
Determinant Of Consumer Repurchase Interest At Kober Mie Setan Jember

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ABSTRACT

This research is based on the influence of consumer repurchase interest in certain products. The case study in this research is the culinary product of Kober Mie Setan in the city of Jember. The research objective to be achieved is to test whether interest in repurchase interest is influenced by customization and consumer satisfaction with Kober Mie Setan products in Jember. This research uses quantitative methods. The number of samples used in this study were 77 people with a purposive sampling technique. The data was collected by means of a questionnaire. The analysis used includes instrument test data, multiple linear regression analysis. From the results of the data analysis, it can be seen that the adjustment of mass and customer satisfaction both simultaneously and partially has a positive and significant effect on repurchase interest.

Keywords: Mass Customization, Consumer Satisfaction, Repurchase Interest.



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INTRODUCTION

The key to the success of a company to survive in the face of business competition is to be able to keep consumers loyal to buy the company's products. Maintaining a customer is much more difficult for a company than finding new customers, it takes creativity to retain a customer rather than finding a new customer. Every company must be able to understand the wishes of consumers who are its target market. The goal of fulfilling both needs and desires is to achieve the maximum possible level of customer satisfaction.

According to Kotler and Armstrong (2015: 35) Customer satisfaction is the match to the extent to which the performance of a product with the expectations of the buyer. If the product's performance falls short of expectations, the customer is not satisfied. If the performance is as expected, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. Therefore, a good product is in accordance with the wishes or wishes of consumers. One of the variables used to fulfill consumer demand is mass customization.

According to Laudon (2010), mass customization is the ability to offer products or services that are individually tailored using the same production resources as mass production. Using the same principle, mass customization is a Build-to-Order, customized product but can mass produced. This strategy is intended to make consumers feel satisfied with the products offered by the company, so that later it will attract consumers to repurchase the company's products. Repurchase interest is a purchase interest based on the purchase experience that has been made in the past. According to Nurhayati and Wahyu (2012: 53) consumers want and act to repurchase a product, because of the satisfaction that is received as desired from a product.

Researchers in this case take the object of companies engaged in the culinary field. The development of the culinary business is so fast that it has given rise to culinary businesses with various types of food variations. One of them is noodles, a food made from wheat. Noodles have now developed into one of the favorite foods of the Indonesian people. With creativity and innovation, now processed noodles are not only limited to chicken noodles or fried noodles as is usually common in society. Spicy flavored noodles are a new breakthrough in the culinary business that provides an exciting atmosphere while enjoying the spiciness.

The object of the research location taken by the researcher was Kedai Kober Mie Setan Jember. Kedai Kober Mie Setan always adds variety and innovation to its products so that consumers don't get bored with the products offered. Kober Mie Setan is not the only spicy-flavored noodle shop in Jember, but there are also Mie Setan and Bakso Serabutan which are located in the already famous roundabout shop complex of the Jember City DPRD office. Based on the results of observations made by researchers, the outlet existed before Kober Mie Setan Jember. The outlet also attracted attention and was very attractive to consumers, but when Kober Mie Setan Jember opened, Mie Setan and Bakso Serabutan which were located at the Jember DPRD roundabout which was once busy have now become quiet. Consumers turn to Kober Mie Setan, which is located on Karimata Street No.67, Jember City with processed food products that are sold similar to Satan's Noodles and Serabutan Meatballs. The existence of market competition makes business owners more observant in improving quality and creating product innovation, with the aim of maintaining consumer loyalty to the products offered.

Currently, to increase consumer buying interest, Kedai Kober Mie Setan Jember is developing various strategies, one of which is by mass customization of its products to suit the wishes of consumers, most of whom are students and students. This strategy aims to make adjustments to consumer desires by providing unique and varied product choices so that consumers feel satisfied and fostering consumer repurchase interest in Kedai Kober Mie Setan Jember products.

Based on the background of the research problem, the main problem in this study is whether mass customization and customer satisfaction have a partial and simultaneous effect on repurchase interest at Kedai Kober Mie Setan Jember ?. So that the special purpose of this research is to examine the extent to which mass customization and consumer satisfaction influence repurchase interest at Kedai Kober Mie Setan Jember, both simultaneously and partially.

METHODS

This type of research is a quantitative research . The object of this research is the consumers in Kedai Kober Mie Setan Jember. Sources and Types of Data Based on data sources, this research uses primary data. Namely, the respondent's answer data through questionnaire items and data from the interview results of related parties. The population in this study were consumers at Kedai Kober Mie Setan Jember who made purchases at least 3 times. Because the population in this study is an unknown population, the sample determination of this study uses a non-probability sampling technique with a purposive sampling method provided that you have made purchases at Kober Mie Setan with the same product 3 times and have invited other people to buy. products at

Kober Mie Setan Jember. In this case the sample is determined as many as 77 respondents . Data collection techniques using questionnaires based on the provisions of the Likert Scale 1-5. The data analysis technique in this study used multiple linear regression, which was preceded by testing the research instrument, namely the validity and reliability tests. Furthermore, multiple linear regression testing and hypothesis testing.

Data validity testing. the validity test is useful for knowing whether there are statements on the questionnaire that should be discarded / replaced because they are considered irrelevant. Further testing of reliability (reliability) is a gauge showing the stability and consistency of an instrument, measure a concept and useful for accessing the "goodness" of a measure. Furthermore , the Basic Assumption of Multiple Linear Regression was tested . Data Normality Testing is the use of a bound effect analysis model with the assumption that the data must be normally distributed in order to obtain unbiased results . Multicollinearity test is to show a perfect or near perfect linear relationship between some or all variables. Heteroscedasticity test aims to determine whether in the regression model there is an inequality of variants from one residual of one observation to another.

Multiple Linear Regression Analysis. Multiple linear regression with the number of independent variables used more than one which affects one dependent variable. After the multiple linear regression analysis was carried out, the hypothesis testing was carried out to determine whether there was any influence and how much influence the independent variable had on the dependent variable t either partially or simultaneously which was carried out by using the t test (partial test) to determine the effect of the independent variable on the independent variable. partially tested by means of significance. F Test (Simultaneous Test). The F test is used to determine the effect of the independent variable on the dependent variable simultaneously which is tested by means of significance.

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variable	Item	Pearson Correlation (r_{hitung})	Sig.	Information
<i>Mass customization</i>	X _{1.1}	0,692	0,000	Valid
	X _{1.2}	0,809	0,000	Valid
	X _{1.3}	0,821	0,000	Valid
	X _{1.4}	0,612	0,000	Valid
Consumer Satisfaction	X _{2.1}	0,877	0,000	Valid
	X _{2.2}	0,850	0,000	Valid
	X _{2.3}	0,900	0,000	Valid
Repurchase Interest	Y _{3.1}	0,817	0,000	Valid
	Y _{3.2}	0,814	0,000	Valid
	Y _{3.3}	0,822	0,000	Valid
	Y _{3.4}	0,752	0,000	Valid

Source: SPSS output

Based on the data in table 1. above, it is known that each item or indicator used has a significant value of r count greater than 0.30 and a significant value less than 5%. This means that the indicators used in this research variable are feasible or valid to be used as data collection.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Reliability	Information
Mass customization (X_1)	0,703	> 0,60	Reliable
Consumer Satisfaction (X_2)	0,846	> 0,60	Reliable
Repurchase Interest (Y)	0,807	> 0,60	Reliable

Source: SPSS output

Based on table 2, the reliability test results show that the data obtained is reliable because the Cronbach Alpha is greater than 0.60, namely (0.703, 0.846, 0.807 > 0.60) so that the data obtained can be declared reliable.

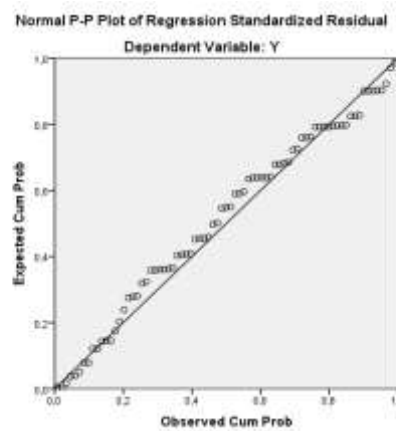


Figure 1. Normality Test Results

Source: SPSS output

Based on Figure 1, it can be seen that the P-Plot shows that the data spreads around the diagonal line and follows the direction of the diagonal line, so it can be concluded that the assumption of normality is fulfilled.

Table 3. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,512	1,546		1,625	0,108		
Mass customization	0,202	0,095	0,195	2,116	0,038	0,725	1,380
Consumer satisfaction	0,805	0,120	0,618	6,719	0,000	0,725	1,380

a. Dependent Variable: Repurchase interest

Source: SPSS output

Based on the results of the table above, the regression equation is obtained as follows: $Y = a + b_1X_1 + b_2X_2 + e$, $Y = 2,512 + 0,202 Mc + 0,805 Kk$

The theoretical interpretation of the multiple linear regression analysis equation is described as follows: 1) The constant value of 2.512 can be interpreted, if the mass customization and customer satisfaction variables are not carried out or equal to zero, then the consumer's repurchase interest is still 2.512. 2) The relationship between mass customization and consumer repurchase interest in Kober devil noodles in Jember, in the statistical test that has been done, it is known that the mass customization variable is positive, namely 0.202, which means that every percentage change is 1%, then mass customization will increase by 0.202. 3) The relationship between consumer satisfaction and consumer repurchase interest in Kober mie Setan Jember, in the statistical test that has been done, it is known that the consumer satisfaction variable is positive, namely 0, 805, which means that each percentage change is 1%, then customer satisfaction will increase by 0.805.

Table 4. Test Results Multicollinearity

Variable	Tolerance	VIF	Information
Mass customization	0,725	1,380	VIF < 10
Consumer satisfaction	0,725	1,380	Multicollinearity free

Source: SPSS output

It can be seen that all independent variables (X) do not have a VIF value greater than 10, it can be concluded that this regression model does not have a multicollinearity problem.

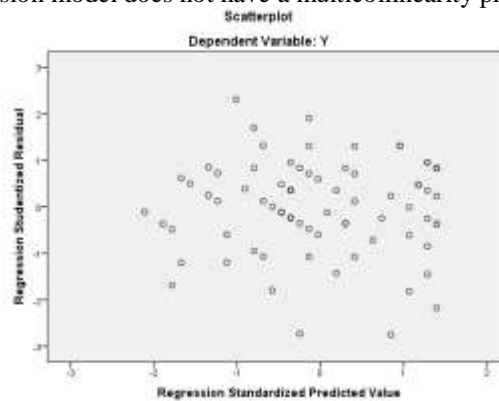


Figure 2. Heteroscedasticity Test Results

Source: SPSS output

It can be seen in Figure 2. that the dots are spread out and there is no clear pattern, it indicates that there is no heteroscedasticity problem.

Table 5. Simultaneous Test Results (F)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	256,602	2	128,301	44,534	0,000 ^b
Residual	213,190	74	2,881		
Total	469,792	76			

Source: SPSS output

Based on the results of table 5, it is found that the F distribution table is sought at $\alpha = 5\%$, with degrees of freedom (df) df_1 or $3-1 = 2$, and df_2 $nk-1$ or $77-2-1 = 74$. Based on the results of linear regression analysis multiple results (in this case to test the effect simultaneously) obtained results, namely that $F_{count} > F_{table}$ ($44.534 > 3.12$) and significance ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted, meaning the independent variable (mass customization and customer

satisfaction) simultaneously have a positive and significant effect on consumer repurchase interest in Kober mie devil Jember consumers.

The t distribution table is sought at $\alpha = 5\%$, with degrees of freedom (df) $nk-1$ or $77 - 2 - 1 = 74$. Based on the results of multiple linear regression analysis in Table 3. (in this case to test the effect partially), the following results are obtained; a) The mass customization variable (X1) in table 3. has a t value of $2.116 > t$ table 1.992 and a significance of $0.038 < 0.05$, so H_0 is rejected and H_a is accepted, which means that partially the mass customization variable has a positive and significant effect on interest in repurchasing consumers of Kober mie setan Jember. b) Variable customer satisfaction (X2) at table 3. has a value of t count $6.719 < 1.992$ and significance $0,000 > 0.05$, then H_0 dit erima and H_a dit megrim, which means in partial satisfaction of consumers affect positively and significantly on interest repurchase consumers of Kober mie setan in Jember.

Table 6. Test results Correlation double (R) and Coefficient of determination (R²)

Model	R	R Square	Model Summary ^b	
			Adjusted R Square	Std. Error of the Estimate
1	0,739 ^a	0,546		0,534
				1,697

Source: SPSS output

Based on the table above figures obtained R of 0.739. This shows that there is a strong relationship between mass customization and consumer satisfaction with repurchase interest. Judging from the coefficient of multiple determination, the results of the analysis showed that the percentage of contribution of the effect of variable mass customization and customer satisfaction with buying interest again, it can be seen from the value of R Square (R²) shows at 0.546 or 54.6% and the remaining 45.4% influenced or explained by other factors that are not included in this research model, such as marketing mix, service quality, brand image, media advertising, consumer behavior, and so on.

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The results of the multiple linear regression test show that the mass customization variable shows a positive direction towards the repurchase interest of consumers of Kober mie devil Jember and the results of partial hypothesis testing prove that the effect of mass customization on repurchase interest has a value of t count $2.116 > t$ table 1.992 and a significance of $0.038 < 0.05$, then H_0 is rejected and H_a is accepted, which means that partially the mass customization variable has a positive and significant effect on the repurchase interest of consumers of Kober Mie Setan Jember. T count is a positive value, it means that the better the application of mass customization carried out by Kober Mie Setan Jember will increase the interest in repurchasing consumers of Kober Mie Setan Jember.

This means that the factor of mass customization as measured by customizers collaborative, customizers adaptive, customizer cosmetic, and customizer transparency is a factor that determines the buying interest re-consumers Kober mie setan Jember. The result of the frequency distribution of respondents' answers to the mass customization variable shows good results with an

average answer that agrees and strongly agrees. The four indicators measured, the lowest average value of 3.857 from the mass customization indicators, namely adaptive customizers, need to be prioritized for improvement . Meanwhile, the indicator with the highest average value, namely the collaborative customizers of 4.558, must be maintained .

The values contained in each mass customization indicator are needed by companies, especially to increase consumer attractiveness or interest in buying products. Companies must be able to make approaches to their customers in order to know the wants and needs of consumers. Collaborative customizers at kober mie devil shop Jember have been implemented well, this means that the company has implemented approaches to customers, such as asking questions about what products consumers want and how they want to be served. In addition, the products presented to consumers can still be adjusted with several additions by consumers. This will add to the rich flavor of the noodle products that consumers will enjoy. This kind of behavior illustrates how the company always tries to comfort its customers with various service and marketing strategies, so that the company is able to implement adaptive customizers in its service system. However, adaptive customizers still need more development. Looking at the results of the frequency of respondents' answers, adaptive customizers have the lowest average value compared to other indicators so that companies need to think about how to serve or serve so that consumers can innovate more with the products they order, thereby increasing consumer satisfaction with the product and service company.

The results of this study support the findings made by Jungmin Yoo and Minjung Park (2016) , Diana Puspitasari (2006) , Isti Faradisa, Leonardo Budi H, and Maria M Minarsih (2016) which state that mass customization has a positive effect on repurchase interest.

The results of multiple regression analysis showed that variables of customer satisfaction showed a positive direction towards buying interest again and partial hypothesis testing results prove the influence of customer satisfaction on buying interest re- value t count $6.719 < 1.992$ and significance $0,000 < 0.05$, then H_0 be accepted and H_a are rejected , which means that partially the consumer satisfaction variable has a positive and significant effect on consumer repurchase interest in Kober mie devil Jember. This is because every system of service and product presentation in Kober Mie Setan Jember is done very well. In terms of a place that is always kept clean, friendly service, disciplined, fast and precise in serving every consumer order makes consumers feel comfortable and satisfied with service, and the presentation of products at Kober Mie Setan Jember. Thus, it will increase the attractiveness of consumers to buy products in Kober Mie Setan Jember. In fulfilling customer satisfaction, p ompany must be proactive in seeking information to determine the development of the needs and desires of consumers who change - change. If manufacturers can produce products and services of the service in accordance with the wants and needs of consumers, the consumer will be satisfied . T count is positive, meaning that the greater the value of customer satisfaction, it will increase the interest in repurchasing consumers of Kober devil noodles in Jember.

Consumer satisfaction includes the suitability of expectations, interest in returning to visit and willingness to recommend which is a determining indicator of consumer satisfaction . The result of the frequency distribution of respondents' answers to the consumer satisfaction variable shows good results with an average answer agreeing. Three indicators are measured, the lowest average value is 4.038 from the indicators of consumer satisfaction, namely willingness to recommend, need to be prioritized for improvement . Meanwhile, the indicator with the highest average value, namely the interest in visiting again at 4.259, must be maintained.

To the satisfaction of consumers related to the ability of the company to meet every need and desire of consumers. Consumers will feel fast when what they feel is what they expect. Consumer satisfaction is an evaluative assessment of consumers towards the company after buying or enjoying the company's products . The evaluative assessment of customer satisfaction becomes the

company's benchmark to determine whether the products and or services they have provided are in accordance with consumer expectations or not. This expectation means the conformity between consumer desires and the performance of the product or service provided by the company. If the consumer's expectations of the product or service provided by the company are in accordance with the performance of the product or service, the consumer will be satisfied and vice versa. In addition, the effect of consumer satisfaction can have an impact on consumer behavior who will automatically recommend the company's products to friends or other consumers. This happens after consumers feel for themselves how the performance of the product or service provided by the company. The willingness of consumers to recommend company products to friends or family is an important point for the company as an evaluation material in developing its business. So it is hoped that consumers will continue to feel comfortable and satisfied with the company's products and services and are willing to visit again at a later date.

The results of this study support the findings made by Diana Puspitasari (2006) who examined "Analysis of the influence of perceived quality and customer satisfaction on repurchase interest in the study at Garuda Semarang Airlines ", Yashinta Asteria N (2016) who examined " Analysis of the influence of customer satisfaction on trust and customer loyalty to increase interest in repurchasing studies at the LAZADA.co.id Online Store ".

CONCLUSION

From the results of the discussion about the influence of mass customization and customer satisfaction with the buying interest re-consumers at shops Kober mie setan Jember , then the conclusion mass customization proven to influence positively and significantly to the buying interest re-consumers at shops Kober mie setan Jember and satisfaction of consumers affect positively and significant on consumer repurchase interest at Kedai Kober mie devil Jember . Besides yielding a simultaneous test that m ass customization and customer satisfaction simultaneously positive and significant impact on consumer buying interest again at Kober noodle shops devil Jember.

Based on the research results and conclusions, then can be recommended for companies: For The Kober mie setan Jember , the results of this study indicate that the variable mass customization and customer satisfaction impact significantly on buying interest again . Based on the frequency of respondents' answers , the Kober mie devil Jember party should always pay attention to and increase the components related to the factors that have the lowest average value of the mass customization variable, namely adaptive customizers , while the consumer satisfaction variable is willingness to recommend, and From the repurchase interest variable, namely explorative interest must be prioritized because of the three indicators, consumers at Kober Mie Setan Jember are still considered insufficient. Kober mie setan Jember should maintain the indicator of each variable that has the highest average value, namely the collaborative customizers indicator from the mass customization variable, from the consumer satisfaction variable the return visit interest indicator, and from the repurchase interest variable the referential interest indicator. Judging from the results of the frequency distribution of respondents' answers with the highest average value, these three indicators are considered optimal by consumers of Kedai Kober, Mie Setan Jember, so they must be maintained. For further researchers, it is hoped that it can increase the number of respondents so that the results of the research can be more representative of the community and it is hoped that researchers will increase the scope of their research such as Kedai Kober, devil noodles throughout East Java or others.

Recommendations in this study, it is necessary to do development because the R Square value is 0.546. This value shows that the independent variable affects the dependent variable by 54.6% and the remaining 45.4% is influenced by other factors such as marketing mix, service quality, brand

image, media advertising, consumer behavior, and so on. Based on this, it is necessary to develop research related to the variables used as indicators (independent variables).

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