* *
		Sig. (2-tailed)		,000
		N	100	100
	Repeat purchase intention	Correlation Coef ficient	,601* *	1,000
		Sig. (2-tailed)	,000	
		N	100	100

The value of r is in the interval 0.600 – 0.799. This can be interpreted that the influence between *service quality* on *repeat purchase intention* at Solaria Transmart Tegal is quite strong. To test the significance of the effect of *service quality* on *repeat purchases intention* in Solaria Transmart Tegal used correlation coefficient significance test. At level significance of 0.05 obtained *sig* value of 0.000. Because the *sig* value is 0.000 then Ho is rejected and H2 accepted, which means that there is a significant effect of *service quality* on *repeat purchase intention* at Solaria Transmart Tegal. Thus the second hypothesis can be accepted the truth.

The effect of *service quality* on *repeat purchase intentions* at Solaria Transmart Tegal have a positive influence. The higher the *service quality* of the Solaria Transmart restaurant Tegal to the customer will be the higher the *repeat purchase intention* in Solaria Transmart Tegal, on the other hand, the lower the *service quality* of the Solaria Transmart Tegal restaurant to the customer, the *repeat purchase intention* in Solaria will be lower Transmart Tegal.

Hypothesis Testing 3

To test the third hypothesis, namely "There is an effect of *price promotion* on *repeat* "*purchase intention* at Solaria Transmart Tegal" is analyzed using Spearman *rank* correlation whose function is to find relationships or to test significance associative hypothesis. According to Arikunto (2010: 251) the correlation coefficient is a statistical tool which can be used to compare the measurement results of two different variables so that can determine the degree of

relationship between these variables.

From the results of testing the second hypothesis using *Spearman rank* correlation analysisabove can be seen the results of the calculation of the correlation of *service quality* variables to *repeat purchase intention* at Solaria Transmart Tegal obtained results in the form of correlation coefficient numbers of 0.601. The correlation value of 0.601 was then consulted with the interpretation table

Table 4

Hypothesis Testing Results 3

Correlations

			Price promotion	Repeat purchase intention
Spearman's rho	Price promotion	Correlation Coefficient	1,000	,648**
		Sig. (2-tailed)	.	,000
		N	100	100
	Repeat purchase intention	Correlation Coefficient	,648**	1,000
		Sig. (2-tailed)	,000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

From the results of testing the third hypothesis using *Spearman rank* correlation analysis above, it can be seen the results of the calculation of the correlation of the *price promotion* variable on *repeat purchase intention* at Solaria Transmart Tegal obtained results in the form of correlation coefficient numbers of 0.648. The correlation value of 0.648 was then consulted with the interpretation table the value of r is in the interval 0.600 – 0.799. This can be interpreted that the influence between *price promotion* on *repeat purchase intention* at Solaria Transmart Tegal is quite strong. To test the significance of the effect of *price promotion* on *repeat purchases intention* in Solaria Transmart Tegal used correlation coefficient significance test. At level significance of 0.05 obtained *sig* value of 0.000. Because the *sig* value is 0.000 then Ho is rejected and H3 accepted, which means that there is a significant effect of *price promotion* on *repeat purchase intention* at Solaria Transmart Tegal. Thus the third hypothesis can be accepted the truth. The effect of *price promotion* on *repeat purchase intentions* at Solaria Transmart Tegal have a positive influence. The higher the *price promotion* of the Solaria Transmart restaurant Tegal to the customer will be the higher the *repeat purchase intention* in Solaria Transmart Tegal, on the other hand, the lower the *price promotion* of the Solaria Transmart Tegal restaurant to the customer, the *repeat purchase intention* in Solaria will be lower Transmart Tegal.

Hypothesis Testing 4

To test the fourth hypothesis, namely "There is an influence of *food quality, service quality* ".

and *price promotion* together on *repeat purchase intentions* at Solaria Transmart Tegal" was analyzed using multiple correlation analysis which its function is to find out how big the double correlation coefficient is between the variables of *food quality, service quality* and *price promotion* together on *repeat purchase intentions* at Solaria Transmart Tegal.

Table 5

Results of Hypothesis Testing 4

Tabel 5
Hasil Pengujian Hipotesis 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,826ª	,682	,672	2,32519

a. Predictors: (Constant), Price promotion, Food Quality, Serv ice quality

From the results of testing the fourth hypothesis using multiple correlation analysis in above it can be seen that the results of the calculation of the correlation of *food quality, service quality* and *price* variables are known joint *promotion* of *repeat purchase intentions* at Solaria Transmart Tegal the results obtained in the form of a correlation coefficient of 0.826. The correlation value is 0.826 then consulted with the interpretation table the value of r is in the interval 0.800 – 1.000. This can be interpreted that the influence between *food quality, service quality* and *price* joint *promotion* of *repeat purchase intentions* at Solaria Transmart Tegal classified as very strong.

Table 6

The Result of the Coefficient of Determination

Model		R Square	Adjusted R Square	Std. Error of the Estimate
1	R,826a	,682	,672	2,32519

a. Predictors: (Constant), Price promotion, Food Quality, Serv ice quality

The magnitude of the coefficient of determination based on the analysis with the SPSS program is 0.682. Thus, it means that the contribution (direct contribution) of *food quality, service quality* and *price promotion* together on *repeat purchase intentions* in Solaria Transmart Tegal is 68.2% while 31.8% is explained by factors which cannot be explained in this study.

CONCLUSIONS AND SUGGESTIONS

Conclusion

From the results of data analysis and discussion in the previous chapter, it can be concluded as follows:

1. From the results of testing the first hypothesis by using *Spearman rank* correlation analysis the results obtained by the correlation coefficient of 0.690. With a significance level of 0.05 obtained a *sig* value of 0.000 which means that there is an effect of *food quality* on *repeat purchase intention* at Solaria Transmart Tegal. Thus the first hypothesis can be accepted truth.

2. From the results of testing the second hypothesis by using Spearman rank correlation analysis the result of the correlation coefficient is 0.601. With a significance level of 0.05 obtained a sig value of 0.000 which means that there is an effect of service quality on repeat purchase intention at Solaria Transmart Tegal. Thus the second hypothesis can be accepted truth.

3. From the results of testing the third hypothesis using Spearman rank correlation analysis the results obtained by the correlation coefficient of 0.648. With a significance level of 0.05 obtained a sig value of 0.000 which means that there is the effect of price promotion on repeat purchase intention at Solaria Transmart Tegal. Thus the third hypothesis can be accepted truth.

4. From the results of testing the fourth hypothesis using multiple correlation analysis the results obtained by the number of multiple correlation coefficients of 0.826. With significance level 0.05 obtained a sig value of 0.000 which means that there is an effect of food quality, service quality and price promotion together on repeat purchase intentions at Solaria Transmart Tegal. Thus the fourth hypothesis can be accepted as true.

Suggestion

Based on the conclusions of this study, it can be given some suggestions regarding with this research, namely:

1. 1.Solaria Transmart Tegal should improve the quality of its food in terms of good taste delicious and halal, and a diverse menu according to the tastes of the local

community, For example, for the people of Tegal City as a coastal community, they like food with a salty and spicy taste.

2.   2.Solaria Transmart Tegal is expected to improve service quality because it is based on The results of this study have a positive and significant effect on service quality repeat purchase intentions. Improving service quality can be done by: improve restaurant service, be friendlier and give more attention to consumers.

3.   3.In terms of price promotions, Solaria can provide discounts based on quantitypurchases and at certain events.

4.   4.For further researchers, the results of this study are known to be the magnitude of the coefficient of the influence of food quality, service quality and price promotion together for repeat purchase intention is 68.2% while 31.8% is explained by other factors that do not can be explained in this study. Therefore, further researchers are advised to able to develop the results of this research. Further researchers are advised to increase the number of respondents in the sample calculation. Researchers suggest in further research to not only take the point of view of consumers or visitors only, but research on Solaria's marketing strategy.

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