

A QUALITATIVE ANALYSIS OF CONSUMER REPEATED PURCHASE BEHAVIOUR OF GRILL HOUSE MDC*ANALISA KUALITATIF TINGKAH LAKU PEMBELIAN BERULANG PELANGGAN DI GRILL HOUSE MDC*

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Abstract: A repeat purchase is the act of repurchasing the same product or brand purchased earlier. These are often based on routine, habitual buying decisions, where the search for information around these purchases becomes limited over time. Consumer repeat purchase behavior can be influenced by many factors whether it is because of internal factors or external factors, it takes process to the company or some business to have a customer who purchases product repeatedly, especially for food business industry or those who want or have a business of selling food. This research aims to know how is the Consumer Repeated Purchase Behavior of Grill House Mdc? What are the factors that drive Consumer Repeated Purchased Behavior on Customers of Grill House Mdc. In order to know this research using qualitative method, in-depth interview with 20 informants. To analyze the data this research uses several indicators which are Relationship Intimacy & Trust, Consumer Satisfaction, Quality of Service, Quality of Product, Pricing, and Consumer Needs. The results show that Repeated purchased behavior comes and occurs naturally when the customer of Grill House Mdc and Grill House Mdc having a very good relationship and the service and the product, all the responses from the informants is positive, all the informant 1-20 are very satisfied with the existence of Grill House Mdc.

Keywords: repeat purchase, customer satisfaction

Abstrak: Pembelian ulang adalah tindakan membeli kembali produk atau merek yang sama yang dibeli sebelumnya. Ini sering kali didasarkan pada keputusan pembelian rutin dan kebiasaan, di mana pencarian informasi seputar pembelian menjadi terbatas seiring waktu. Perilaku pembelian berulang, konsumen dapat dipengaruhi oleh banyak faktor baik itu karena faktor internal maupun faktor eksternal, dibutuhkan proses bagi perusahaan atau beberapa bisnis untuk memiliki pelanggan yang membeli produk secara berulang, terutama untuk industri bisnis makanan atau mereka yang ingin atau memiliki bisnis penjualan makanan. Penelitian ini bertujuan untuk mengetahui Bagaimana Perilaku Pembelian Berulang Konsumen Grill House Mdc? Apa saja faktor yang mendorong Perilaku Pembelian Berulang Konsumen pada Pelanggan Grill House Mdc. Untuk mengetahui penelitian ini menggunakan metode kualitatif, wawancara mendalam dengan 20 informan. Untuk menganalisis data penelitian ini menggunakan beberapa indikator yaitu Relationship Intimacy & Trust, Kepuasan Konsumen, Kualitas Pelayanan, Kualitas Produk, Harga, Kebutuhan Konsumen. Hasil penelitian menunjukkan bahwa perilaku pembelian berulang datang dan terjadi secara alami ketika pelanggan Grill House Mdc memiliki hubungan yang sangat baik dan pelayanan dan produk, semua tanggapan dari informan adalah positif, semua informan 1-20 sangat puas dengan adanya Grill House Mdc.

Kata Kunci: pembelian berulang, kepuasan pelanggan

INTRODUCTION

Research Background

A repeat purchase is the act of repurchasing the same product or brand purchased earlier. These are often based on routine, habitual buying decisions, where the search for information around these purchases becomes limited over time. Consumer repeat purchase behavior can be influenced by many factors whether it is because of internal factors or external factors, it takes process to the company or some business to have a customer who purchases a product repeatedly, especially for the food business industry or those who want or have a business of selling food. By the developing technology it is easy for the customer to access an internet, through internet customer can order any product easily, especially for food, Culinary or food business in the City of Manado is experiencing development relatively fast. By this rapid development caused more and more people interested in running a business like culinary business, especially Manadonese people known has a hobby of eating, The increasing number of culinary businesses or food will increase the rate competition between restaurants, especially small business that serves products similar culinary. The rational reason food outlets are growing thriving is because of this business has a quite big advantage. In the highly competitive business world, only business actors who have a competitive advantage can survive, namely those who are able to understand the tastes and needs of consumers and are able to meet needs and provide better satisfaction than what their competitors provide can survive, that is why it is important to know and understand customer behavior.

One new culinary business that has opened in Manado is Grill House Mdc, Grill House Mdc is very welcoming by the customers when they launched their product of raw food, they made promotion to promote their product through social media, Grill House Mdc is a Korean Barbeque Home Service in Manado, the product also served with the unique and interesting way, Grill House Mdc is the First Korean Barbeque in Manado, they provide Halal and Non-Halal Food, they provide a unique taste and unique way when providing and delivering their raw food, the customer can make an order through direct message Instagram and maximal order is 1 day before so they can prepare the raw food. The Mechanism of ordering the food from Grill House Mdc is the Customer Choose when the day they will order and booking, after deal, Grill House Mdc will deliver the equipment and the raw food at the customer's home, the customer grill the raw food by themselves so they can feel an experience doing a Korean barbeque at home, and all the equipment is very complete, Grill House Mdc giving 1,5 hours to enjoy the Korean Barbeque and after done the customers just need to clean it up and leave it into the container, so the Grill House Mdc Employee will pick it up. With the unique way of culinary business and also still new, Grill House Mdc get quite a lot of customers specially customer who doing repeat purchased, to maintain the customers they still need to learn to satisfied and gives their best service quality to the customers in order to get a good reviews, But still as the time goes by there are another same of new types of business Korean Barbeque exist, this is where the competitors exist, but still Grill House Mdc maintain their quality, taste, and service, with this condition they still get the consumer who doing repeat purchased. Because basically every customer has their own taste, perception and opinion about the food offered by Grill House Mdc, the customers doing repeat purchased at Grill House Mdc can be influenced by many factors that still not known.

Research Objectives

1. How is the Consumer Repeated Purchase Behavior of Grill House Mdc?
2. What are the factors that drive Consumer Repeated Purchased Behavior on Customers of Grill House Mdc?

THEORETICAL FRAMEWORK

Marketing

Marketing is the grand theory or the foundation in this research. The marketing management can be seen as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communication superior customer value (Kotler and Armstrong, 2009). Marketing is divided by the term reveals one term as follows: The most important aspect in the world of business is marketing.

Consumer Behaviour

Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 1998). Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products

that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not.

Repeat Purchase Behavior

Repeat purchases are post-purchase behavior previously based on satisfaction. If the customer is satisfied, he or she will show a higher buying opportunity the next time. A repeat purchase is the purchase by a consumer of a same-brand product as bought on a previous occasion. A repeat purchase is an indicator of a degree of customer loyalty to a brand, Brand loyalty is the tendency of consumers to continuously purchase one brand's products over another. Consumer behavior patterns demonstrate that consumers will continue to buy products from a company that has fostered a trusting relationship, in this case when the customer have a high trust to one brand they might doing a repeat purchase, Loyalty is extremely beneficial to businesses as it leads to repeat purchases by consumers, higher revenues, and customer referrals. Companies with strong brand loyalty will see its customers repeatedly buy its products or services, regardless of changes in price or convenience. Frequent purchasers of one company's product are less likely to be swayed by the marketing messages of competitors, thus increasing the chances that those customers will continue to conduct business with that company.

Consumer Buying Behavior

One of the most essential and influential areas within consumer buying behavior is the consumer decision making process. In recent decades, during the initial stages of the conception of the consumer buying behavior paradigm, various consumer decision making models were proposed. Consumer also need to understand their behavior to consider the attitude when they are in shopping environment. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the market place when purchasing a product or service. The neoclassical theory states that the people make rational economic decisions about renting or purchasing real estate as an attempt to maximize their utility.

Previous Research

Qu Yan (2014) analyzed and studied various factors influencing consumers repeated purchase behavior in four parts. It is believed that transaction reliability, information safety, reputation guarantee and price advantage are key factors influencing repeated purchase behavior of e-commerce consumers. Besides, his paper proposes measures to standardize e-commerce management. With rapid development of network technique in China and continuous rise in the number of netizens, e-commerce based on internet and information technology has become a force of modern commerce.[1] As e-commerce influence and coverage expand continuously, enterprises select e-commerce mode one after another in order to increase modern market competitiveness and actively launch all kinds of network marketing modes. Consumers' repeated purchase intention refers to the will or tendency of consumers to make deals with the merchant again after one transaction with the network merchant.[2] In the face of the complex and ever-changing e-commerce market full of uncertainties, repeated purchase behavior is vital for marketing management, for keeping old customers can usually gain greater income than gaining new customers. So, it is very necessary to study the factors influencing consumers' repeated purchase behavior under e-commerce environment and how to improve repeated purchase rate of e-commerce consumers and retain existing consumers.

Tamilla Curtis, Russell Abratt, Dawna L. Rhoades, and Paul Dion (2011) investigated the relationship between customer loyalty, repurchase/repurchase intent and satisfaction in order to attempt to resolve the mixed views on these concepts. A quantitative review of loyalty-repurchase satisfaction constructs was conducted to identify the strength and direction of the researched relationships and the influence of possible moderating factors affecting those relationships. The Hunter and Schmidt (1990) meta-analytical technique and software were employed. The results demonstrate that loyalty and satisfaction indicate strong positive relationships (0.54). Repurchase and satisfaction display a complicated relationship, which confirmed the view that satisfaction does not explain repurchase behavior. Repurchase intent and satisfaction display strong positive relationships in the meta-analysis (0.63) and moderator analyses. Loyalty and repurchase/repurchase intent indicate the strongest positive relationship (0.71) among all conducted analyses.

R. Aswin Rahadi (2012) explored on several issues that might affected the consumer decision to become a repeat consumer in traditional marketplaces in Indonesia. This study is conducted via structured self-administrated closed-ended questionnaires. The research objects are people who know and are common with traditional marketplace and stores. Most of them have preference to shop to a certain marketplace and are familiar with the stores there. The study showed that factors of quality of services and consumer identification plays significant part for consumer repurchase behaviour in traditional marketplace in Bandung and it surrounding area.

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection of a variety of empirical materials, qualitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand.

Population, Sample and Sampling Technique

Population is generalization region consist of object or subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sekaran, 2003). The population of this research is the customers of Grill House who have been ordered or purchased repeatedly with minimum 3 times repurchase the food products of Grill House Mdc, which is those who having an experiences of buying Grill House's Food. A sample is as a sources, participant, informant, friend and teacher in research process. Sample in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before. Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive sampling technique in order to get more valid and detailed result. The sample in this research is 20 informants of Grill House Mdc Customers, those who having an experiences of buying Grill House's Food and doing repeated purchase.

Data Collection Technique

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data and Data collection method play an important role in impact evaluation by providing useful information to understand the process behind observed result.

Operational Definition of Research Variables

In this research the main variable is Consumer Repeat Purchase Behavior, A repeat purchase is the act of repurchasing the same products and the same items and can be influencing by many factors. Based on the purposive of this research the researcher might interview the informants as the customer of Grill House Mdc who have been doing repeat purchased. The indicators of the research are Relationship Intimacy & Trust, Consumer Satisfaction, Quality of Service, Quality of Product, Pricing, Consumer Needs.

Instrument Testing

In instrument of research there are some step that have to applied in order to process the data that have to be researched. The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method

Validity and Reliability

Data analysis is the process of systematically finding and arranging interview transcripts, field notes, and other materials that you accumulate to improve your own understanding of them and to allow you to present what you've discovered to others. Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result there is generally steps in

qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assessing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

This research uses qualitative method which is in-depth interview as the tool to gain the information from the respondent.

Informant 1 is a friend of the owner of Grill House Mdc, she knows about Grill House from the owner, and decided to give it the try when they launched Grill House for the first time. She has been ordered more 5 time before, Grill House still doing the online promotion which bring the food directly to customer's house, and when Grill House open their restaurant, she also has been visit the restaurant to dine in. Monica said that Grill House if one of the best Korean Bbq Resto in Manado. According to her opinion, after have a few experiences on Grill House Mdc she can give 5 star to Grill House Mdc. She said that the service of Grill House Mdc is very good, and she said that the taste is very good and satisfying.

Informant 2 knows about Grill House Mdc is when she went to her friends party, and they ordered Grill House Mdc as the dinner, this is the first time she knows about Grill House Mdc. Until now she has been ordered the food 6 times from Grill House Mdc. She said that she has a favorite menu when ordered the food which are the silver and gold package. She said Grill House Mdc provide a very simple way to serve the food, and it easy for the customer to cook the food by themselves. She said that Grill House Mdc is suit her taste, the service, the food is very good and they always send the raw meat and all the equipment is very detail. The reason why she doing a repeat purchase at Grill House Mdc is because the relationship between the owner and the customer is quite good. The internal factor that trigger her to do repeat purchase is make a purchase from Grill House become a habit and the external factor is because the promotion from social media and that is why she always love to do repeat purchase at Grill House Mdc. The indicator that makes she likes Grill House is the relationship intimacy and trust between owner and customer.

Informant 3 knows about Grill House Mdc from Social Media Instagram, he also have a good relationship with the owner of Grill House Mdc. He is one of the loyal customer of Grill House Mdc, he has been doing repeat purchase for more than 7 times and always satisfied with the taste and the service. He also have a favorite menu when doing an ordered which is Gold Package of Pork Belly. He also said that Grill House is the best Korean Barbeque in Manado, and even in Manado there are many restaurant that selling similar product of Korean barbeque but still Grill House Mdc is the best one for him. He always orders at Grill house because the relationship between owner and customer is good. The internal factor that makes him doing repeat purchase at Grill House Mdc is because the taste is very

Informant 4 knows about Grill House Mdc is from Social Media Instagram, she said that there are a lot of her friends have posted about Grill House Mdc, and she is very curious and decided to make an order, and surprisingly she really loves the taste. According to her she has been doing repeat purchased for more than 4 times, and her favorite menu at Grill House Mdc is Gold Package which the Pork Ham. She said the meat is very tender and soft and they have a very fresh raw meat, also the owner is very humble and friendly with the customers. She likes to do repeat purchase is because the service is very good, the equipment is complete and the service is good.

According to Informant 5, knows about Grill House Mdc is from Social Media Instagram,, she said that Grill House Mdc was really delicious, currently she prefer Grill House Mdc. She said she had known Grill House Mdc since its opening, in a month she might spend once or twice on Grill House Mdc.

Informant 6 is one of the loyal customer of Grill House Mdc, she knows Grill House Mdc from her friends and try to order again by herself, because when she try at her friend's house she loves the taste. She said that she is very satisfied with Grill House Mdc, she loves Grill House Mdc because when the first time she made an order they served her very nice and polite, not only about the taste but their taste is attract her. According to her she has been ordered for almost 10 times and always satisfied, she also recommend Grill House Mdc to her friends. The menu that become her favorite is gold package which is the pork belly, and according to her Grill House has a very good in promoting and it turns very creative not only the promoting but also the food.

Informant 7 knows Grill House Mdc on the mid-year of 2020, and she had been ordered for 5 times. The favorite menu is silver and gold package of pork belly. She said that only Grill House, the Korean bbq that doesn't decrease the value of Korean Bbq. Grill House Mdc is always give a very good quality, quality of service, the meat, equipment and all stuff that need by the customer, she said that Grill House Mdc is always maintain their service to make the customer feel satisfied and doing repeat purchase. She always have a good and nice experience after doing an order of Korean Barbeque.

Informant 8 knows Grill House Mdc from the owner, and after doing the first order she decide to made the second and third order, she said the taste is different than the other Korean Barbeque in Manado, she always come back to Grill House Mdc. She said that the Pork Belly Gold Package is her favorite menu every time she went to Grill House Mdc. She had been ordered for 7 times. According to her, Grill House Mdc is very innovative about the quality and the taste of meat, she said that Grill House is always keep maintain the taste, since the first time she made an order until repeat purchase for many times, the taste is always good, the sauce is suit with her taste and not easy to get bored. She also said that the service is very nice and very informative, and they always fast to serve the customer.

Informant 9 knows Grill House Mdc from his cousin, his cousin introduce Grill House Mdc to him and he decided to make an order. He said that he has been ordered for 5 times and he always feel satisfied. His favorite menu is gold package of pork belly slice. According to him Grill House really good to serve the customer and it is very simple and easy to understand to use all the equipment. He said that Grill House is the best Korean Barbeque in Manado.

Informant 10 knows Grill House Mdc from Social Media Instagram, she said that when Grill House open in Manado there are a lot of people who posting on social media about Grill House Mdc, and she is very curious to try. After seeing the promotion through social media, she decided to made an order and until now she has been ordered for more than 5 times, and she said that Grill House Mdc is good when serving the customer, she feel so happy with their service since the first time she made an order. According to her, Korean Barbeque in Manado is quite rare but since the first time Grill House Mdc open in Manado, there are a lot of Korean Barbeque exist but she still chose Grill House Mdc. The internal factors that makes her doing repeat purchase is the food suits with her taste and the external factor that she always see the Grill House promotion through social media.

Informant 11 knows about Grill House Mdc directly from the owner and decided to make an order, she believe that Grill House Mdc provide a very tasty food and clean to the customer. She also said that Grill House Mdc always maintain their service, and the taste. According to her the reason why she has been ordered for many times is because as a customer she feel really satisfied with the service and the taste. She had been ordered for 4 times. She also said that, the taste is suits with her taste, worth the price, customer feel happy and wants to made repeat order, she said that every time she craving for Korean barbeque she might order her favorite package which is the Gold Package because it taste really good better than any Korean bbq in Manado

Informant 12 knows Grill House Mdc from Social Media Instagram, when most of her friends shares about Grill House Mdc through their Media Social and decide to check to Grill House Instagram to made an order, she has been ordered for 5 to 6 times and always satisfied with the taste and the service, she is very happy that Korean barbeque exist in Manado, and it easy to made an order with Grill House Mdc specially when they already open their first store. According to her, she actually loves all the menu at Grill House Mdc, and she loves to try many various package, but the most menu that she always order are silver and gold package. She said the internal factor that support her to do repeat purchase is because it becomes her habit to order at Grill House. The external factor that it become a "culture" to order Grill House for an event. The indicator that makes she likes Grill House is the relationship intimacy and trust between owner and customer.

Informant 13 knows about Grill House is from her friends, her friends introduce Grill House Mdc to her, and after trying for the first time, she surprisingly loves the taste of Korean Barbeque of Grill House Mdc and decided to made repeat order for 3 to 4 times. She said that she loves the Gold Package of Pork Slices, every time she made an order she always choose pork slice. She said that the internal factor that makes her choose Grill House Mdc is the taste suit her and she feel satisfied because the service is good and the most important all the stuffs at Grill House is clean, their service is good and also the price is affordable for her, the favorite part is she loves the sauce when it combined with the meat it taste so good. The external factor that triggers her to do a repeat purchase because lot of her friends recommends to order from Grill House. The indicator that makes she likes Grill House is the Consumer Satisfaction.

Informant 14 knows about Grill House Mdc from Social Media Instagram, when the first time she check Grill House Mdc Instagram Account she is very curious to try because she loves Korean Barbeque and at the

time it's very rare to find Korean Barbeque in Manado. Until now she has been ordered for 5 to 6 times and always satisfied. She said to made an order at Grill House Mdc is very simple, customer can go directly to their places or customer can made an order to order, and Grill House will serve them very well. According to her that made her doing repeat purchase is because, first one at the time Korean Barbeque in Manado quite rare but it turns so good when Grill House open in Manado.

Informant 15 knows Grill House Mdc from Social Media. He loves Korean Barbeque that is why when the first time Grill House Mdc open in Manado he is very happy. Until now he has been ordered for 10 times and never disappointed with the service, he always satisfied and wants to go back. The factors that makes him addicted and always doing repeat purchase is because he loves Korean Barbeque and the taste is very good, the service is satisfying. Fast respon when he ordered through social media, and they always deliver the food is on time.

Informant 16 knows Grill House Mdc from Social Media Instagram, when it pop up suddenly, and she decided to made an order because she is very curious about the taste of Korean Barbeque, at the time she is very excited because she only need to order and Grill House Mdc will deliver the raw meat and all the equipment complete to her house. Until now she has been order many times, she always order for 2 person and according to her, the taste is suit her especially the sauce, the meat is very tender and the vegetables is fresh. She had been order for 4 times now. According to her experience, after order for many times, Grill House is always maintain their service and the quality of the taste, she always had a good experience.

Informant 17 knows Grill House Mdc from Social Media instagram, she said that she has been ordered for 4 times, and since the first order till the 4th one she always got a very good respond and service, how customer made an order is very simple and comfortable, Grill House Mdc deliver it on time. According to her, the demand of Korean Barbeque in Manado is high since there are no official Korean Barbeque open in Manado until Grill House Mdc exist and follow by the other Korean Barbeque, but she still chose Grill House Mdc because the taste suit her, she prefer to something simple, just made and order and get fast respon.

Informant 18 knows Grill House Mdc from Social Media Instagram, she has been ordered for 8 times until now, and she is very satisfied because since the first one and the last order they always give their best service, she also has been visit Grill House Mdc when they open their first store. She usually order silver package because she said that silver package is enough for her. She said that Korean Barbeque is very interesting since in Manado it is quite rare to find Korean Barbeque until it has been famous in Manado and many Korean Barbeque exist, but so far she still chose Grill House Mdc.

Informant 19 knows Grill House Mdc is from the owner who promoting Grill House, she has been ordered at Grill House Mdc 5 times, ad very satisfied with the taste. She said that she loves the taste because they have a high quality of meat, the meat is tender and soft and surprisingly the price is affordable. She also said that after made repeat purchase, the internal factor is the taste suit with her. She is not only having a good experience but she also have a good relationship with the owner, she said that the response is fast so the customer does need to wait for long. For the external factor is Grill House is a recommendation from lot of her friends.

Informant 20 knows Grill House Mdc from Social Media Instagram, and until now he has been order for around 4 times and still amazed with the taste. His favorite is Pork Belly Package. He said that Grill House Mdc is not only provide high quality meat and fresh vegetable but they serve the customer really well, and according to him it easy to order, that is why every time he crave for Korean Barbeque he will call them and made an order because it easy and simple. According to him, he made repeat purchase is because what he give is worth it, the taste worth the price, Grill House Mdc has a good quality service ad honestly the taste is great than the other Korean Barbeque in Manado.

Discussion

Based on the explanation above, it can be concluded that everyone has their own way spend their time, especially on culinary sector. All informants are having goodtime at Grill House Mdc. Repeat purchase is a measure of a customer's likeliness to do repeat purchase or order with a company or brand. Repeat purchasing is an attitude of consumer behavior who only buys a product / service repeatedly, so that consumer loyalty is created which is a commitment to a particular brand or product. It is the result of customer satisfaction, positive customer experiences, and the overall value of the goods or services a customer receives from a business, product, or services. Repeat purchase is that customers make to replace the same items or services that they had bought and consumed previously. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities.

Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services, in this research customer has been feel satisfied with Grill House Mdc. When the customer of Grill House satisfied they made repeat purchase over again and act as the Customer loyal, customer loyalty is a set of behaviors and attitudes that a customer exhibits that demonstrate loyalty to a product, service, or brand, such as repeat purchases or choosing the brand over a competitor, and for the quality satisfaction, The perception of service quality is a measure of how well a service that is received matches up to the expectation that the customer had prior to receiving the service. Customer satisfaction is the degree to which the customer is happy with the service received. A repeat purchase is the act of repurchasing the same product or brand purchased earlier.

To do repeat purchase, there are many step that will face by the customer, because every customer has their own buying behavior to choose or select the product or services, Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the market place when purchasing a product or service. Through the process, the consumer buying behavior will shape naturally. Everyone has their own buying behavior, just like taste, people have their own taste about food. When combined the customer buying behavior and repeated purchase behavior it can be seen that both are having the relationship to support each other, when the customer having the specific buying behavior, and the input based on their expectation the repeated purchased will comes naturally, The customers who show a positive attitude towards a specific brand of Grill House Mdc and after arrange the important answer from the informants, it can be concluded that when the informants as a customer's having a very good experiences support by many factors, they will made a repeat purchase, Repeated purchase behavior shows the extent of customer satisfaction and brand loyalty, in this research the brand toward the Grill House Mdc. It can be seen also, since the first time customer made purchase, and made repeat purchase, most of them said that Grill House Mdc is always maintaining their quality that is also one of the factors the informants made repeat purchase.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis and discussion, the conclusion of this research to answer the research objectives as follows:

1. Repeated purchased behavior comes and occur naturally when the customer order the products from Grill House Mdc and the repeated purchased occur when customer having a very good relationship, services and the product, and through all the good experiences it build the customer desire to do repeat purchased, all the responses from the informants is positive and thoughtful, all the informants 1 to 20 are very satisfy with the existence of Grill House Mdc.
2. The factors that drive the consumer to do repeated purchased aret the price of the products are affordable, good promotion, the taste of the product suits with their taste and they have good good, good service, good, the employees are nice, the quality of the meat and good experiences. The feeling of satisfaction, happiness, good experiences and comfortable, well treated are also the factors that drive all the customers to do repeat purchase, by that reason that has been through of the customer all of them said that Grill House Mdc is their favorite of Korean Barbeque in Manado, and the informants hope that Grill House Mdc always keep maintain and keep improving.

Recommendation

This research has been conducted in order to explore generally about the repeated purchase and here are some recommendations from the result:

1. For the consumer and Grill House Mdc: The research might help the customer to explore what factors drive them to do repeat purchase and This research useful for the Grill House Mdc to understand about their customer and can keep improving.
2. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research.
3. For the university, hopefully can give the students, lecturers and other parties in university to gain knowledge and additional information regarding with the current research.

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