

THE INFLUENCE OF CONSUMER PERCEIVED VALUE DIMENSIONS OF CONSUMER REPURCHASE INTENTION OF IMPORTED THRIFT CLOTHES (STUDY CASE: RUMAH LIVE ONLINE MANADO)

PENGARUH DIMENSI-DIMENSI CONSUMER PERCEIVED VALUE TERHADAP NIAT PEMBELIAN KEMBALI BAJU BEKAS IMPOR (STUDY KASUS: RUMAH LIVE ONLINE MANADO)

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Abstract: Consumer perceived value is a very important thing that must be understood by every company because this greatly affects consumer repurchase intention. This research aims to examine how three dimensions of consumer perceived value (CPV), namely: logical dimension, functional dimension and affective dimension affect the intention of consumers to repurchase imported thrift clothes. This study is quantitative research using multiple linear regression as the analysis method. The findings revealed that the logical and functional dimensions does not have significant influence on consumer repurchase intention, whereas the affective dimension has a significant influence on consumer repurchase intention. This research suggests that imported thrift clothes traders pay more attention to components that have an influence on the intention of consumers to repurchase ITC.

Keywords: repurchase intention, perceived value, logical dimension, functional dimension, affective dimension.

Abstrak : Nilai yang diperoleh konsumen merupakan hal yang sangat penting yang harus dipahami oleh setiap perusahaan karena hal ini sangat mempengaruhi niat beli ulang konsumen. Penelitian ini bertujuan untuk menguji bagaimana tiga dimensi dari consumer perceived value (CPV), yaitu: dimensi logis, dimensi fungsional dan dimensi afektif mempengaruhi niat konsumen untuk membeli kembali pakaian bekas impor. Penelitian ini merupakan penelitian kuantitatif dengan metode analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa dimensi logis dan fungsional tidak berpengaruh signifikan terhadap niat beli ulang konsumen, sedangkan dimensi afektif berpengaruh signifikan terhadap niat beli ulang konsumen. Penelitian ini menyarankan agar pedagang baju bekas impor lebih memperhatikan komponen yang berpengaruh terhadap niat konsumen untuk membeli kembali ITC.

Kata Kunci: niat pembelian kembali, perceived value, dimensi logis, dimensi fungsional, dimensi afektif

INTRODUCTION

Research Background

After purchasing a product, consumers will evaluate how the product they purchased can meet their needs or satisfy their wants/desires. After that, the consumers will get a conclusion about whether the product is still worth to buy or not. It means that the intention to repurchase or stop purchasing a product depends on how effective the product they purchased can meet the expected value of the consumers. Hellier and Geursen (2003) explained perceived value is the customer's overall appraisal of the net worth of the service, based on the customer's assessment of what is received (benefits provided by the service), and what is given (costs or sacrifice in acquiring and utilizing the service). In other words, the more is the value perceived by the consumers, the greater is the likelihood that they will patronize or re-visit the store (Kuo, Wu, and Deng, 2009).

There are several variables from the consumer perceived value that expected will influencing consumer repurchase intention which are logical dimension (De Ruyter, Bloemer, and Peeters, 1997), Functional dimension (Sheth, Newman, and Gross, 1991), and affective dimension (Mattson 1991). According to Sweeney (2001) perceived value is the consumer's overall assessment of the utility of a product based on what is received and what is given"; value is a low price, value is whatever I want in a product, value is the quality I get for the price I pay, and value is what I get for what I give. Sweeney (2001) described functional value as a perceived benefit of the properties of the products and services includes visual appeal and usefulness of product function. Affective dimension is divided into two parts: an emotional dimension and a social dimension (Sanchez et al., 2006). Sweeney (2001) stated other oriented value looks beyond the self to some others (family, friends, neighbors, colleagues or country, planet, universe) where something is valued for their sake, for how they react to it, or for the effect it has on them. This study aims to know the influence of consumer perceived value on the intention to repurchase imported thrift clothes in "Rumah Live Online Manado" Facebook Group.

What makes this topic interesting to be researched was the high demand of consumers for this product. As we all know, the Covid-19 Pandemic caused the physical markets closed for an unspecified time because the government prevents us to interact with each other directly, moreover gather in a large number of people. But trade in imported thrift clothes that were usually sold in traditional markets apparently did not stop just like that. The time and technology make traders, especially ITC traders, continue to sell their products on the internet, especially in "Rumah Live Online Manado" Facebook Group. Another interesting reason underlying the researcher's decision to analyze this object is the growing number of people who become ITC home entrepreneurs automatically affects the economy of an area, especially to minimize economic recession and make society more productive. Therefore, because of the busy buying and selling activity in this group, the admins started to apply a monthly paid membership for those who want to offer their products through live streaming in the group. These are the main factors that make the ITC trade continue to exist until now. From the observations the researcher made by becoming a buyer in the live streaming session conducted by these ITC sellers, the researcher must confess that the interest of buyers extremely high, and the demand is similarly high. This makes people who initially just fad watching the trade of this stuff on Facebook group live streaming, now also became the sellers of ITC on Facebook. The high demand of ITC buyers is the main factor that underlies this research.

Research Objective

This research aims to know:

1. The influence of logical dimension of consumer perceived value on consumer repurchase intention of imported thrift clothes partially
2. The influence of functional dimension of consumer perceived value on consumer repurchase intention of imported thrift clothes partially
3. The influence of affective dimension of consumer perceived value on consumer repurchase intention of imported thrift clothes partially
4. The influence of logical, functional and affective dimension of consumer perceived value on consumer repurchase intention of imported thrift clothes simultaneously

THEORETICAL FRAMEWORK**Marketing**

Marketing is about identifying and meeting human and social needs. One of the shortest definitions of marketing is "meeting a need profitably" (Kotler and Keller, 2012). Marketing is to identify and satisfy human and social needs. One of the good and short definitions of marketing is meeting a need in a profitable way. Every company and organization craves profit, but they must also consider the value customers get from their product or service. Marketing is a continuous process of finding and translating consumer desires into products and services that are suitable, creating demand for these products is under intense competition, and caters to demand (Von Helversen et al., 2018).

Consumer Repurchase Intention

Customer repurchase intention is the activity of consumers in repurchasing products and services from old stores that they have experienced before (Nilsson and Wall, 2017). In the purchase process, purchase intention or repurchase intention is closely related with the motive they have to use or buy the product certain. This purchase motive is different for each customer. Customers will choose products that contain those attributes he believes is relevant to what he needs. Consumer repurchase behavior is very dependent on the benefits or values received in their past meetings (Olaru, Purchase, and Peterson, 2008). There are several factors that can influencing repurchase intention, including perceived value, perceived ease of use, perceived usefulness, firm's reputation, privacy, trust, reliability, and functionality (Lee, Eze, and Ndubisi, 2011).

Consumer Perceived Value

Consumer perceived value is the benefit that customers perceive as compared the sacrifice of customer for the service. The value perceived by customers is essentially the result of customer evaluation of benefits compared to costs and alternatives, meaning that when customers enjoy services at a certain cost, they are considered valuable when getting similar services from other providers requires more sacrifice (Kotler and Keller, 2012). Perceived value is "the customer's perceived preference for the evaluation of those product attributes, performance attributes, and consequences arising from the use that facilitates (or blocks) the achievement of customer goals and objectives in use situations (Woodruff, 1997). The greater the value perceived by consumers, the more likely they are to patronize or revisit the store (Kuo, Wu, and Deng, 2009)

Logical Dimension

Logical dimension is one of consumer perceived value dimensions which includes price and quality as a CPV measurement tools in this dimension (Roig et al, 2006). The measurement of the perceived value variable is based on the price of the product. Customer perceived value can be defined from the perspectives of money and quality (Hellier, 2003). Customers do not always remember or see the true price of a product, but they subjectively encode the price as "expensive" or "cheap" (Zeithaml, 1988). Price worthiness of quality is an important factor influencing customer decision to repurchase a product or service. If the price of a product does not match or too expensive, then customers can switch to another company because they get their money's value (Wu et al., 2014).

Functional Dimension

Functional dimension is one of the main variables to measure the perceived value of customers that meets consumer requirements for product function and quality (Peng and Liang, 2013). High functional value will be able to increase various benefits for consumers (benefits) as to provide added value for consumers compared to consumer sacrifice (Roig et al, 2006). Product function and product attributes physical features can assess product quality and can fulfill consumer's expected value (Septha and Zuraidah, 2018). Product function are the main focus of a purchase. Regardless of price and quality, the product function holds the key to meeting the expected value of the consumer. In this section, there are two basic perspectives on the expected function of the customer, namely the function of the usefulness of the product, and the physical attribute of the product. In the first perspective, consumers see the product function as a tool to solve problems or make their activities become easier.

Affective Dimension

The affective dimension is one of consumer perspective value measurements and it is divided into an emotional dimension related to feelings or internal emotions, and a social dimension related to the social impact on consumer behavior. The affective values are include the characteristics of openness, liking, honesty, understanding, and respect (Upamanyu *et.al*, 2015). Emotional value is achieved when customer feel happy, confident and another positive feelings. Sweeney and Soutar (2001) developed the scale related to this dimension of value that includes enjoyment, relax, feeling good, and pleasure and referred it as emotional value.

Previous Research

Kharisma Putri Pratiwi (2020) examined the effect of customer perceived value on online repurchase intention on Shopee e-commerce users. This research is a correlational quantitative research. The sample is 350 Shopee users who have experienced disappointment when shopping through Shopee with convenience sampling technique. The analytical method used is regression analysis. Data was collected using a customer perceived value scale with a reliability coefficient of 0.923 out of 37 valid items and an online repurchase intention scale with a reliability coefficient of 0.909 out of 25 valid items. The results showed that there was an influence of customer perceived value on online repurchase intention on Shopee e-commerce users. The research hypothesis was accepted because it obtained a correlation coefficient of 0.729 between customer perceived value and online repurchase intention. The results of the regression test obtained a coefficient of determination (R square) of 0.531 which means 53.1% online repurchase intention of Shopee users is influenced by customer perceived value.

Trisnawati Ella, Suroso Agus, and Kumorohadi Untrung (2012) analyzed the key factors to identify the intention of individuals to repurchasing at online shop. Respondents are consumers of fesh Shop. 136 respondents completed questionnaires were given. Data analysis using Structural Equation Model (SEM) to determine the relationship between variables. The results of this research are that the perception ease of use, confirmation, thrust, perceptions of usefulness, satisfaction, perceived enjoyment, and privacy has a positive influence on repurchase intention on selling online.

Christine R. Pardede, S. L. H. V. Joyce Lopian, and Merinda Pandowo (2018) examined the influence of perceived value and trust on repurchase intention in Shopee online shopping. The population of this research is all the customers of Shopee Online Shop from Manado. The sample of this research is customers of Shopee as many as 100 respondents, who already bought in Shopee 2 times or more, which are using purposive sampling. The data is analyzed by quantitative method and it is a causal research, and was using multiple linear regression analysis and processing of data using SPSS statistical program. Based on the results, research findings show that perceived value (X1) and trust (X2) proved significantly influence on repurchase intention (Y) in Shopee Online Shop. This means that the company has a good participant on people in online shopping industry.

Conceptual Framework

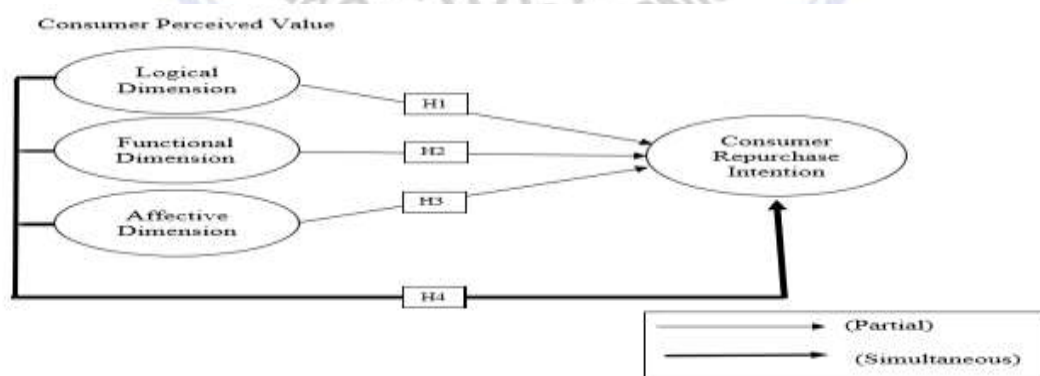


Figure 1. Conceptual Framework

Source: Data Processed, 2021

Research Hypothesis

- H₁: logical dimension of consumer perceived value influence consumer repurchase intention of imported thrift clothes partially
- H₂: functional dimension of consumer perceived value influence consumer repurchase intention of imported

- thrift clothes partially
- H₃: affective dimension of consumer perceived value influence consumer repurchase intention of imported thrift clothes partially
 - H₄: logical, functional and affective dimension of consumer perceived value influence consumer repurchase intention of imported thrift clothes simultaneously

RESEARCH METHOD

Research Approach

This is quantitative study used causal-comparative research design. Quantitative methods deal with numbers and anything that is measurable in a systematic way of investigation of phenomena (Leedy and Ormrod, 2011). Quantitative research is chosen so that the results of the processed data can be absolute.

Population, Sample and Sampling Technique

Population in this research is all the member of Rumah Live Online Manado, Facebook Group which have 396.500 facebook active accounts as for February 15th 2021). 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 five times as much as the number of question items to be analyzed, and the sample size is more acceptable if it has a 10:1 ratio. In this study, there were 12 question items, so the sample size required was at least $12 \times 10 = 120$ samples. In order to gain an effective and sufficient information in a quick way, the sampling Method used in this research is Purposive Sampling. The criteria for the sample who will be respondents in this study are those who have purchased ITC at least once.

Data Collection Method

The data collection method plays an important role because they provide useful information about the process behind the result of this research. The primary data in this study is collected through questionnaire. Questionnaires is the data collection method by asking people to respond to exactly the same set of question (Saunders, Gray, and Bristow, 2017)

Operational Definition of Research Variables

Table 1. Variable Definition

VARIABLE	OPERATIONAL DEFINITION	INDICATOR
CONSUMER PERCEIVED VALUE : Benefit that customers get compared to the sacrifices they made.	Logical dimension :	
	Logical dimension is a CPV measuring tool that covers the worthiness of price over quality. low price, high quality and the worthiness of the price based on the quality of the product is the value that consumers expect from a product.	(1) Low Price (2) Good Quality (3) What customer expected (4) Worthiness
	Functional dimension :	
	Functional dimension is one of the measuring tools of CPV which covers the product function as a helper for consumers' activities and functions from the visual perspective.	(1) Visual appeal (2) Function
CONSUMER REPURCHASE INTENTION: the tendency of consumers to buy a product again from the same company.	Affective dimension:	
	The affective dimension of CPV includes Emotional Value and Social Value. This means that consumers feel the benefits of the product when they feel happy or accepted by the environment and people around them.	(1) Social Value (2) Emotional Value
	Transactional Interest :	
	Consumer's tendency to always buy product they consumed before from the same company.	Repurchase the product
	Referential Interest :	
	Consumers' willingness to recommend the product or company to others	Recommend the product
	Preferential Interest :	
Consumers's behavior which make the product or the company become the first choice	Make the product become the first choice	
	Explorative Interest :	
	Consumers' desire to always seek informations regarding the product or company.	Seek information about the product

Source: Literature Review

Validity and Reliability

Validity test is used to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data are correct and related to the concept of the research that will be conducted. Reliability test uses to measure the consistency of instrument items. Reliability test is defined as an index that showed how far instrument items could be trusted or dependable.

Multiple Linear Regression

Multiple linear regression is the most common form of linear regression analysis. As a predictive analysis, the multiple linear regression is used to explain the relationship between one continuous dependent variable and two or more independent variables. The independent variables can be continuous or categorical

RESULT AND DISCUSSION

Result

Validity and Reliability

The validity test of logical dimension (X1), functional dimension (X2), affective dimension (X3) and customer repurchase intention (Y) are all valid. The variables are reliable because the value of Cronbach's Alpha value is 0.876 which is > 0.60

Result of Multiple Linear Regression

Table 2. Case Processing Summary

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.580	1.455	
	Logical Dimension (X1)	.203	.109	.183
	Functional Dimension (X2)	.161	.207	.072
	Affective Dimension (X3)	.876	.176	.450

Source: SPSS 26, 2021

Constant 3.580 means that in a condition where all independent variables (X1, X2, X3) are constant (zero), consumer repurchase intention (Y) as dependent variable is predicted to be 3.580. Otherwise, if consumer perceived value in logical dimension decreases, consumer repurchase intention of ITC will also decrease. All independent variables (X1, X2, X3) regression coefficient are positive, meaning when there is an increase in consumer perceived value in logical, functional or affective dimension, the consumer repurchase intention of ITC will also increase. Otherwise, if consumer perceived value in logical, functional or affective decreases, consumer repurchase intention of ITC will also decrease. 203 is coefficient regression of logical dimension (X1), meaning if X1 is increasing by 1%, while other variables are constant, then Y is predicted to increase by 0.203. 161 is coefficient regression of functional dimension (X2), meaning if X2 is increasing by 1%, while other variables are constant, then Y is predicted to increase by 0.161. 876 is coefficient regression of affective dimension (X3), meaning if X3 is increasing by 1%, while other variables are constant, then Y is predicted to increase by 0.876

Table 3. Table of R and R Square

Model	R	R Square	Adjusted R Square
1	.621 ^a	.385	.370

Source: SPSS 26, 2021

The coefficient of determination (r^2) measures and examine the ability of a model in explaining the variation of dependent variables. r^2 value is 0.38. This means that as much as 38.5% of consumers' repurchase intention of ITC is influenced by the variables X1, X2 and X3 (logical, functional and affective dimension of perceived value). While the remaining 61.5% is influenced by other variables outside the X1, X2 and X3 .

		Unstandardized Residual	
N		31	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.32178482	
Most Extreme Differences	Absolute	.129	
	Positive	.061	
	Negative	-.129	
Test Statistic		.129	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.203	
	99% Confidence Interval	Lower Bound	.193
		Upper Bound	.214

Figure 2. Normality Test
 Source: SPSS 26, 2021

The basis for normality test decision making (Ghozali, 2018) is if the sig value is ≥ 0.05 the data is normal and If the sig value is < 0.05 the data is not normal. According to the result above, the data is proven normal because the sig value is 0.203 which is > 0.05 .

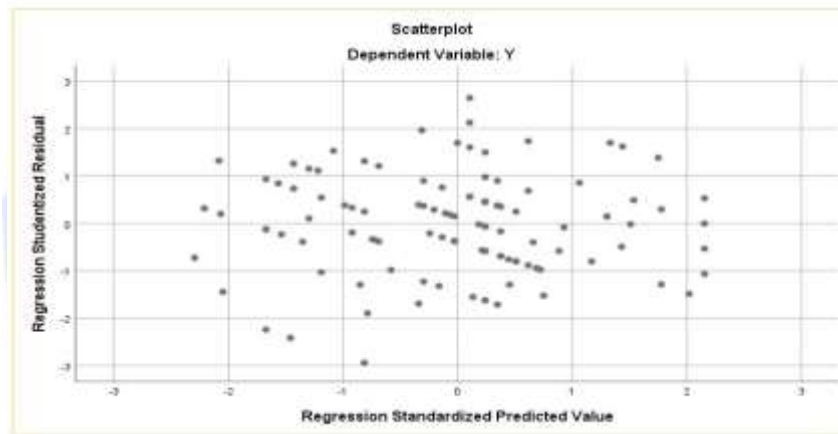


Figure 3. Heteroscedasticity
 Source: SPSS 26, 2021

According to the result above, the scatter plot image pattern shows that the small circles that spread out do not form a certain pattern. Therefore, it can be concluded that the existing data is good and spread because there is no heteroscedasticity.

Table 4. Multicollinearity Test Result

Model		Tolerance	VIF
1	(Constant)		
	Logical Dimension (X1)	.538	1.858
	Functional Dimension (X2)	.600	1.668
	Affective Dimension (X3)	.629	1.590

Source: SPSS 26, 2021

Table 4 shows that the tolerance of all the variables are > 0.1 where logical dimension (0.538), functional dimension (0.600) and affective dimension (0.629). The VIF are < 10 where logical dimension (1.858), functional dimension (1.668) and affective dimension (1.590). So it means that there is no multicollinearity in this research.

Table 5. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	277.531	3	92.510	24.842	.000 ^b
	Residual	443.152	119	3.724		
	Total	720.680	122			

Source SPSS 26, 2021

Table 5 shows that the F count is 24.842 which is > 2.68 so, the independent variables which are logical dimension, functional dimension, and affective dimension are proven has a significant simultaneous influence on consumer repurchase intention..

Table 6. T-Test

Variable	Tcount	Ttable	Description
Logical Dimension	.109	1.980	Rejected
Functional Dimension	.776	1.980	Rejected
Affective Dimension	4.968	1.980	Accepted

Source: SPSS 21, 2021

Logical dimension (X1) does not have significant influence on consumer repurchase intention (Y) because has sig. 0.06 which is > 0.05 and t count 1.868 which is < 1.980 (H1 is rejected and H0 is accepted). Functional dimension (X2) does not have significant influence on consumer repurchase intention (Y) because has sig. 0.44 which is > 0.05 and t count 0.776 which is < 1.980 (H1 is rejected and H0 is accepted). Affective dimension (X3) does have significant influence on consumer repurchase intention (Y) because has sig. 0.00 which is < 0.05 and t count 4.968 which is > 1.980 (H1 is accepted and H0 is rejected).

Discussion

Logical dimension and Customer Repurchase Intention

There are four indicators of logical dimension that affect consumer repurchase intention. This includes the price, quality, expected product and price worthiness of the products purchased by consumers. According to the t-Test, the result shows that logical dimension does not have a significant influence on consumer repurchase intention. The insignificant result means that consumers tend to repurchase ICT even though they have had bad experiences related to previous ITC purchases regarding price and quality. In this dimension, there are four indicators as the measurement tools of the influence of logical dimension on consumer repurchase intention which are "the price of the product is cheap", "the quality of the product is good", "the product is as expected", and "the money spent/sacrifice is worthit with the product received" and most of the respondents agreed with these statements. The positive relationship of price and quality on consumer repurchase intention is supported by previous research from Basrah and Arifin (2012) but in the t-Test it has an insignificant influence on consumer repurchase intention. According to researcher, this happens because the consumer's mind is also influenced by other dimensions. Although the price and quality are not very satisfying, they have considerations because the features of the product, like a good brand or the feel of acceptance when using ITC, make them want to buy it again in the future. That is why, even though the logical dimension does not have a significant influence on repurchase intention, this CPV is still important to be noticed.

Functional dimension and Customer Repurchase Intention

There are two functional dimension indicators that influence consumer repurchase intention. The indicators are visual appeal as a feature and product function or the effectiveness of the products purchased by consumers. In this dimension, there are two indicators as the measurement tools of the influence of functional dimension on consumer repurchase intention. The Indicators are "the product purchased is visually attractive", and "the product purchased is useful/can be used frequently", Most respondents also agreed with these statements, which means it has a positive influence on consumer repurchase intention. This is supported by the previous review from Yulia and Untoro (2016) that stated functional value has a positive influence on customer repurchase intention in this case on green products. Even though it has positive influence on customer repurchase intention, The researcher discovered that functional dimension has no significant influence on consumer repurchase intention. It means that even though the consumer did not received what they expected regarding this dimension, they have a probability to keep repurchasing ITC in the future.

Affective dimension and Customer Repurchase Intention

The affective dimension is divided into an emotional dimension related to feelings or internal emotions, and a social dimension related to the social impact on consumer behavior as the indicator. According to the result of the t test, affective dimension (X_3) does have significant influence on repurchase intention (Y). The indicators of affective dimension that become the measurement tools of affective dimension on consumer repurchase intention are: “got a positive feeling when wearing the product” and “got a positive response from others when wearing the product”. Most of the respondents agreed with these statements and it means that affective dimension has a positive influence on consumer repurchase intention. Research by Yulia and Untoro (2016) also stated that emotional and social values have a positive influence on consumer repurchase intention. According to researcher’s opinion, this is something that not too many people or companies think about in selling something but it is evidently to be something that is very important and most influential for repurchase intention (Y).

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions of this research are based on the proposed hypothesis.

1. Logical dimension does not has significant influence on consumer repurchase intention which means logical dimension does not influencing consumer repurchase intention partially
2. Functional dimension does not has significant influence on consumer repurchase intention which means functional dimension does not influencing consumer repurchase intention partially
3. Affective dimension has significant influence on consumer repurchase intention which means affective dimension influencing consumer repurchase intention partially
4. Logical, functional and affective dimension have significant influence on consumer repurchase intention which means these three dimensions influencing consumer repurchase intention simultaneously.

Recommendation

The recommendations of the researcher for readers, especially for those who work as ITC sellers, can take lessons from this research. If you want your business to be successful by winning consumer loyalty to repurchase your product, you have to pay more attention to the indicators that influence it. ITC sellers should pay more attention to consumer perceived value, especially logical dimensions, functional dimensions and affective dimensions, which are variables that have been tested in this study. If the consumer does not get their expected value from your company, then they will move to another company that can meet their expected value. Therefore, try to evaluate your own company, and try to improve and fix what is lacking from your company because once again, holding back old customers is more expensive than attracting new consumers.

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