

**THE ANALYSIS OF DETERMINANT ON CUSTOMER REPURCHASE BEHAVIOR AT
MATAHARI DEPARTMENT STORE MANADO TOWN SQUARE**

*MENGANALISA FAKTOR-FAKTOR YANG MEMPENGARUHI MINAT BELI ULANG PELANGGAN
DI TOKO MATAHARI MANADO TOWN SQUARE*

By

Gizela. C. Wakary¹
Sifrid.S.Pangemanan²
Maria.V.J. Tielung³

¹²Faculty of Economic and Business, International Business Administration, Management Program
Sam Ratulangi University

E-mail:

chelsiawakary@gmail.com
sifridp_s@unsrat.ac.id
mariatielung@unsrat.ac.id

Abstract: One way to retain customers and make customers buy again is by analyzing what factors affect the customer's intention to repurchase. Matahari Department Store is the largest retail company in Indonesia engaged in fashion, Matahari Department Store has 151 outlets in more than 60 cities and one online store MatahariStore.com. The purpose of this research was to analyze the factors that influence Customer Repurchase. In the beginning of the research there are twenty factors that are determined as material for testing and research. The methodology of this research is quantitative which used two kinds of factors analysis method both explanatory factor analysis and confirmatory factor analysis. The samples of the research are 100 samples which are the customers of Matahari Department Store Manado Town Square. In the result of the study there is one thirteen factor that eliminated which is Competition, Regulation, Perceived, Promotion, Business Segment, Psychological, Trends, Word of Mouth, Price Lining, Discount, Product Variety, Place and Environment, this factor eliminated because the extraction value of this factor less than 0.5. And suggestions for companies to be able to analyze again what are the factors influence the customers buying interest or how to maintain it.

Keywords: *repurchase behavior, marketing, consumer behavior, brand, trust.*

Abstrak: Salah satu cara untuk mempertahankan pelanggan dan membuat pelanggan membeli kembali adalah dengan menganalisis faktor-faktor apa yang memengaruhi niat pelanggan untuk membeli. Toko Matahari Manado Town Square adalah salah satu perusahaan retail terbesar di Indonesia, termasuk fasion, Toko Matahari memiliki 151 toko di lebih dari 60 kota dan memiliki toko online Mataharistore.com. Tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor yang mempengaruhi Pembelian Kembali Pelanggan. Pada awal penelitian ada dua puluh faktor yang ditentukan sebagai bahan untuk pengujian dan penelitian. Metodologi penelitian ini adalah kuantitatif yang menggunakan dua jenis metode analisis faktor baik analisis faktor penjelas dan analisis faktor konfirmatori. Sampel penelitian adalah 100 sampel yang merupakan pelanggan Matahari Department Store Manado Town Square. Dalam hasil penelitian terdapat satu belas faktor yang dihilangkan yaitu Kompetisi, Regulasi, Persepsi, Promosi, Segmen Bisnis, Psikologis, Tren, Word of Mouth, Lapisan Harga, Diskon, Variasi Produk, Tempat dan Lingkungan, faktor ini dihilangkan karena nilai ekstraksi faktor ini kurang dari 0,5. Dan saran untuk perusahaan untuk dapat menganalisa lembali faktor-faktor apa saja yang mempengaruhi minat beli ulang pelanggan dan cara mempertahankannya.

Kata Kunci: *minat beli ulang,pemasaran,merek,prilaku pelanggan,kepercayaan*

INTRODUCTION

Research Background

Nowadays, the development of the business world is increasingly unpredictable, various businesses both in services and production are increasingly competing so that customers are not left behind and can filter their customers, tight market competition has drastically changed the management system, which is no more focused just on getting new customers but to customer retention. Many industries, the emphasis on marketing objectives has now shifted from customer acquisition to retention. The cost of getting a customer can be five or ten times more expensive than maintaining it. Loyal customers will also present partnership actions such as spreading positive problems to their friends and family. Even so, the competition in the retail world is now very tight, so retailers start to improve their strategies and business so they can capture market share and attract customers.

Matahari Department Store has 3 outlets in Manado, namely Matahari Department Store Manado Town Square, Matahari Department Store MTC, and Matahari Department Store Mega Mall. Matahari Department Store Manado Town Square has become one of the busy shopping places visited by the public, besides because the location is in an easy and crowded place, visit Matahari Department Store Manado Town Square also has various attractive offers for customers.

Research Objective

1. To analyze what factors influence the customer repurchase behavior at Matahari Department Store Manado Town Square simultaneously.
2. To identify factors that have a significant influence on customer repurchasing behavior at Matahari Department Store Manado Town Square partially.

THEORITICAL REVIEW

Marketing

Marketing is an organizational function and a set of process for creating, communicating, and delivering value to customer and for managing customer relationship in way that benefit the organization and its stakeholder

Customer Repurchase Behavior

According to business dictionary customer repurchase behavior is the process by which individual search for, select, purchase, use and dispose of goods and service, in satisfaction or their needs and wants.

The Factors That Customers Repurchase Behavior

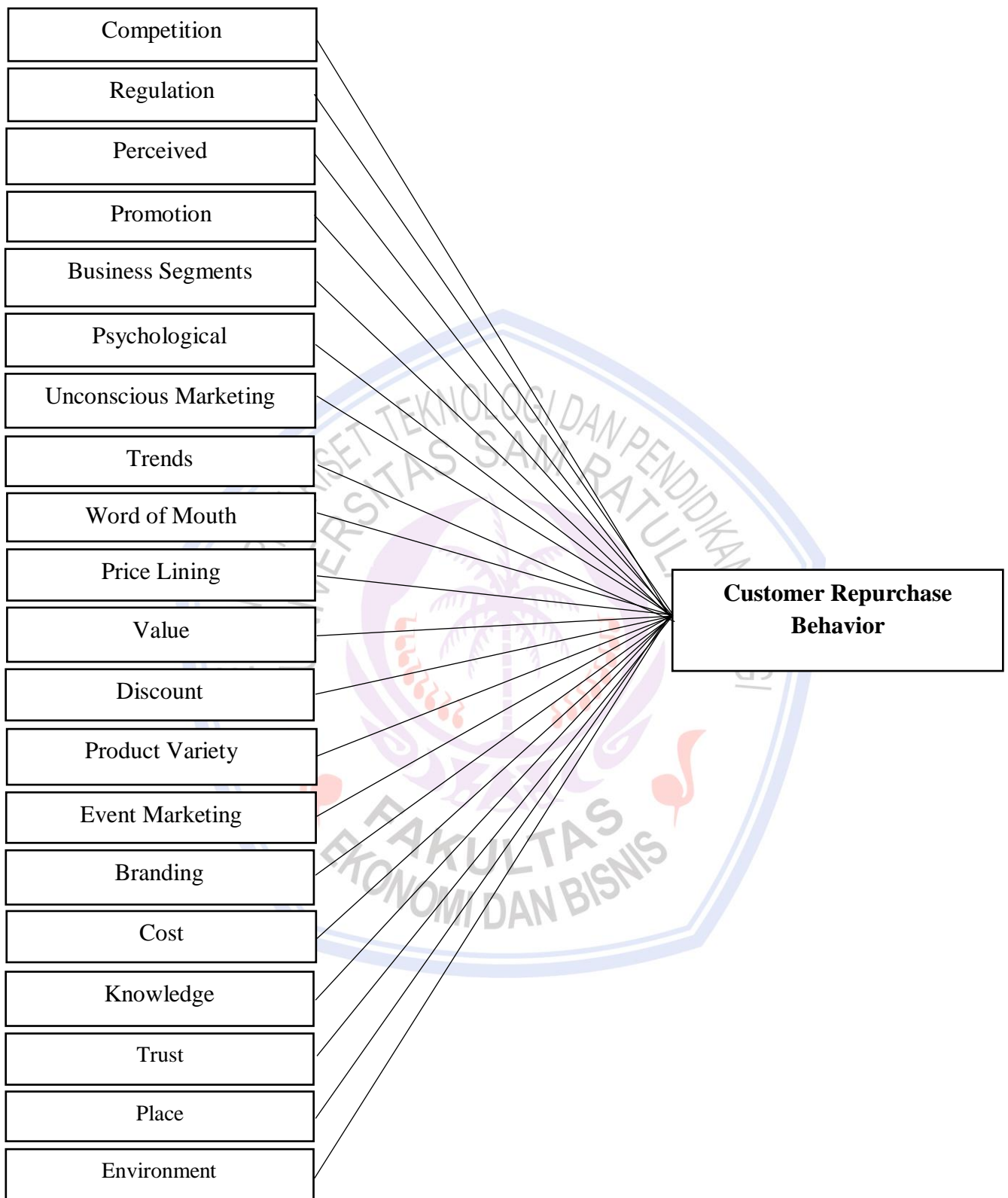
There are twenty factors that written in the research to be analyzed which factors that really drive the customer repurchase behavior at Matahari Department Store Manado Town Square.

Previous Research

Beránek, Nýdl (2013) Predicting customer purchase behavior in the e-commerce activities is an important task. However, this effort requires fulfillment of a lot of problems. Recommendation systems have become a common way how to help people when they have to decide in complex selections. But they are not able to perform predictive tasks in this context satisfactorily. In this paper, we deal with a design of a predictive framework for customer purchase behavior in ecommerce context. The aim is to understand customer behavior for online shopping. It means this research seeksto explain the relationship between Internet shopping and customer's behavior to identify the determinants of the relationship between online shopping and business customers based model which includes factors.

Li1, Hong (2015) With the rapid development of E-commerce activities, it is of critical importance to identify the determinants of repurchase intention to both researchers and practitioners. This research attempts to explain the relationship between online shopping businesses and customers by testing the model incorporating the mechanisms of perceived value, satisfaction, and consumers' repurchase intention. Shopping sites' providers are very eager to identify the conditions that lead to long-running shopping sites. Accordingly, continuance intention has become an important subject of study in the consumer behavior research area in E-commerce. The competitive advantage of Ecommerce is obtained from customer loyalty and retention for repeat purchases. Thus, the identification of determinants of repurchase intention is of critical importance to both researchers and practitioners.

Conceptual Framework



Gambar 1
Source: Data Analysis Method

Type Research

This research approach is quantitative. According to Sugiyono (2015:35), quantitative research is a research method based on positivism philosophy, used to examine the population or a particular sample sampling techniques are generally done randomly, data collection using factor analysis method.

Place and Time of Research

the study was conducted in Manado between February-March 2019.

Population

According to Sekaran and Bougie (2009, p.262), population is "the entire group of people, events, of things of interest that the researcher wishes to investigate." The population that is mainly observed in this current research is all the customer of Matahari Department Store Manado.

Data Collection

This research using factor analysis method to determine what factors that influence customer repurchase behavior Matahari Department Store Manado Town Square. Factor analysis is a data reduction method to find new variables called fewer factors than the original number, which are not correlated with each other, the new variable contains as much information as possible in the original variable (Puspitasari, Suliantoro and Erlianna, 2011).

Research Method**Reliability and Validity**

Wells and Wollack (2003) said that test reliability refers to the consistency of scores students would receive on alternate forms of the same test. It is important to be concerned with a test's reliability for two reasons. Validity test is the test to determine the measurable or questionnaire that will spread to the respondents using tools of statistics called SPSS. According to Sukardi (2013) validity is a degree to which a test measures what to measure.

Factor Analysis

Interpretation of factor that has formed, especially gave the name to the factor that has formed, who considered could represent variables members of the factor. measurable or questionnaire that will spread to the respondents, using tools of statistics called SPSS. According to Sukardi (2013) validity is the degree to which a test measures what to measure. To determine the validity of each item in the questionnaire can be done using a formula shown below:

$$r_{count} = \frac{n(\sum XY) - (\sum Y)^2}{\sqrt{[n(\sum X^2) - (\sum X)^2][n(\sum Y^2) - (\sum Y)^2]}}$$

Descriptions:

- n : Number of respondents.
 X : Score of the variable (respondent's answer).
 Y : The total score of the variable for the respondent.

RESULT AND DISCUSSION**Result****Validity and Reliability**

Competition (X_1), Regulation (X_2), Perceived (X_3), Promotion (X_4), and Business Segment (X_5) are higher than value of R table which is 0,1986 and the significant level of each variables are below the significant level of 5% or 0,05. Value of Psychological (X_6), Unconscious Marketing (X_7), Trends (X_8), Word of Mouth (X_9), and Price Lining (X_{10}) are higher than value of R table which is 0,1986 and the significant level of each variables are below the significant level of 5% or 0,05. Value (X_{11}), Discount (X_{12}), Product Variety (X_{13}), Event Marketing (X_{14}), Branding (X_{15}) are higher than value of R table which is 0,1986 and the significant level of each variables are below the significant level of 5% or 0,05. Cost (X_{16}), Knowledge (X_{17}), Trust (X_{18}), Place (X_{19}), and

Environment (X_{20}) are higher than value of R table which is 0,1986 and the significant level of each variables are below the significant level of 5% or 0,05. The Reliability test using Alpha Cronbach. The Cronbach's Alpha parameter, with ideal scores more than 0.6. The variable is reliable because the value of Cronbach's Alpha is bigger than 0.6.

Table 1. Kaiser-Meyer-Olkin (KMO) & Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.584
Barlett's Test of Sphericity	Approx. Chi-Square	556.373
Df		190
Sig		.000

Source: SPSS Output

Based on table 1 the value of Kaiser-Meyer-Olkin (KMO) is 0.584 it means the value is between 0 and 1 also the value is more than 0.5. The result of calculation with SPSS shows that the Barlett Test of Sphericity value is 556.373 with significance of 0.000. Thus, Barlett Test of Sphericity meets the requirements because of significance below 0.05 (5%).

Table 2. Kaiser-Meyer-Olkin (KMO) & Barlett's Test(after elimination)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.655
Barlett's Test of Sphericity	Approx. Chi-Square	434.143
Df		136
Sig		.000

Source: SPSS Output

Due to the elimination of one of the variable in the communalities test, the Kaiser-Meyer-Olkin (KMO) & Barlett's test repeated again but only tested 19 existing variables. As shown table 4.7 the value of Kaiser-Meyer-Olkin (KMO) & Barlett's is 0.655 it means that the value has fulfilled the requirements and the significant of Barlett's test of Sphericity is 0.000 that also fulfilled the requirements. With the result above, it can be said that the second test of Kaiser-Meyer-Olkin (KMO) & Barlett's has been successfully and the variables can be used for further analysis.

Table 4. Measurement of Sampling Adequacy (MSA) – MSA (after elimination)

X	Variable	MSA Value	X	Variable	MSA Value
1	Competition	.610 ^a	12	Discount	.540 ^a
2	Regulation	.657 ^a	14	Event Marketing	.725 ^a
4	Promotion	.734 ^a	15	Branding	.822 ^a
5	Business Segment	.622 ^a	16	Cost	.627 ^a
6	Psychological	.622 ^a	17	Knowledge	.725 ^a
7	Unconscious Marketing	.561 ^a	18	Trust	.543 ^a
8	Trends	.703 ^a	19	Place	.593 ^a
11	Value	.573 ^a	20	Environment	.601 ^a

Source: SPSS Output

After four variables has been eliminated, a retest is performed to see if 16 existing variables can be used for subsequent analysis, based on the new Measurement Adequacy test on table 4 all existing variables have MSA value above 0.5 which means that all variables eligible for further analysis.

Table 5. Communalities (before elimination)

	Initial	Extraction
Competition (X ₁)	1.000	.708
Regulation (X ₂)	1.000	.766
Perceived (X ₃)	1.000	.707
Promotion (X ₄)	1.000	.700
Business Segment (X ₅)	1.000	.768
Psychological (X ₆)	1.000	.739
Unconscious Marketing (X ₇)	1.000	.697
Trends (X ₈)	1.000	.680
Word of Mouth (X ₉)	1.000	.764
Price Lining (X ₁₀)	1.000	.574
Value (X ₁₁)	1.000	.716
Discount (X ₁₂)	1.000	.794
Product Variety (X ₁₃)	1.000	.748
Event Marketing (X ₁₄)	1.000	.763
Branding (X ₁₅)	1.000	.614
Cost (X ₁₆)	1.000	.564
Knowledge (X ₁₇)	1.000	.656
Trust (X ₁₈)	1.000	.712
Place (X ₁₉)	1.000	.723
Environment (X ₂₀)	1.000	.715

Extraction Method: Principal Component Analysis

Source: SPSS Output

Table 5 shows how much of the variance of each original variable can be explained by factors that are extracted. The highest variance at variable 12 (Discount) with 0.794 it means that about 79% variance of variable 12 can be explained by factors that are formed. Then there are variable 5 with 0.768 which means about 76% variance can be explained by factors that are formed.

Table 6. Communalities (after elimination)

	Initial	Extraction
Competition (X ₁)	1.000	.706
Regulation (X ₂)	1.000	.659
Promotion (X ₄)	1.000	.598
Business Segment (X ₅)	1.000	.542
Psychological (X ₆)	1.000	.742
Unconscious Marketing (X ₇)	1.000	.656
Trends (X ₈)	1.000	.708
Value (X ₁₁)	1.000	.746
Discount (X ₁₂)	1.000	.777
Event Marketing (X ₁₄)	1.000	.703
Branding (X ₁₅)	1.000	.513
Cost (X ₁₆)	1.000	.742
Knowledge (X ₁₇)	1.000	.631
Trust (X ₁₈)	1.000	.761
Place (X ₁₉)	1.000	.645
Environment (X ₂₀)	1.000	.742

Extraction Method: Principal Component Analysis

Source: SPSS Output

Based on table 6 the 16 variables has extraction value greater than 0.5. so after eliminate four variables which is Perceived (X_3), Word of Mouth (X_9), Price Lining (X_{10}), and Product Variety (X_{13}), the remaining 16 variables can be used for further test and analysis.

Table 7. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotations Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.589	22.432	22.432	3.589	22.432	22.432	21.42	13.387	13.3
2	2.013	12.580	35.011	2.013	12.580	35.011	1.925	12.032	87
3	1.518	9.486	44.497	1.518	9.486	44.497	1.893	11.833	25.4
4	1.462	9.137	53.634	1.462	9.137	53.634	1.856	11.599	19
5	1.220	7.624	61.258	1.220	7.624	61.258	1.854	11.584	37.2
6	1.071	6.694	67.953	1.071	6.694	67.953	1.203	7.517	52
7	.934	5.835	73.788						48.8
8	.735	4.596	78.384						52
9	.678	4.237	82.620						60.4
10	.613	3.833	86.454						36
11	.475	2.969	89.423						67.9
12	.428	2.674	92.097						53
13	.383	2.392	94.489						
14	.333	2.083	96.572						
15	.323	2.018	98.590						
16	.226	1.410	100.000						

Extraction Method: Principal Component Analysis

Source: SPSS Output

From the table 7 there are 16 variables that formed into 6 components. The first factor that has been formed will explain 22.432% variation of data, the second formed factor will explain 12.580% variation of data, the third formed factor will explain 9.486% variation of data, the four formed factor will explain 9.137% variation of data, the five formed factor will explain 7.624% variation of data, and the last formed factor will explain 6.694% variation of data.

Table 8. Component Matrix^a (after elimination)

	Component		
	1	2	3
Trends (X_7)	.376	.651	.430
Discount (X_{11})	.547	.618	-.147
Event Marketing (X_{14})	.584	-.065	-.374
Branding (X_{15})	.634	-.141	-.386
Cost (X_{16})	.604	.294	-.281
Knowledge (X_{17})	.726	-.068	.398
Trust (X_{18})	.432	-.530	.610

Extraction Method: Principal Component Analysis

a.3 component extracted

Source: SPSS Output

Based on table 8 of component matrix table, the value loading of each variable can determine the correlation of each variable with the factors that has been formed. From the data table above the 7 variables have a value of loading more than 0.5 it means can be used for further test and analysis.

Table 9. Rotated Component Matrix^a

	Component		
	1	2	3
Unconscious Marketing (X ₇)	-.133	.835	.186
Value (X ₁₁)	.361	.743	-.146
Event Marketing (X ₁₄)	.685	..123	.029
Branding (X ₁₅)	.748	.078	.079
Cost (X ₁₆)	.694	-.039	.216
Knowledge (X ₁₇)	.312	.379	.670
Trust (X ₁₈)	.065	-.097	.909

Extraction Method: Principal Component Analysis

Source: SPSS Output

Table 10. New Variables/Factors

	New Variable	Independent Variables
First Factor	Brand	Event Marketing
		Branding
		Cost
Second Factors	Consumer Behavior and Perception	Unconscious Marketing
		Value
Third Factors	Trust	Knowledge
		Trust

Source: Data Processed

Table 10 above shows that there are 3 factors that have been formed from the existing 7 variables. There are 3 variables include in first factor, and then 2 variables included in second factor and the last one there are 2 variables included in third factor.

Discussion

Marketing is one of the important things in a company. Various aspect of marketing need to be considered, one of them is customer repurchase behavior. Customer repurchase behavior are one strategy that is widely used, especially in retail companies. This research conducted in Manado and distributed 100 questionnaires to the customer Matahari Department Store Manado Town Square using purposive sampling method that choose the respondent based on some criteria as customer of Matahari Department Store Manado Town Square.

The characteristic respondent of the research dominate 66% by female, and 68% of respondent between 22-26 years old with the level of education 89% college, 67% of them were unmarried and 33% of the total respondent were private employee, and income >Rp 3.000.000 with 31%.

Based on rotation component matrix at the top there are 7 variables left after 13 variables eliminated, because the value less than 0.5 whereas the rest 7 variables has value greater than 0.5. from the 7 variables there are 3 new factors formed, the new factors formed from total variant explained the eigen values more than 1.

Conclusion

Based on the research carried out there are seven factors that influence customer repurchase behavior at Matahari Department Store Manado Town Square. These seven factors are formed or divided into three groups. The first is that consumer behavior and perception factors consist of three initial factors, the second factors sales promotion consist of two factors and the third factors trust consist of two initial factors. The initial factor that most customer repurchase behavior is a factor while the initial factor which has the lowest influence value is the knowledge factor.

From the result of total variance explained the first factor explain about 22% variation of data it means that this new variable is the most influence the customer repurchase behavior at Matahari Department Store Manado Town Square, followed by the second factors with about 12% and the last factor with 9%.

Recomendation

Based on the conclusion above, the recommendation can be proposed. The researcher recommends to managers or owners of Matahari Department Store Manado Town Square with hopes that this will give benefit to company. Recommendations so that the company can analyze again that the branding, customer behavior and perception, and trust are factors that greatly influence the interest in repurchasing customers.

1. Unconscious Marketing the company can make marketing cooperation with people who are quite well-known in the city of Manado such as Nyong/Noni North Sulawesi to use products (clothing, shoes or makeup) that the company sells and carry out promotional activities either directly or indirectly inviting people to buy the product they use at Matahari Department Store Manado Town Square.
2. Value, the company must set a price that is in accordance with the quality of a product, because some consumers think that the more expensive the price of a product, the better quality will be received by consumer and able to retain customers to repurchase.
3. Event Marketing in the context of approaching consumers, companies can conduct marketing activities that are rarely carried out by the retail companies, such as joint sports events, entertainment or competitions issued by companies. In the event the company can also make sale.
4. Branding, in carrying out a business and in order to attract the attention of customers, the company must continue to maintain and even improve the existing marketing strategy in order to give a good impression to consumers to remember.
5. Cost, in determining the price strategy the company must be able to always consider the expenditure of the company so that a balance occurs. On the other hand the company must also consider consumers, where the price of a product purchased by consumers can match the quality and benefits of even the brand of the product.
6. Knowledge, knowledge or information about a product or company is important. This push the company to provide useful information for consumers knowledge of the company or product such as information about goods being promoted or information about upcoming events.
7. Trust, company must be able to continue maintain the trust of customers for example by consistently providing good or friendly service as well as maintaining trust through a set price strategy such as what many consumers know is affordable and often giving discount.

REFERENCES

- Abhary, K., Adriasen, H. K., Begovac, F., Djukic, D., Qin, B., S., Wood, D., and Xing, K. 2009. Some Basic Aspects of Knowledge *Procedia Social and Behavioral Scien.bces.* <https://core.ac.uk/download/pdf/80133953.pdf>. Page 1-548 Retrived On January 19th,2019
- Asgarpour, R., Hamid, A. B . A., Sulaiman, Z., and Asgari, A. A. 2015. A Review On Customer Perceived Value and its Main Components with a Tourism and Hospitality Approach. *Journal of Advanced Review on Scientific Research*, Vol.No.1.ISSN:2289-7887 <https://www.researchgate.net/publication/301114456> . Page 1-10 Retrived on March 24th 2019.
- Bolton, N., P.K. Kanaan and M.D., Bramlett. 2000., Implication of loyalty Program membership and service experiences for customer retention and value, *Journal of the Academy of Marketing Science* 28(1):95108. <https://link.springer.com/article/10.1177/0092070300281009>. Page 95-108 Retrived on December 3th 2018.
- Familmaleki, M., Aghighi, A., and Hamidi, K 2015. Analyzing the Influence of Sales Promotion on Customer Behavior *International Journal Of Economics and Management Sciences.* ISSN:21626359, Vol.4Issue4.. <https://www.researchgate.net/publication/277967846> *Analyzing the Influence of Sales Promotion on Customer Purchasing Behavior*. Page 10 Retrived on March 5th 2019
- Kim, Y, A. 2015. *The Impact on Customers' Perception of Product Variety .Korean Review of International Studies.*
- Kotler, P., Keller K.L., Ang, S.H., Leong, S.M. and Tan, C.T. (2009). *Marketing Management an ASIAN Perspective*, (5thed). Singapore: Prince Hall.

Ladislav, Václav, and Radim. November 2015, 123-128, ISBN 978-80-7394-536-7 Factors Influencing Customer Repeated Purchase Behavior in the E-commerce Context. *Journal The International Scientific Conference, INPROFORUM*.
<https://pdfs.semanticscholar.org/0b22/5375ef53f2c1c5fe1ae92c58ef1e4f044ce2.pdf>. Page 10 Retrieved on February 6th 2019

Sekaran,U., & Bougie, R., (2010). *Research Methods for Business, A skill Building approach* (5thed), United Kingdom: Wiley.

Scavarda, L. F., Schaffer, J., Schleich, H., Reis, A. C., and Fernandes, T. C, 2008. *Handling Product Variety and its Effect in Automotive Production*.

Sidorchuk, R. 2015. The Concept of “Value” in the Theory of Marketing. *Asian* .Vol.11,No.9.ISSN:1911-2016,e-ISSN:1911-2025. <http://www.ccsenet.org/journal/index.php/ass/article/download/47176/25513>. Page 10 Retrieved on February 12th 2019.

Utomo, T. J. 2010. *Lingkungan Bisnis dan Persaingan Bisnis Ritel. Fokus Ekonomi*. Vol. 5, No. 1.

Wijaya, B. S. 2013. Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, Vol 5, No.31. ISSN: 2222-1905 (paper),(online).https://www.academia.edu/23496391/Dimensions_of_Brand_Image_A_Conceptual_from_the_Perspective_of_Brand_Communication. Page 10 Retrieved on April 15th 2019.

Wu, Y., and Berger, P. D. 2018. A Cluster Analysis Approach to Market Segmentation In the Airlines Industry. *BEST: International Journal of Management Information Technology and Engineering*, Vol. 6, Issue 3. ISSN (P):2348-0513ISSN(E):2454-471X.Page10
<http://www.bestjournals.in/index.php/download/archives/2-14-1521523097-3.IJMITE%20>. Retrieved on April 27th 2019.