

## Factors that Influence Repurchase Intention at Alas Cobek Restaurant



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**ABSTRACT:** This study aims to determine the repurchase intention of Alas Cobek Restaurant consumers which is influenced by social media marketing factors, product quality, Alas Cobek Restaurant's image, and consumer satisfaction with the services and dishes served by Alas Cobek Restaurant. This study adopts the stimulus, organism, and response theory to confirm the relationship between emotional and consumer responses regarding intentions and purchases. Respondents in the study were consumers who came to Alas Cobek Restaurant and had accessed social media owned by Alas Cobek Restaurant. Sampling using purposive sampling as many as 330 respondents were processed using structural equation modeling with the LISREL application. The results showed that social media marketing, product quality, and brand image affect customer satisfaction so it has an impact on consumer repurchases at Alas Cobek Restaurant. This research implies that Alas Cobek Restaurants needs to make improvements in providing information through social media marketing regarding Alas Cobek Restaurant products and services.

**KEYWORDS:** social media marketing, product quality, brand image, satisfaction, repeat buying intention.

### I. INTRODUCTION

The use of social media to commercially promote processes or events to attract potential consumers online is referred to as social media marketing. With the increasing number of community sites, many organizations are beginning to discover how best to leverage these sites in creating strong relationships and communication with users to enable friendly and close relationships in creating online brand communities (Ibrahim & Aljarah, 2018). Social media marketing efficiently fosters communication between customers and marketers (Hafez, 2021). Therefore, social media marketing is still considered a new marketing strategy, but its influence on intentions is still limited. Currently, much of the research on social media marketing focuses on consumer behavior, creative strategies, content analysis, and the benefits of user-generated content, as well as its relevance to the creation of virtual brand communities (Ibrahim, 2021).

New communication channels have been created and there have been tremendous changes in the way people interact, as the internet develops different applications and tools over time (Tarsakoo & Charoensukmongkol, 2020). Companies now realize that sharing brand information and consumer experiences is a new way for brand marketing, due to the widespread use of smartphones and the internet. In addition, most people now rely on social media brands, which makes building online communities very efficient.

The results of research conducted by Puirih *et al.* (2020) state that social media marketing can have a positive effect on satisfaction. Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are well met (Novaliana, 2019). To determine business survival in the long term, it is usually strongly influenced by the level of customer satisfaction. Because a high level of satisfaction will create an emotional attachment to a particular brand, not just a rational preference or preference. For this reason, business actors must compete with similar business actors by displaying different or more specific products. It must even have characteristics that can satisfy target consumers. However, the results of research conducted by Farizky *et al.* (2022) show that social media marketing does not affect satisfaction.

Alas Cobek Restaurant is one of the restaurants that carries and maintains one of the typical culinary of the archipelago has been done by RM Alas Cobek has opened partnership cooperation opportunities with various parties in all districts/cities in Indonesia. It is intended that the typical cuisine of the archipelago can survive and even develop in the national and international arena, among the many foreign cuisines that continue to enter the domestic culinary market. The slogan of RM Alas Cobek is

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"Jagonya Quail & Fried Duck, Free to Choose Various Sambals!". RM Alas Cobek has also used social media such as Instagram (@alascobek) to continuously introduce their dishes to the public.

Product quality in an activity engaged in the culinary field has become the main assessment for consumers. Therefore, the quality of products from RM Alas Cobek is always a concern for consumers who make purchases online or offline. The results of research conducted by Kencana (2018) reveal that product quality can affect consumer satisfaction so and this can have an impact on the level of consumer loyalty in the form of repurchase intentions. However, Izzuddin & Muhsin (2020) argue that product quality has no influence on consumer satisfaction that occurs in the culinary field. Thus, this finding requires further investigation regarding product quality and customer satisfaction.

Consumers will seek relevant information related to the external environment and their experience when buying a product (Shareef et al., 2019). This information will be collected by consumers related to brand image to product quality owned by a brand. Previous researchers such as Lee & Lim (2020) stated that brand image has become an interesting topic of discussion in the marketing literature. In addition, brand image has played an important role in differentiating companies and is a powerful marketing tool (Park & Park, 2019). Similarly, brand image research has also been recognized as the core of marketing and advertising studies. Not only does it serve as a principle for tactical marketing mix issues, but it also plays an important role in building long-term brand equity (Aaker, 1996).

The results of research conducted by Cuong (2020) reveal that brand image can affect customer satisfaction. A positive brand image of a company can increase consumer satisfaction to make repeated purchasing behavior. However, research conducted by Ningrum *et al.* (2021) shows that brand image has no effect on customer satisfaction.

Based on the results of observations made by the author, it shows that RM Alas Cobek Lampung branch still has shortcomings in carrying out social media marketing activities, resulting in sales realization that does not reach the specified target. This is supported by the results of the assessment of RM Alas Cobek review numbers via Google given by consumers using stars at 4.6/5. The higher the stars are given, the more it is considered good by consumers, and consumers are considered satisfied. However, the 1,088 measured reviews show a star value of 4.6/5 which can be interpreted that there are still consumers who are dissatisfied with the quality of the products produced by the restaurant.

Reviews expressed by consumers by giving 1 star greatly impact the brand image of the restaurant. This results in other potential consumers being reluctant to buy products at RM Alas Cobek. Then, the results of interviews with several consumers who were visiting RM Alas Cobek revealed that RM Alas Cobek did not provide enough information about their dishes on social media. The experience of consumers who eat at RM Alas Cobek reveals that the restaurant must maintain their flavors consistently and not change. Thus, this study aims to determine whether social media marketing, product quality and brand image have an influence on satisfaction which is thought to have an impact on consumer repurchase intentions at RM Alas Cobek.

## II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

### Social Media Marketing on Satisfaction

Social media marketing refers to the way consumers perceive a company or brand's involvement in various social media marketing activities (Koay et al., 2021). In this case, social media platforms are not limited to just Facebook and the like; as they are also presented in various other forms that include social networking sites, blogs, wikis, virtual social worlds, combinations of various websites that integrate web links, user reviews and ratings, recommendations and referrals, user wish lists, forums, and communities (Hajli, 2015). Social media allows marketers to interact, collaborate and share content with their customers (Ibrahim et al., 2020). Furthermore, this has prompted many business enterprises and government organizations to leverage social media for advertising and marketing, as they now see that effective social media marketing activities are critical in building value, relationships, customer population, and brand equity (Yu & Yuan, 2019).

The results of research conducted by Fajri & Ma'ruf (2018) show that social media marketing activities have a positive influence on satisfaction. This explains that the existence of social media marketing carried out by entrepreneurs and companies can build quality relationships in the form of interactions between marketers and potential customers which can generate behavioral intentions. Social media marketing activities that are easily understood by consumers will result in new activities, namely word of mouth such as providing information from one person to another. Based on this description, the following hypothesis is formulated:

H1: Social Media Marketing Affects Satisfaction

### Product Quality on Satisfaction

Based on research by Hudaya *et al.* (2021) better product quality will keep our customer satisfaction levels high, thereby encouraging customers to make future purchases. Product quality is also one of the elements that customers consider in deciding

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to make a purchase. The results of research conducted by Kencana (2018) reveal that product quality can affect customer satisfaction.

Satisfaction will be obtained if the customer has a positive value that the product is of quality. Customer satisfaction can be defined as the feeling of pleasure or disappointment of a customer when comparing his perception of the performance of a product or service with the desired expectations. Therefore, customer satisfaction is important, leads to the financial success of a company, and contributes to the sustainable development of the company. From this description, the following hypothesis can be formulated:

H2: Product quality affects satisfaction

### Brand Image to Satisfaction

Brand image is a strong sub-variable in the company and is very important in purchasing decisions for consumers (Saputri & Tjahjaningsih, 2022). The concentration of producers to improve their brand image is very important for superior product marketing. Building a strong brand image can be achieved with a strong marketing program for the product in question, and has a uniqueness that can be distinguished from other products. A good combination of supporting factors will be able to produce a strong brand image for consumers.

Several researchers (Lee & Lim, 2020; Sousa et al., 2019; Park & Park, 2019) stated that brand image has become an interesting topic of discussion in the marketing literature. Moreover, brand image has played an important role in differentiating companies and is a powerful marketing tool (Park & Park, 2019). Similarly, brand image research has also been recognized as the core of marketing and advertising studies. Not only does it serve as a principle for tactical marketing mix issues, but it also plays an important role in building long-term brand equity (Dam & Dam, 2021; Keller, 1993). Keller (1993) states that brand image is defined as the perception of the brand, as expressed by the brand associations stored in the buyer's mind. The results of research conducted by Cuong (2020) reveal that brand image can affect consumer satisfaction. From this description, the following hypothesis can be formulated:

H3: Brand image affects satisfaction

### Satisfaction on Repurchase Intention

Customer loyalty is one of the most expected consequences of any business-to-consumer relationship. Businesses seek to identify the ideal elements that will attract customers to return to gain loyalty (Lemon & Verhoef, 2016). A positive customer experience can result in increased organizational commitment, which is represented in customer loyalty (Khan *et al.*, 2021). Because customer experience positively impacts loyalty, companies benefit in a variety of ways, including increased trust, customer satisfaction, loyalty, repurchases, and positive word of mouth (Becker & Jaakkola, 2020; Bleier et al., 2019). Similarly, customer experience forms an emotional connection thereby developing trust, fulfilling needs, and expanding retention which suggests an important role in attracting loyalty intentions (Barbu et al., 2021).

Repurchase intention has been studied extensively by marketing experts, and is usually defined as the intention to repeat the purchase of a particular product or service within a certain period (Liu et al., 2016). In the online context, it is defined as the reuse of online channels to purchase from a particular retailer (Khalifa & Liu, 2007). Thus, repurchase can be seen as an ongoing behavior part of loyalty. Furthermore, it is a form of volitional behavior, as has been empirically validated (Davis, 1989; Taylor & Todd, 1995). are also practical considerations for focusing on repurchase intentions.

Customers who are highly satisfied or even love the service are likely to become loyal supporters of the company and spread positive news. Dissatisfaction turns customers away and becomes a determining factor in switching behavior. The results of research conducted by Pandiangan et al. (2021) show that satisfaction has a positive influence on repurchase intentions. Broadly speaking, customer satisfaction provides two main benefits for the company, namely in the form of loyalty and engaging in positive word-of-mouth recommendations. Customer satisfaction and loyalty must be incorporated into the long-term goals of the business. Customer satisfaction is a key element for any organization that wants to increase customer loyalty and create better business achievements (Masud, Haque, & Azam, 2018). Based on these considerations, the following hypothesis is formulated:

H4: Satisfaction affects repurchase intention

Referring to the theoretical framework of the relationship between variables as described in the formulation of the hypothesis, the research model is as follows :

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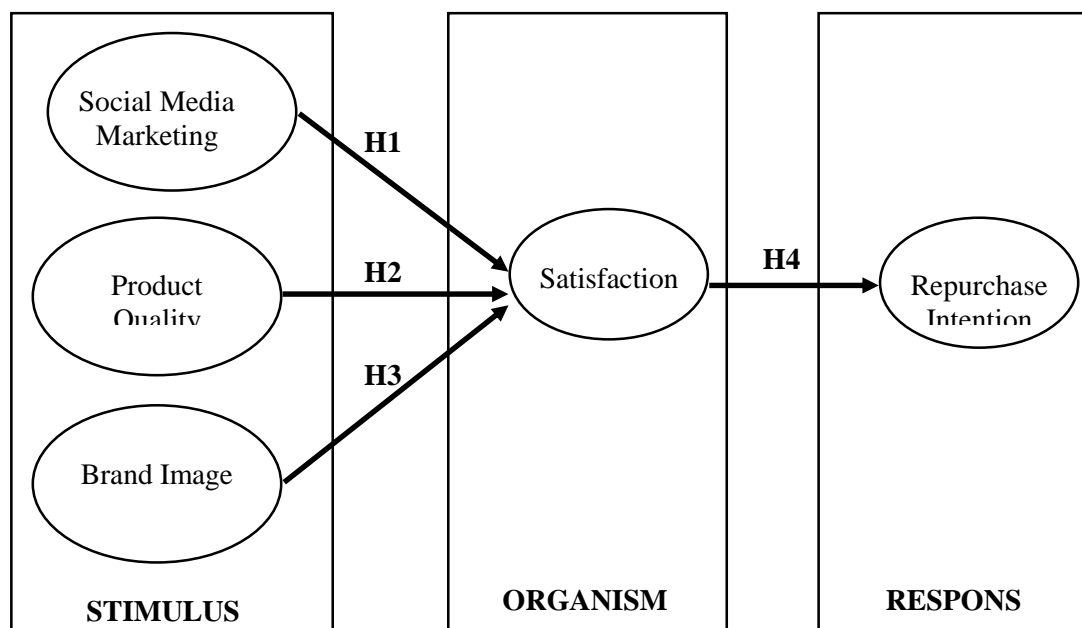


Fig 1. Conceptual Framework

### III. RESEARCH METHOD

This type of research is quantitative research using an approach to test objective theory by testing the relationship between variables as applied in this study (Creswell, 1994). The sample in this study was 330 consumers at Alas Cobek Restaurant. Sampling determination was carried out using a purposive sampling technique. The sample criteria in this study are consumers who come to Alas Cobek Restaurant who are 18 years old and have seen Instagram Alas Cobek. The research data was analyzed using SEM with the LISREL application.

### IV. RESULT AND DISCUSSION

Respondent data has been successfully collected in this study by distributing questionnaires via google form to consumers of Alas Cobek Restaurant. The research was conducted from March 1, 2024, to April 1, 2024. The results of this study provide an overview of the demographics of respondents through data collection from questionnaires. The characteristics of respondents based on male gender were 55.15%, while the number of respondents with female gender was 44.85%. The characteristics of respondents based on age have the highest frequency of respondents aged 28-38 years totaling 43.03% of respondents, and the lowest respondents are respondents aged 17-27 years totaling 12.42% of respondents. Respondents aged 39-49 years were 25.15% of respondents and for ages > 50 years 19.39% of respondents. Characteristics of respondents based on income who have the highest frequency are respondents with an income of > 5 million - 10 million as many as 41.82% of respondents, and the lowest respondents are respondents with an income of > 15 million as many as 12.42% of respondents. Respondents with income of < 5 million were 31.82% of respondents. Respondents with income of > 10m-15m were 13.94% of respondents. Characteristics of respondents based on education who have the highest frequency are respondents who have a D4 / S1 education of 55.15% and the lowest frequency lies in elementary school education of 0.00%.

Tabel 1. Validity and Reliability

Variabel	SLF > 0,50	Error	CR > 0,70	AVE > 0,50	Kesimpulan
<b>Pemasaran Media Sosial</b>					<i>Reliabel</i>
PMS1	0.75	0.44	0,88	0,50	<i>Valid</i>
PMS2	0.71	0.50			<i>Valid</i>
PMS3	0.69	0.53			<i>Valid</i>
PMS4	0.59	0.65			<i>Valid</i>

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Variabel	SLF > 0,50	Error	CR > 0,70	AVE > 0,50	Kesimpulan
PMS5	0.68	0.54			<i>Valid</i>
PMS6	0.73	0.46			<i>Valid</i>
PMS7	0.71	0.50			<i>Valid</i>
PMS8	0.65	0.58			<i>Valid</i>
PMS9	0.58	0.66			<i>Valid</i>
<b>Kualitas Produk</b>			0,76	0,50	<i>Reliabel</i>
KPR1	0.64	0.58			<i>Valid</i>
KPR2	0.69	0.52			<i>Valid</i>
KPR3	0.54	0.71			<i>Valid</i>
KPR4	0.51	0.74			<i>Valid</i>
KPR5	0.64	0.60			<i>Valid</i>
KPR6	0.51	0.74			<i>Valid</i>
<b>Citra Merek</b>			0,86	0,51	<i>Reliabel</i>
CMP1	0.62	0.61			<i>Valid</i>
CMP2	0.74	0.46			<i>Valid</i>
CMP3	0.73	0.46			<i>Valid</i>
CMP4	0.75	0.43			<i>Valid</i>
CMP5	0.71	0.50			<i>Valid</i>
CMP6	0.71	0.50			<i>Valid</i>
<b>Kepuasan</b>			0,78	0,50	<i>Reliabel</i>
KPS1	0.60	0.63			<i>Valid</i>
KPS2	0.64	0.59			<i>Valid</i>
KPS3	0.58	0.67			<i>Valid</i>
KPS4	0.60	0.64			<i>Valid</i>
KPS5	0.55	0.69			<i>Valid</i>
KPS6	0.68	0.54			<i>Valid</i>
<b>Niat Beli Ulang</b>			0,87	0,53	<i>Reliabel</i>
NBU1	0.75	0.44			<i>Valid</i>
NBU2	0.75	0.44			<i>Valid</i>
NBU3	0.78	0.40			<i>Valid</i>
NBU4	0.75	0.43			<i>Valid</i>

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Variabel	SLF > 0,50	Error	CR > 0,70	AVE > 0,50	Kesimpulan
NBU5	0.66	0.57			Valid
NBU6	0.67	0.55			Valid

Table 1 explains that the variables of social media marketing, product quality, brand image, satisfaction, and repurchase intention have a construct reliability (CR) value > 0.70, namely 0.76-0.87, while the average variance extracted (AVE) value > 0.50, namely 0.50-0.53. Thus, the results of convergent validity testing are declared valid and reliability testing is declared reliable. After the data is declared valid and reliable, the next step is to test the structural model. The structural model has satisfactory results, namely the results of the Goodness of Fit test used to build the structural model at this stage show a good fit. The following are the results of structural model testing to answer the research hypothesis.

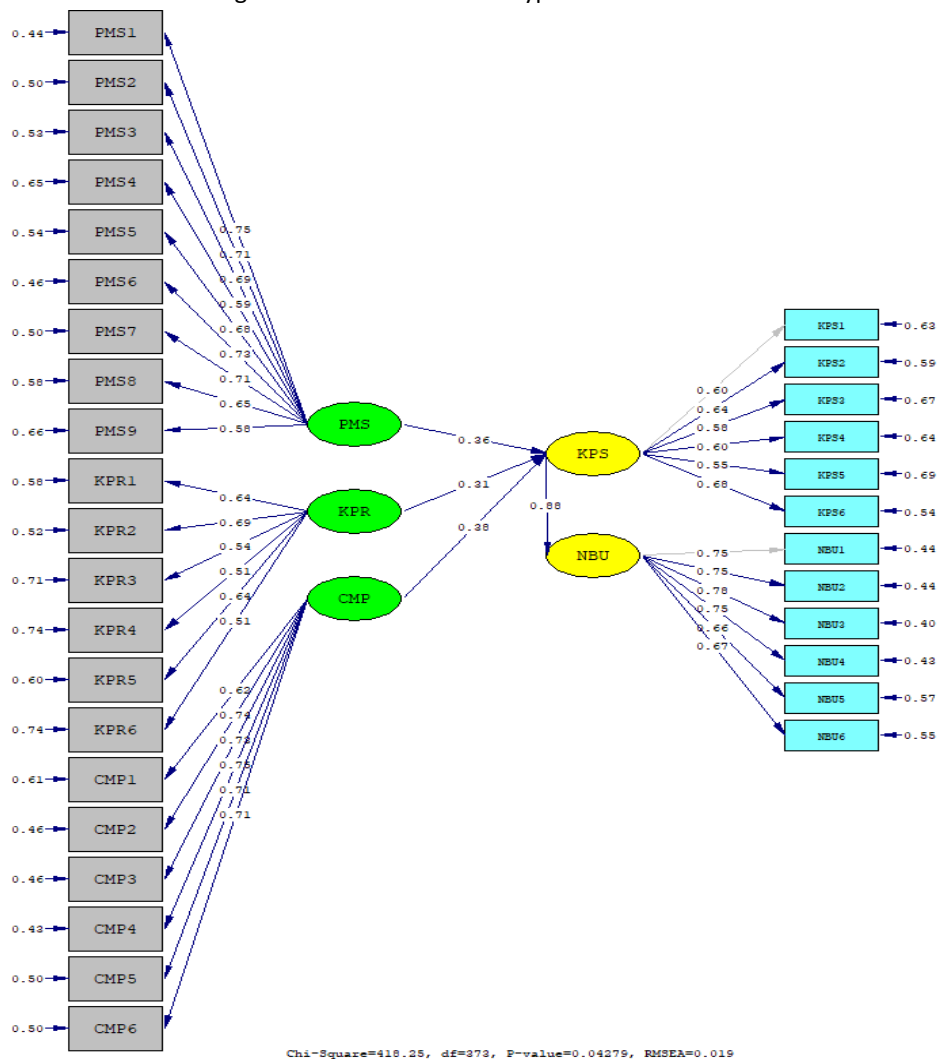


Fig.2 Structural Model

The results showed that social media marketing has a positive and significant effect of 0.36 on satisfaction. The findings are supported by research conducted by Azzahra & Nainggolan (2022) with the object of research at Hotel R Rancamaya. Social media can be said to be a way to connect a person globally with others by sharing uploads in the form of information. Alas Cobek Restaurant has not maximized promotion in the use of social media so there are still consumers who do not get purchase promos. On the other hand, consumers have encouraged their friends and acquaintances to get information about “Alas Cobek Restaurant” by following the Instagram “Alas Cobek Restaurant”. Thus, consumers of Alas Cobek are loyal to the restaurant so they indirectly participate in encouraging and recommending their friends to follow Alas Cobek Restaurant's social media.

The results showed that product quality has a positive and significant effect of 0.38 on satisfaction. The results of this study are supported by the results of previous research conducted by Aditia *et al.* (2021) that product quality in cafes is always the hope

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of consumers to be enjoyed and recommended to colleagues and others. Aditia et al (2021) explains that if the quality of the product does not match consumer expectations, then they will not visit the café a second time. The quality of the products served by Alas Cobek Restaurant has a delicious taste of the dish. This means that the product quality of the dishes served by the restaurant to consumers is highly preferred by them from dishes that are savory, delicious, and quickly served. On the other hand, there are still consumer complaints about the products from Alas Cobek Restaurant. Therefore, the findings of complaints from consumers need to be accommodated by the restaurant to remain consistent in serving food quickly and informing that the ingredients used for serving dishes do not contain preservatives.

The results showed that brand image has a positive and significant effect of 0.21 on satisfaction. The results of this study are supported by the results of previous research conducted by Asy'ari & Karsudjono (2021) with the object of research in Banjarmasin regarding the purchase of Samsung brand cellphones. Customer satisfaction is one of the keys to the success of a business. Many business failures occur because customers are disappointed so they look for alternatives to other similar products. Therefore, almost every company today realizes the importance of customers for the company and strives to be able to provide satisfaction to customers. The results of respondents' responses show that Alas Cobek Restaurant has a positive image related to the price of dishes at Alas Cobek restaurant being very affordable so it is still worth buying by various groups. On the other hand, there are still consumers who do not like Alas Cobek Restaurant because the quality of Alas Cobek Restaurant's dishes does not have good quality. Thus, this study provides suggestions for Alas Cobek Restaurants to always present the quality of dishes displayed on social media through attractive images and videos.

The results showed that customer satisfaction has a positive and significant effect of 0.88 on repurchase intentions. The findings are supported by research conducted by Santi & Supriyanto (2020) on Taichan Banjar Satay. Customer satisfaction and repurchase intentions are important variables in the marketing field that are interrelated (Sharma & Sharma, 2019). Marketers realize that placing customers as the main focus of all marketing strategies is a must (Petzer & van Tonder, 2019). Entrepreneurs and marketers must continuously and consistently strive to develop customer satisfaction. Customer satisfaction is a level where the needs, wants, and expectations of customers can be met, which then motivates customers to make repeat purchases (Kotler & Keller, 2014). In other words, the level of customer satisfaction with the product or service provided by the company is a predictor of their intention to make repeat purchases.

## V. CONCLUSIONS

The results showed that brand image has a higher influence on customer satisfaction, compared to social media marketing and product quality. This means that so far Alas Cobek Restaurant has had a positive image in the minds of customers, although there are still consumers who feel this is not the case. Therefore, Alas Cobek Restaurant must maintain a positive image by improving the quality of service and the quality of dishes that will be received by consumers. Then, social media marketing is considered still minimal in providing information to potential customers and customers so that consumers have difficulty contacting Alas Cobek Restaurant which is often used as a dining place in formal and informal events. Social media marketing is very important to run with today's technological sophistication to maintain a business.

The quality of dishes from Alas Cobek Restaurant has a positive value in the eyes of consumers, although some feel the need to be informed about halal certification and non-preservatives. Furthermore, the quality of dishes from Alas Cobek Restaurant is in great demand from various groups. Therefore, in obtaining and maintaining consumers, the quality of service from Alas Cobek Restaurant needs to be reviewed in order to maintain its brand image, and still have good quality so consumers do not feel disappointed and move to other restaurants. The placement of a brand in the minds of consumers must be done, so that the brand image created becomes increasingly positive for consumers. A business brand that has a positive image, the brand becomes increasingly remembered by consumers and can influence consumer purchases repeatedly.

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