



ANALYSIS OF CONSUMER BEHAVIOR IN REPEAT PURCHASES OF A PRODUCT

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ABSTRACT

In today's industrial era, competition between companies is getting tighter to gain loyal consumers for their products. This provides benefits for companies, especially in planning sales of new products. The shoe industry, both football and futsal, also feels this competition. This study takes a case study on the repurchase of Light Speed Reborn shoes, a local Indonesian product, the phenomenon of which is seen in the city of Samarinda. Consumers often buy the same product repeatedly, even though there is only a change in the color of the shoe. This product is often sold out in a short time. This study uses a case study method with a descriptive qualitative approach to understand the factors that drive consumers to make repeat purchases and measure their loyalty. The results of the study show that consumers tend to repurchase Light Speed Reborn shoes due to several factors, namely satisfaction with the product, quality, affordable prices, comfort, the latest trends, environmental influences, and a good brand image among football and futsal players.

1. INTRODUCTION

In the current industrial era, competition in various types of businesses is experiencing a very rapid and tight increase, both in terms of goods and services. Competition will also arise in terms of creating new products that are in demand by the community, requiring producers to understand the extent to which consumer behavior is shown in making decisions to purchase a domestically made product, especially since the product competes with foreign products that have a strong brand image (Astini, 2019; Santoso et al., 2019).

The product referred to in this study is a product with a type of soccer shoe where this product is locally made or made by Indonesian children. There are several local brands that are well-known among athletes and people who like to play soccer, including Specs, Ortuseight, Calci, Speed, and League, which are brands that produce soccer shoes that are currently quite popular with soccer and futsal sports lovers. Of all the local brands in Samarinda, there is one product that is quite dominant and is a prima donna, namely futsal and soccer shoes from Speech with its product series called Light Speed Reborn. In recent years, these shoes have dominated the local shoe market in Indonesia, especially in Samarinda. This can be seen from the results of observations that researchers conducted at several shoe stores in Samarinda City. Specifically, we asked several fairly large shoe stores such as mahkota sport, multi sport in each branch and all the answers from the store managers said that the best-selling shoes were soccer and futsal shoes from brand speech with the Light Speed Reborn series.

Not only that, we also observed several inter-village soccer players who were often hired by local soccer and futsal clubs such as Pengairan FC, Perikanan FC, Pengadaan FC and others. They are especially loyal as consumers of speech products with the Light Speed Reborn series. They have three to five of the same Light Speed Reborn series with different color variants. even when we asked what if offered other more expensive products they still answered that they were interested and chose Speech product shoes with the Light Speed Reborn series.

Based on the background that we have conveyed, researchers are interested in knowing and studying what factors influence consumer loyalty to the goods they buy repeatedly. This study also aims to deepen

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the analysis of consumer behavior in making repeat purchases of the same product repeatedly. Consumer Behavior according to Mowen and Minor (2002) is the study of units and processes in decision-making involved in the acceptance, use and purchase, and determination of goods, services, and ideas. So consumer behavior will study how to make decisions involving acceptance, use and purchase to products with what brands will be chosen. Then according to (A. B. et al., 2013) consumer behavior is behavior shown by consumers to search for, buy, use, evaluate, and spend products and services that they expect will give them satisfaction of needs. Factors that influence consumer behavior, according to (Kotler & Keller., 2019; Kotler & Armstrong, 2017) consist of several factors, namely cultural factors (culture, subculture, social class), social factors (reference groups, family, and roles and social status), personal factors (work, economic conditions, lifestyle, and personality and self-concept), and psychological factors (motivation, perception, learning, attitude). Meanwhile, according to Engel et al in (fadhli) "consumer behavior is a behavior that is directly seen to try to obtain and spend goods or services, including the decision-making process that precedes this behavior. Consumer behavior is considered important because it shows how consumers show how they get a desired product such as to get cooking oil products". Another view of consumer behavior According to (Kotler & Keller, 2008). Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Repurchase interest is the desire and action of consumers to repurchase a product, because of the satisfaction received according to what is desired from a product. A brand that is already attached to the customer's heart will cause the customer to continue purchasing or repurchasing. Marketing generally wants the customers created to be maintained forever. Given the changes that occur at all times, both changes in customers such as tastes and psychological, social and cultural aspects of customers that have an impact on the repurchase decision process. The sharp decline in consumer purchasing power conditions consumers in a more limited situation regarding the choice of products they want. Although marketers already have a customer segment that is considered loyal in a crisis, marketers still need to pay attention to customer loyalty so that brand switching does not occur. Concern for the behavior of competitor customers is an attitude or way of thinking about market orientation. In Augusty's research paper, it is stated that a study of corporate culture is a lot of research that produces a theoretical basis for making the proposition that market orientation influences the rise and fall of company performance which at the time there is repurchase interest.

According to Oliver in Suryana, "Repurchase intention based on favorable performance (cognitive) variables, favorable attitude (affective) variables, variable intention (cognitive) variables, and repeat purchasing." Based on this understanding, it can be said that there are several variables that influence repurchase intention, namely favorable performance variables (cognitive), favorable attitude variables (affective), intention variables (cognitive), and repeat purchasing. Based on this explanation, it can be said that repurchase intention is the tendency of consumer buying behavior on a product of goods and services that is done repeatedly over a certain period of time and actively likes and has a positive attitude towards a product of goods or services, based on experiences that have been done in the past. According to Thamrin in (Sartika) said that "repurchase intention is a purchase interest based on past purchasing experiences. High repurchase intention reflects a high level of satisfaction from consumers when deciding to adopt a product. The decision to adopt or reject a product arises after consumers try the product and then feel like or dislike the product. The feeling of liking a product arises when consumers have the perception that the product they use is of good quality and can meet or even exceed consumer desires and expectations. In other words, the product has a high value in the eyes of consumers. This high interest in repeat purchases will have a positive impact on the success of the product in the market".

2. METHODS

The type of research in this study is qualitative research. In this study, a description of consumer behavior in determining the decision to buy domestic soccer shoes compared to soccer shoes from abroad is carried out which already have good brand strength and quality tests. Here we also want to see what processes are carried out and experienced by consumers in determining their choices and what factors influence a consumer to determine their choice on a particular type of product. The data collection technique used is an interview, namely a data collection technique by conducting questions and answers with respondents and a documentation technique, namely a data collection technique by recording documents owned by the research object. The data collected are in the form of employee conditions,

marketing conditions, promotions and finances owned. While the data collection tool used is a questionnaire. The questionnaire in this study was used to obtain data on the company's internal and external conditions (especially regarding consumers or students) (Cooper & Emory, 1996). This research is a research that uses data obtained from respondents. The type of data used by researchers is descriptive, which comes from primary data. Primary data is descriptive data sourced from the results of observations and interviews with users of Speech product shoes with the Light Speed Reborn series who make repeat purchases. The type of research in this study is descriptive qualitative research. In this study, a description was carried out regarding the planned marketing strategy, design, development of marketing programs and implementation of marketing strategies carried out. The data collection technique used was interviews, namely data collection techniques with; Direct observation, Interview, Documentation.

The data analysis technique used in this study is an interactive model (interactive model)

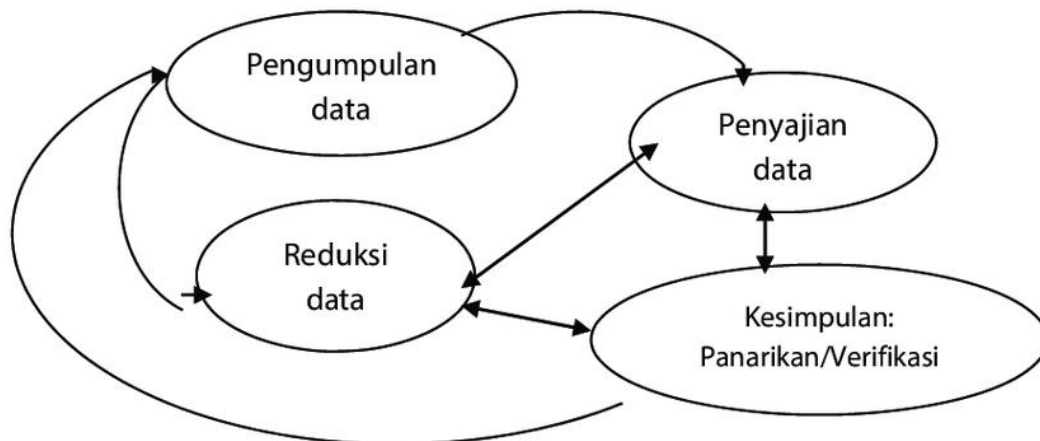


Figure 1. Components in data analysis (interactive model)

3. RESULTS AND DISCUSSIONS

Results

In this study, the data presented is qualitative data obtained from several respondents who were willing to be interviewed and met the criteria as samples and the answers given could be considered sufficient with the data saturated category, meaning that the answers given by the respondents were the same.

Table 1. Jawaban Responden

No	Name	Work	Number of repeat purchases	Reasons to Repurchase
1	Anas	Private and football players	4 times	1. Affordable price 2. Trust the brand 3. Comfort 4. Satisfied
2	Syahrial	Private and football players	3 times	1. Affordable price 2. Latest trends 3. Good brand
3	M Adam	Students and football players	2 times	1. Friend's recommendation 2. Cheap price 3. Good durability
4	Fathurrozi	Private and football players	5 times	1. Satisfaction 2. Good brand 3. Durable, cheap price
5	Bayu	Students and football players	3 times	1. Satisfaction 2. Durability 3. Comfort 4. Affordable price 5. Rising brand
6	Budi	Private and football players	6 kali	1. Good quality 2. Durable 3. The brand is booming

7	Evan	Students and football players	3 kali	<ol style="list-style-type: none"> 1. Affordable price 2. Friend recommendation 3. Trending 4. Comfortable on all fields
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Discussion

Based on the interview results from the respondents above, we will analyze each answer by referring to several expert opinions on consumer behavior in determining repeat purchases.

Price

Price does play a significant role in influencing repurchase decisions. Here are some ways in which price can influence this decision:

- a. Perceived Value: A price that is considered appropriate for the quality of a product or service can increase a consumer's perception of value. If consumers feel that they are getting good value for their money, they are more likely to make a repeat purchase.
- b. Competitive Price: In a competitive market, a lower price compared to competitors can entice customers to return. Consumers often compare prices before deciding to make a repeat purchase.
- c. Discounts and Promotions: Offering discounts, special offers, or promotions can encourage repeat purchases. Consumers may feel that they are getting an added benefit that encourages them to buy the product or service again.
- d. Price Changes: A price reduction can entice consumers to make repeat purchases, while a significant price increase without a clear increase in value can decrease customer loyalty and reduce the likelihood of repeat purchases.
- e. Trust and Loyalty: Consistent and transparent pricing helps build customer trust and loyalty. Consumers are more likely to return to brands or sellers that they trust to provide fair and consistent prices.
- f. Market Segment: Prices that are appropriate to the target market segment can increase repeat purchases. For example, the premium market segment may not be affected by high prices as long as the product or service meets their quality expectations.

To provide a more in-depth analysis, let's look at some case studies or concrete data that show how price affects repeat purchases across industries. If you have specific data or context you'd like to analyze, feel free to share it and we can discuss it further.

Satisfaction

Customer satisfaction has a significant influence on repurchase decisions. Here are some ways in which customer satisfaction can influence repurchase:

- a. Trust and Loyalty: High satisfaction increases customer trust in a brand or product, which in turn increases loyalty. Satisfied customers are more likely to remain loyal and make repeat purchases.
- b. Positive Recommendations: Satisfied customers often share their positive experiences with others, either directly or through online reviews. These positive recommendations not only increase the likelihood of repeat purchases by the customers themselves but also attract new customers.
- c. Reduced Price Sensitivity: Satisfied customers tend to be less sensitive to price increases. They value quality and the experience they get more than just the price, so they are more likely to make repeat purchases even if there is a price change.
- d. Reduced Search for Alternatives: Satisfied customers usually do not feel the need to look for other alternatives. They are comfortable with the products or services they know and are satisfied with, so they are more likely to buy from the same brand again.
- e. Brand Loyalty: Customer satisfaction can strengthen the emotional connection with the brand. This emotional connection makes customers more likely to remain loyal and choose the products or services of that brand in the long run.
- f. Positive Influence on Perceived Value: Customer satisfaction increases the perceived value of the product or service. When customers feel they are getting good value, they are more likely to continue making repeat purchases.

Current Trends

Current trends such as personalization, sustainability, technology integration, and superior customer service are having a major impact on repeat purchase decisions. Companies that successfully adopt and implement these trends tend to see an increase in customer loyalty and repeat purchase frequency.

Environmental Influence

The environment has a significant impact on consumer repurchase decisions. Here are some environmental aspects that influence repurchase behavior. Environmental specs such as sustainability, eco-friendly packaging, business ethics, local community support, and environmental education campaigns have a major impact on repurchase. Consumers increasingly value and seek out brands that not only offer quality products but also demonstrate a commitment to the environment. Brands that integrate these practices into their operations tend to see an increase in loyalty and repurchase frequency.

4. CONCLUSION

Consumer behavior toward repeat purchases is influenced by a variety of interrelated factors, including product and service quality, price, customer satisfaction, personalization, sustainability, technology, omnichannel experiences, and environmental education. Companies that successfully manage and maximize these factors tend to see an increase in customer loyalty and repeat purchase frequency. Understanding and adapting to current trends and focusing on customer satisfaction and value are key to driving repeat purchases effectively.

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