



DIES NATALIS
UNIVERSITAS HAYAM WURUK
PERBANAS - SURABAYA

magister
manajemen

Proceeding Book



UHW
UNIVERSITAS HAYAM WURUK



ICOBBI

**MARKETING INTERNATIONAL SEMINARS
AND THE 4th INTERNATIONAL CONFERENCE
ON BUSINESS AND BANKING INNOVATIONS**

Surabaya, 29th January 2022

 Pascasarjana.Perbanas.ac.id  [mmuhw.perbanas](https://www.instagram.com/mmuhw.perbanas)

 0822-4784-5434  info.mm@perbanas.ac.id

Published by :

Program Studi Magister Manajemen
Universitas Hayam Wuruk Perbanas
Jl. Wonorejo Utara No. 16 Rungkut Surabaya
Telp. 031-5947151 | Ext. 2402
Fax. 031-87862621
Website. www.pascasarjana.perbanas.ac.id

The 4th ICOBBI

*The Strategy of Digital in Business
for Gaining Competitive Advantages after Pandemic*



DIES NATALIS
UNIVERSITAS HAYAM WURUK
PERBANAS - SURABAYA

magister
manajemen



Keynote Speakers :



UNIVERSITI SAINS MALAYSIA



SPU

SRIPATUM
UNIVERSITY
@Chonburi



Co-Host :



Sponsored by :

BENING'S
SURABAYA

RESELLER
@beningsurabaya



MSA GOLD
Bright Shine Future





**Proceeding Book of
The 4th International Conference on Business and Banking Innovations
(ICOBBI) 2022
“The Strategy of Digitalization in Business for Gaining Competitive
Advantages after Pandemic”**

Steering Committee

Dr. Drs. Emanuel Kristijadi, M.M.

Dr. Lutfi., S.E.,M.Fin

Dr. Basuki Rachmat, S.E., M.M.

Organizing Committee

Manager : Prof. Dr. Dra. Tatik Suryani, Psi., M.M.

Vice Manager : Dr. Ronny, S.Kom., M.Kom., M.H.

Secretary and Treasury : Dewi Aliffanti, S.E.
Tanza Dona Pratiwi, S.E.

Publication and Proceeding : Aditya Ramadhani, S.IIP., M.A

Technology Supporting : Sumantri., S.Kom
Risky Andriawan, S.T.

Supporting : Anton Ghozali.,S.Kom

Supporting : Muhammad Ilham





Reviewers :

1. Chonlatis Darawong, Ph.D (Sripatum University, Thailand)
2. Assoc. Prof. Dr. Elissha Nasruddin (University of Science, Malaysia)
3. Dr. Sanju Kumar Singh (Tribhuvan University, Kathmandu, Nepal)
4. Prof. Dr. Dra. Tatik Suryani, Psi., M.M (Universitas Hayam Wuruk Perbanas, Indonesia)
5. Dr. Soni Harsono, M.Si (Universitas Hayam Wuruk Perbanas, Indonesia)
6. Prof. Abdul Mongid, Ph.D. (Universitas Hayam Wuruk Perbanas, Indonesia)
7. Dr. Lutfi, M.Fin. (Universitas Hayam Wuruk Perbanas, Indonesia)
8. Burhanudin, Ph.D. (Universitas Hayam Wuruk Perbanas, Indonesia)
9. Mohammad Shihab, Ph.D. (Universitas 17 Agustus 1945 Surabaya, Indonesia)
10. Dr. Yudi Sutarso, M.Si (Universitas Hayam Wuruk Perbanas, Indonesia)
11. Dr. Muazaroh, SE., MT (Universitas Hayam Wuruk Perbanas, Indonesia)
12. Abu Amar Fauzi, S.S., MM (Universitas Hayam Wuruk Perbanas, Indonesia)
13. Dr. Werner Ria Nurhadi, S.E, M.M (Universitas Surabaya, Indonesia)
14. Muhammad Sholahuddin, S.E, M.Si, Ph.D, (Universitas Muhammadiyah Surakarta, Indonesia)
15. Dr. Siti Mujanah, M.M (Universitas 17 Agustus 1945 Surabaya, Indonesia)
16. Dr. Miswanto, M.Si (STIE YKPN Jogyakarta, Indonesia)

Editor and Layout :

1. Dr. Ronny, S.Kom., M.Kom., M.H.
2. Dewi Aliffanti, S.E.
3. Tanza Dona Pratiwi, S.E.

Published 29th January 2022

Magister Manajemen Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia

Jalan Wonorejo Utara No. 16, Rungkut Surabaya, East Java 60296

Telpon 082247845434

Website : <http://pascasarjana.perbanas.ac.id/>

Indexed by google scholar

ISBN :

The originality of the paper is the author's responsibility





FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 4th International Conference on Business and Banking Innovations (ICOBBI) with the topic “The Strategy of Digitalization in Business for Gaining Competitive Advantages after Pandemic”. This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 4th International Conference on Business and Banking Innovations was held on 29th January 2022 by virtual (online) zoom meeting and organized by the Master Management Study Program of Universitas Hayam Wuruk Perbanas in Collaboration with five Higher Education Institutions in Indonesia and three Universities from Asia countries. Keynote speakers in this conference were: Chonlatis Darawong, P.hD (Sripatum University, Thailand), Associate Prof. Dr. Elisha Nasrudin (University of Science, Malaysia), Dr. Sanju Kumar Singh (Postdoctoral Fellowship in Universitas Airlangga, Tribhuvan University Nepal) and Prof. Dr. Abdul Mongid, MA., P.hD (Universitas Hayam Wuruk Perbanas, Indonesia).

I would like to give high appreciation to the Rector of Universitas Hayam Wuruk Perbanas for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE YKPN Yogyakarta, Universitas Negeri Gorontalo, Universitas Surabaya and Universitas Muhammadiyah Surakarta which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <http://eprints.perbanas.ac.id/>

Chair of the Master Management Study Program
Universitas Hayam Wuruk Perbanas

Prof. Dr. Tatik Suryani, M.M.





Tabel of Content

Cover.....	i
Co-Host and Sponsorship.....	ii
Committee	iii
Reviewers.....	iv
Foreword.....	v
Table of Content.....	vi

Accounting and Financial Management

The Influence of The Level of Financial Literacy, Materialism and Impulsive Buying to Management Financial Behavior Students Master of Management in Surabaya 1-7
Dominika Rosvita Amadea Tarung; Muazaroh

The Effect of Perception of Confidentiality and Security, Perception of User Satisfaction, and Perception of Easy on The Implementation of E-Filing on Taxpayer Compliance in Submitting Annual SPT (Case Study at KPP Pratama Kebumen) 8-17
Wicak Ari Wibowo; Tri Ciptaningsih

The Effect of Attitude, Subjective Norms, Perceived Behavioral Control, And Tax Knowledge On Studentâ€™S Interest Who Join The Tax Volunteer Program For A Career In Taxation (Empirical Study In 2021)..... 18-26
Dheanira Ayu Hapsari; Tri Ciptaningsih

Differences un the Strenght of Financial Ratios and Financial Distress of Transportation Companies in Indonesia During the COVID-19 Pandemic Era..... 27
Ivana Oktarina Sopacua; Manggar Wulan Kusuma

The Causes of Audit Report Lag..... 28-34
Rusmawan W. Anggoro; Anita Kristiana

Fluctuation Of Rupiah Exchange Value, Interest Rate And Changes In Share Price..... 35-44
Hais Dama; Meriyana Franssisca Dunga

Fraud Financial Statement Detection: Fraud Hexagon Model Analysis in the Financial Sector Listed on the Indonesia Stock Exchange 45-55
Shinta Permata Sari; Diana Witosari

Attaining financial well-being: The essential effects of financial experience, status, and behavior..... 56-66
Mochammad Zakariya Rosyid; Rr. Iramani





Determinant Analysis Affecting The Level of Disclosure of Operations Segments (Empirical Study on Companies Consumer Cyclicals Listed on the Indonesia Stock Exchange in 2017-2019)	67-75
Tetiana Fitriarningsih; Lintang Kurniawati	
The Effect of Asset Management, Leverage, and Free Cash Flow on Firm Value With Dividend Policy as Moderating Variable (Study on Consumer Goods Industry Sector Companies Listed on The Indonesia Stock Exchange (IDX) 2018-2020).....	76-84
Awalia Endang Setyorini; Triyono	
Analysis of Factors Affecting Audit Report Lag Mining Companies Listed On the Indonesia Stock Exchange 2018-2020.....	85-89
Yuli Tri Cahyono; Cindy Elisa Putri;	
The Effect of Dividend Policy and Capital Structure on Company Value with Profitability as Mediation Variable in The Food and Beverage Companies Listed on The IDX in 2015 – 2020.....	90-95
Atikah Resiana Fildzah; Wiwik Lestari	
Factors Affecting Firm Value : Theoretical Study on Public Textile and Garment Manufacturing Company in Indonesia	96- 104
Cholis Hidayati; Lintang Puspitasari Wijanarko	
Principles and Agents: The Phenomenon of Agency Theory in The Business Sector and The Public Sector	105-109
Maulidah Narastri;	
Company value of Indonesia State-Owned Enterprises during the Pandemic-Covid 19....	110
Hwihanus;	
Financial Knowledge, Financial Experience and Income as Determinant of Financial Well-Being in Bali, Indonesia.....	111
Mochamad Hanif Nuruddin; Rr.Iramani	
Behavior of Financial Management as a Mediation of The Influence of Financial Knowledge and Intention Behavior To Well-Being Family Finance	112-118
Dewi Candra Purwati; Rr. Iramani	



The Effect of Fundamental and Macroeconomic Factors to Stock Return..... 119-123
Aprilia Setiadi Lukas; Werner R. Murhadi; Arif Herlambang

Balanced Scorecard Contribution to Business Strategy In PT XYZ National Shipping
Company 124-129
Yudith Agusta; Lutfi

Analysis of The Effect of Current Ratio (CR), Return On Assets (ROA), Debt to Equity Ratio
(DER) and Net Profit Margin (NPM) on Stock Price (Empirical Study on LQ45 Companies Listed
on the Indonesia Stock Exchange for the 2017-2020 Period) 130-136
Ice Diana; Erma Setiawati

The Relationship of Sustainability Reporting Disclosure and Firm Performance, Risk, Value: Study
on Banking Sub Sector Companies Listed Into Indonesia Stock Exchange (IDX) 137-146
Alfiana Mufti Ainuna; Rina Trisnawati

Banking and Shari'a Banking

Stress Test of Financing Quality at Indonesian Islamic Rural Bank Using Montecarlo
Simulation 147-154
Uvy Dian Rizky; Abdul Mongid

Macroeconomic Stress test of Credit Risk in Indonesian Banking using Monte Carlo
Simulation 155-162
Nanda Diyah Syarifah; Abdul Mongid

The Effect of Credit Risk and Efficiency on Capital Adequacy With Profitability as Intervening
Variables. 163-169
Mochamad Syafruddin Aji; Emanuel Kristijadi

Analysis Of The Effect Of Inflation, Capital Adequacy Ratio, Operation Cost Of Operating Income,
And Net Performing Financing On The Profitability Of Sharia Commercial Banks in
Indonesia 170
Rias Hasna Rosabila; Abdul Mongid

The Effect of Liquidity Ratio, Asset Quality Ratio, Sensitivity Ratio, Capital Ratio and Efficiency
Ratio Towards Return On Asset (ROA) on Foreign Exchange National Private Commercial
Banks..... 171-174
Oppi Putri Bunga; Muazaroh



Planned Behavior Theory Testing (Case Study Of Financial Management In A Muslim Family In Sidoarjo)..... 175-180
Wiwik Lestari; Desy Sanggita Fitriany; Merita Dwi Nandasari

Does Competition Make Regional Development Banks More Efficient? 181
Zunairoh; Werner Ria Murhadi; Bertha Silvia Sutejo

Determinants of Indonesian Banking Profitability 182-189
Sholikha Oktavi Khalifaturofi'ah; Achmad Saiful Ulum

The Influence of the Britama Savings Marketing Strategy on Customer Satisfaction at PT. Bank Rakyat Indonesia (Persero), Tbk. Batua Raya Makassar Unit..... 190-200
Dhita Pratiwi Ar; Rini L.; Abdul Gafar Samalam; Halida Sasmita; Hafipah

Business and Marketing

Social Media Marketing Activities, Brand Love and Brand Trust In Willingness to Participate Online (Co-Creation) with Satisfaction as Mediation Variable 201-204
Amilia Jasmin Nabila ; Tatik Suryani

The Influence of Social Media Marketing and Personal Selling on Purchase intention during the pandemic Covid-19: The Case of Discovery Property Agency 205-231
Renaldo Giovanni ; Theresia Gunawan; Istiharini

Factors Influencing Mobile Banking Adoption In Covid 19 Pandemic Period: The Mediating Role Of Behavioral Interest..... 232-241
Noormalita Primandaru; Gita Nirmalasari Triyana;

How Coolness Affects The Brand Image On The Vans Fashion Footwear?..... 242-247
Nuning Kristiani; Andi Muntabilah Naida;

Implementation of Digital Marketing & Knowledge Transfer of Hollandpark Permaculture Products..... 248
Syamsul B Biki; Umin Kango; Vetty D Pulukadang

Knowledge Management: Social Media & Public Knowledge About the Hazard of Mercury 249-254
Dyah Ayu Nuraini; Mohamad Agus Salim Monoarfa; Andi Juanna



Relationship Between Talent Management And Employees Performance: Case In Gorontalo	255-261
Rizan Machmud; Raflin Hinelo; Tineke Wolok; Umin Kango	
The Effect Of Security, Responsiveness, Convenience, And Reliability Of Services On BRI Customer Satisfaction In Using Mobile Banking	262-270
Bramantiyo Adhi; Ronny	
Impact Of Wfh In Surabaya City The Effect Of Workload, Employee Burnout On Work Life Quality And Employee Performance	271
Nanis Susanti;	
Analysis Of Marketing Strategy, Product Quality And Service Quality To Repurchase Intention	272-278
Sumiati;	
The Effect of Customer Satisfaction and Trust on Performance Expectancy and Word of Mouth (WOM) at Shopee Applications Users.....	279-287
Annisa Eka Septiana; Tatik Suryani	
Does Brand Matter in Driving Purchase Intention of the Banking Services?.....	288-295
Muhammad Alvin Juanda; Burhanudin	
The Effect of Perceived Quality and Value on Brand Trust of Express Delivery Services during Pandemic Covid 19 in Indonesia	296
Fika Fahmi Firdaus; Yudi Sutarso	
The Determinants of Brand Equity in Banking	297-306
I Made Gde Pasek Bagiartana; Burhanudin	
Entrepreneurial Intention for Students at Universities in Sleman, Yogyakarta Special Region, Indonesia	307-316
Bambang Kharisma; Irhas Effendi; Dyah Sugandini	
The Effects of Commitment, Perceived Quality, and Satisfaction on Brand Equity: The Medating Role of Brand Trust and Brand Loyalty.....	317-326
Miftakhul Jannah; Burhanudin	
Behaviour Intention of Digital Banking Adoption UTAUT2 and Covid-19 Pandemic as Factors.....	327-335
Popy Novita Pasaribu; Auzi Naufal Rabbani	



Factors Influencing Online Purchase Intention Through E-Commerce in The Millennial Generation 336-345
Delta Sagita Riandana; Delta Sagita Riandana

Analyze of Customer Loyalty on Customer Oriented and Marketing Communication PT. Bank Syariah Indonesia Tbk. 346-348
Verawaty;

The Effect Of Experiential Marketing On E-Wom (Electronic Word Of Mouth) And Customer Value As Intervening Variables In Tourism Destinations Rawa Bento Kerinci Regency Jambi Province. 349
Deci Fachrosi; Johannes; Sylvia Kartika Wulan B

Human Resources

The Effect Of Leadership Style, Work Environment, Compensation On Job Satisfaction At Pt Pln (Persero) Sikka Regency 350-356
Krisanty Natalia Mariani Parera, Emanuel Kristijadi, Tjahjani Prawitowati

The Mediating Role of User Satisfaction in the Influence of Organizational Learning Culture and Online Learning Engagement To Net Benefit Outcome In Indonesia During Covid 19 Pandemic Period 357-362
Heni Kusumawati;

Emotional Intelligence And Apparatus Performance 363-371
Mughtar Ahmad; Djoko Lesmana Radji; Hais Dama

The Internalization of Patient Safety Culture in The Quality of Performance of Nurses in Different Generations of Nurses at The XYZ Hospital, Surabaya 372-377
Sisilia Andri Soelistyani; Ika Yunia Fauzia

The Role of Work Ability and Servant Leadership on Employee Performance in a TIKI Delivery Service Companies in Surabaya..... 378- 384
Siti Mujanah;

The Effect of Organizational Commitment, Organizational Culture,Self-Efficacy on Employee Performance with Job Satisfaction as Mediator Literature Review and Proposed Model .. 385-393
Vega Hardikasari; Burhanuddin; Emma Julianti;

Determinants Of Millenials Employee Engagement In Indonesia: Systematic Literature Review 394-400
Febby Ayu Ramadhani; Tatik Suryani





The Effect Of Employee Engagement, Motivation, And Organizational Culture On Employee Performance During The Covid-19 Pandemic..... 394-400
Ni Sheila Fairuz Ratnasar; Tatik Suryani

Investment, Insurance and Capital Markets, Information System, and Technology Management

The Effect Of Student Environment, Lecturer Environment, And Technology Dimensions On Software User Trust With Student Satisfaction As Intervening Variable (A case study of students taking ERP courses online)..... 405
Prima Rosita Arini Setyaningsih; Lita Kusumasari

Technology Acceptance and Adoption of Mobile Application: A Systematic Review. .. 406-415
Boonchai Wongpornchai; Chonlatis Darawong

Efficiency Level of Malaysian Family Takaful Using Stochastic Frontier Approach.416
Labibah Salsabila; Zubaidah Nasution

The Role of Locus of Control in Examination of Private Sector Employee Retirement plan Model in Surabaya..... 417-425
Ismawati; Rr. Iramani

Analysis of The Indonesia Capital Market Reaction to The Announcement Implementation of Emergency Community Activity Restriction (PPKM) (Event Study on Companies. 426-433
Said Setiandika Pambudi; Suyatmin Waskito Adi

The Effects of Interpersonal Communication and Self-Efficacy on Job Satisfaction of LSP P1 Assessor of Higher Education Institutions in Surabaya, East Java Province, Indonesia. .
Ida Aju Brahmasari; Irmasanthi Danadharta; Ida Aju Brahma Ratih





The 4th
ICOBBI

MARKETING INTERNATIONAL SEMINARS
AND THE 4th INTERNATIONAL CONFERENCE
ON BUSINESS AND BANKING INNOVATIONS

Surabaya,
29th January
2022

**PROCEEDING BOOK OF
THE 4TH INTERNATIONAL CONFERENCE ON BUSINESS AND
BANKING INNOVATIONS(ICOBBI) 2022**
“The Strategy of Digitalization in Business for Gaining Competitive Advantages after
Pandemic”

**29th January 2022
At Zoom Meeting**

Published by:

Magister Manajemen Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia
Jalan Wonorejo Utara No. 16, Rungkut Surabaya, East Java 60296
Telpon 082247845434 Website : <http://pascasarjana.perbanas.ac.id/>



ANALYSIS OF MARKETING STRATEGY, PRODUCT QUALITY AND SERVICE QUALITY TO REPURCHASE INTENTION

¹Sumiati,*

¹ Universitas 17 Agustus 1945 Surabaya

*Corresponding author. E-mail: sumiatife@untag-sby.ac.id

ABSTRACT

This study aims to determine: (1) the effect of simultaneous marketing strategy, product quality, and service quality to repurchase intention. (2) the effect of marketing strategy to repurchase intention. (3) the effect of product quality to repurchase intention. (4) the effect of service quality to repurchase intention. This research was conducted to customer GPS printing. The number of samples studied were 100 respondents. Data analysis in this study used F-test and t-test. The sampling method used accidental sampling technique. In the results of the analysis using multiple linear regression which also answers the hypothesis by concluding that marketing strategy, product quality, service quality simultaneously have a positive and significant effect on repurchase intention in GPS Printing. Marketing strategy has a positive and significant effect to repurchase intention. Product quality has a positive and significant effect to repurchase intention and service quality also has a positive and significant effect to repurchase intention.

Keywords: *Marketing strategy, Product quality, Service quality, Repurchase intention.*

1. BACKGROUND

The graphic or printing industry is a service that is needed by every level of society from various aspects of segmentation and fields. Because in carrying out tasks and jobs, printing services are needed to support and record the results of these tasks and work. Therefore, in the current era of digitalization, the printing industry is developing to compete with the times that continue to change and to innovate.

Since its inception in the 1990s, digital advertising (DA) has only recently attracted wide academic interest, with almost 68.5% of the relevant research published in the last eight years. No previous literature review has covered IAPS beyond generally discussing Internet marketing as a whole. Some industries are built on academic research; in the case of DA, it is the other way around (Asland, 2017)

Reported from cnnindonesia.com (Prihadi, 2017) in 2020 the growth of the worldwide graphics industry will reach up to USD 47.2 billion. Regarding Indonesia, the publishing industry grew to 14.9 percent. Furthermore, growth in the packaging industry reached 13.2 percent. After that,

there was a growth in the advertising industry of 12.1 percent.

Reporting from Solusi.printing.com (Maulana, 2019) current developments in the printing industry in Indonesia are growing rapidly with various promising opportunities such as digital printing. The digital printing company that is the subject of this research is GPS printing.

With the COVID-19 pandemic, there has been an economic downturn that has an impact on the income and sales of every existing industry. Including the digital printing industry, which also experienced a decline in the economy. Reporting from indonesiaprintmedia.com (Soebardianto, 2020), the COVID-19 pandemic has resulted in new problems for the digital printing sector. The printing company, which was originally scattered in various places, is now quite sad because it went bankrupt. Especially for digital printing that does not have an innovation.

GPS Printing then took an innovation to restore GPS Printing's turnover by developing a marketing strategy. According to Assauri (2013), marketing strategy is a set of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time at each level and

the references and allocations, especially as the company's response to the environment and competitive conditions. which is always changing. According to research conducted by Kurniasari (2019), the marketing strategy aims to increase turnover and maintain the number of visits. A better marketing strategy can later influence customer decisions in using Digital Printing services.

Kotler and Keller (2016) suggest that service quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs. So that this theory is in line with what has been implemented by GPS Printing, which has been total in improving product quality during the Covid-19 pandemic, one of which is by improving the quality of printing ink. So that the print results are maximized. This step can certainly increase customer comfort and trust in the products produced by GPS Printing.

The results of research conducted by Linda Agustina Kurniasari (2019) who also examined marketing strategies with repurchase intention found that marketing strategies had an influence on repurchase intention. In addition, there are also research results from Sofia, Farida, and Hamzah (2020) who examined service quality with repurchase intention and found that service quality had an influence on repurchase intention. Lastly, research conducted by Harun and Agus (2019) who also examined product quality with repurchase intention found that the influence of product quality was quite strong on repurchase intention.

Based on the described phenomenon, the author is interested in conducting research and making this phenomenon a research topic with the title "Analysis of Marketing Strategy, Product Quality And Service Quality To Repurchase Intention."

2. LITERATURE REVIEW

2.1 Digital Printing

Managers rely heavily on digital marketing to build their brand, taking the view that this approach also helps them to get to know their customers and to detect or anticipate negative client or market reactions (Tiag Veri'ssimo, 2014). Other benefits of digital marketing include the ease with which results can be tracked and monitored; rather than conducting expensive user research, managers can quickly view user response rates and measure the success of a marketing campaign in real-time,

enabling more effective planning for the next campaign around (Asland, 2017)

2.2 Repurchase Intention

Anoraga (2000) repurchase intention is a decision-making process carried out by consumers after making purchases of products offered or needed by consumers. Sutisna (2001) argues that when a consumer gets a positive response to past actions, from there there will be reinforcement, with having positive thoughts on what he received allows individuals to make repeated purchases.

Repurchase intention is the status of consumers who buy at least once from a shopping center and have the desire to buy again. The buyer's intention to repurchase is an indispensable factor for the success of an internet buying operation. Loyal customers have a direct effect on the success of a company which is determined by the customer's intention to repurchase (Chung & Lee, 2003).

According to Kotler and Keller (2015:141) Repurchase Intention, namely post-purchase consumer actions, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will affect subsequent behavior, if consumers are satisfied it will show a higher possibility to repurchase the product.

Repurchase Intention indicators are transactional interest, referential interest, preferential interest, exploratory interest

2.3 Marketing Strategy

Marketing strategy is an effort to market a product, be it goods or services, using certain plans and tactics so that the number of sales is higher. Fandy Tjiptono (2017) define marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets. Marketing Strategy has indicators Product, Price, Promotion, Place, People, Process, Physical Evidence, Customer Service.

From the above definition it can be interpreted that the marketing mix is the controllable variables that are combined to produce the expected response from the target market. And for service businesses there are several indicators according to Fandy Tjiptono (2014: 42) formulating the marketing mix into 8 P (Product, Price, Promotion, Place, People, Process, Physical Evidence and Customer Service).

a. Product

It is a form of service organization offering aimed at achieving organizational goals through satisfying customer needs and wants. In this context, a product can be anything (both tangible and intangible) that can be offered to potential customers to fulfill certain needs and wants. Product is anything that is offered to the market for attention, acquisition and use or consumption to satisfy needs and wants in the form of physical, service, people, organization and idea.

b. Price

It is a form of service organization offering aimed at achieving organizational goals through satisfying customer needs and wants. In this context, a product can be anything (both tangible and intangible) that can be offered to potential customers to fulfill certain needs and wants. Product is anything that is offered to the market for attention, acquisition and use or consumption to satisfy needs and wants in the form of physical, service, people, organization and idea.

c. Promotion

The traditional promotional mix includes a variety of methods for communicating the benefits of a service to potential and actual customers. These methods consist of advertising, sales promotion, direct marketing, personal selling and public relations. Although broadly speaking the promotion mix for goods is the same as for services, promotion of services often requires a certain emphasis on improving the appearance of service tangibility. In addition, in the case of service marketing, production personnel are also an important part of the promotion mix

d. Place

Distribution decisions concern the ease of access to services for potential customers. These decisions include physical local decisions (e.g. decisions about where a hotel or restaurant should be located), decisions about using intermediaries to improve service accessibility for customers (e.g., whether to use the services of a travel agency or to market their own holiday packages directly to consumers), and non-location decisions made for service availability (for example, use of telephone delivery systems).

e. People

For most services, people are a important resource in the marketing mix. In the service industry, everyone is a part-time marketer whose actions and behavior have a direct impact on the

output received by the customer. Therefore, every service organization (especially those with high levels of customer contact) must clearly define what is expected of each employee in their interactions with customers.

f. Physical Evidence

Intangible characteristics of services cause potential customers to not be able to assess a service before consuming it. One of the important elements in the marketing mix is an effort to reduce the level of risk by offering physical evidence and service characteristics.

g. Process

The production or operation process is an important factor for consumers of high-contact services, who often act as co-producers of the services concerned. Restaurant customers, for example, are greatly affected by the way the staff serves them and the length of waiting during the production process.

h. Customer Service

The meaning of customer service differs between organizations. In the service sector, customer service can be defined as the total quality of services perceived by customers. Therefore, the responsibility for this element of the marketing mix cannot be isolated only from the old customer department, but becomes the concern and responsibility of all production personnel, whether employed by service organizations or by suppliers. Management of the quality of services offered to customers is closely related to product design and personnel policies.

2.4 Product Quality

Quality is an important thing that every company must strive for, if the product being cultivated can want to compete in the market to satisfy the needs and desires of consumers. Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes (Sumiati, 2016).

Dimensions of product quality according to Mullins, Orville, Larreche, and Boyd (2005:422) consist of: Performance (performance) which relates to the basic operating characteristics of a product. Durability (durability), which means how long the life of the product lasts before the product must be replaced. Conformance to specifications, namely the extent to which the product meets



specifications or no defects are found in the product. Features (features), are product characteristics designed to enhance product functions or consumer interest in products. Reliability (reliability), is the probability that the product will work satisfactorily or not within a certain period of time. Aesthetics (aesthetics), relates to how the product looks. Perceived quality (impression of quality), is often said to be the result of using indirect measurements because there is a possibility that consumers do not understand or lack information about the product in question. Quality of Service According to Tjiptono (in Aditya, 2011: 23) Service quality is something that perceived by customers. Customers will judge the perceived quality of a service based on what they describe in their minds. According to Parasuraman, Zeithaml, and Berry (2009: 111), there are 5 dimensions of service quality according to Parasuraman, Zeithaml, and Berry (2009: 111) including: Physical Evidence (Tangibles) represents the service physically which includes physical facilities, location, equipment and equipment used (technology), as well as the appearance of its employees. time, equal service for all customers, sympathetic attitude and accuracy

2.5 Service Quality

According to Kotler (2000) the definition of service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in the ownership of anything. According to Fandy Tjiptono (2016: 59) Service quality is the level of excellence expected and control over the level of excellence to meet customer desires. Service quality has indicators of Tangible, Empathy, Responsiveness, Reliability, Assurance.

According to Kotler in Fandy Tjiptono (2016: 284), there are five dominant factors or determinants of service quality, the five dominant factors include:

1. Tangible, namely in the form of physical appearance, equipment and various good communication materials.

2. Empathy, namely the willingness of employees and employers to care more about giving personal attention to customers. For example, employees should try to position themselves as customers. If a customer complains, a solution must be found immediately, so that a harmonious relationship is always maintained, by showing a

genuine sense of care. By paying attention to employees in serving and responding to consumer complaints.

3. Responsiveness, namely the willingness of employees and employers to help customers and provide services quickly and hear and resolve consumer complaints. By means of the desire of the employees to help and provide responsive service, the ability to provide services quickly and correctly, the readiness of the employees to be friendly to every consumer, the alertness of the employees to cooperate with consumers.

4. Reliability, namely the ability to provide services as promised, reliable and accurate, and consistent. Examples in this case include the ability of employees to provide the best service, the ability of employees to handle consumer needs quickly and correctly, the company's ability to provide good service in accordance with consumer expectations.

5. Assurance, namely the ability of employees to generate confidence and trust in the promises that have been made to consumers. Examples in this case include knowledge and skills of employees in carrying out their duties, employees are reliable, employees can give trust to consumers, employees have good technical skills.

According to Parasuraman in Tjiptono (2016:157), there are factors that influence a service, namely expected service and perceived service. If the service received is in accordance with what is expected, then the service is said to be good or positive. If the perceived service exceeds the expected service, then the service quality is perceived as an ideal quality. On the other hand, if the perceived service is worse than the expected service, then the service quality is perceived to be negative or bad. Therefore, whether or not the quality of service depends on the company's ability and its nature to consistently meet customer expectations. From some of these opinions it can be concluded that service quality consists of five important elements, namely, Physical Evidence, Assurance, Empathy, Responsiveness, and Reliability.

2.6 Hypothesis

Based on the description above, the hypotheses used in this study are::

H1: Marketing strategy (X1), product quality (X2), and service quality (X3) have a

simultaneous effect to Repurchase Intentito (Y) in GPS Printing

H2: Marketing strategy (X1) has a significant effect to Repurchase Intentito (Y) in GPS Printing.

H3: Product quality (X2) has a significant effect to Repurchase Intentito (Y) in GPS Printing.

H4: Service quality (X3) has a significant effect to Repurchase Intentito (Y) in GPS Printing.

3. METHODOLOGY

This research is quantitative research wich is a causal relationship. In this research the variables are the independent variable (which influence) and the dependent variable (which is influenced).

Repurchase Intentito (Y) have an operational definition namely post-purchase consumer actions in GPS Printing, the occurrence of post-purchase consumer satisfaction or dissatisfaction with a product will affect subsequent behavior, if consumers GPS Printing are satisfied it will show a higher possibility to repurchase the product. Customers who come to GPS Printing so far are local residents (schools, companies, offices, traders, etc.)

Marketing strategy (X1) have an operational definition a plan that outlines the GPS Printing's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets.

Product quality (X2) have an operational definition is the ability of a product (example banner, art paper printing, desingn product, sticker, ect) to carry out its functions, including durability, reliability, accuracy, ease of operation and as well as other valuable attributes

Service quality (X3) have an operational definition the level of excellence expected and control over the level of excellence GPS Printing's employee to meet customer desires include online order, delivery order and express order.

This research was conducted on GPS Printing. In this study the population taken by the researchers were all GPS Printing customers. The population of digital printing customers is unknown and belongs to the infinite population.

The sampling technique used in this study is non-probability sampling. The type of non-probability sampling used in this study is incidental sampling. According to Sujarweni (2015: 155) because the population is unknown, the minimum

sample size with $Z = 1.96$ and a 95% confidence level and a 10% margin of error, it is found that the sample to be taken in this study is 96.04 respondents. To anticipate questionnaires that cannot be processed, the sample used is 100 respondents. Data collection techniques using a questionnaire.

Data analysis in this study used F-test and t-test. The sampling method used accidental sampling technique. In the results of the analysis using multiple linear regression.

4. RESULTS AND DISCUSSION

4.1 Effect of Marketing Strategy, Product Quality, and Service Quality to Repurchase Intention

The first hypothesis testing simultaneously (F test) is known that the calculated F value is 78.332 with a significance value of 0.000 and it can be concluded that marketing strategy, product quality, and service quality have a positive and significant effect to repurchase intention. It can be assumed that the marketing strategy, product quality and service quality are improved, so repurchase intention will also increase.

4.2 Effect of Marketing Strategy to Repurchase Intention

The second hypothesis examines the effect of the marketing strategy variable to repurchase intention with a t-count value of 2.112 > t-table of 1.98472 and a significance of 0.037 < 0.05, then the second hypothesis in this study is accepted. So it can be concluded that the marketing strategy has a positive and significant effect on repurchase intention. It can be assumed that if the marketing strategy is improved, the repurchase intention will increase.

This is due to the frequent promotion of GPS Printing so that people can try the products owned by GPS Printing. These results are reinforced by the results of research conducted by Arif Rahman (2020) which examines the effect of promotional strategies on repurchase intentions, showing that promotional strategies have a significant and significant effect on repurchase intentions.

4.3 The Effect of Product Quality to Repurchase Intention

The third hypothesis examines the effect of the Product Quality variable to repurchase intention with a t-count value of 6.132 > t-table of 1.98472

and a significance of $0.000 < 0.05$, then the third hypothesis in this study is accepted. So it can be concluded that product quality has a positive and significant effect to repurchase intention. This indicates that the GPS Printing Product Quality is well established so that it has a good reputation. Starting from the image of the owner, the user to the image of the product itself. This is what causes the public or customers to always make repurchase intentions if they need it.

These results are strengthened by the results of research conducted by Sumiati (2016) which examines the effect of product quality and price on purchasing decisions for Wardah cosmetic products in Bangkalan Madura City, the study shows that product quality has a positive and significant effect on product purchase intention. Meanwhile, the results of research conducted by I Dewa Gde Agung Ekaprana, I Made Jatra, and I Gusti Ayu Ketut Giantari (2020) who examined the effect of product quality on repurchase intention showed that product quality had a positive and significant effect on repurchase intentions.

4.4 Effect of Service Quality to Repurchase Intention

The fourth hypothesis examines the effect of the service quality variable to repurchase intention with a t-count value of $2.543 > t\text{-table of } 1.98472$ and a significance of $0.013 < 0.05$, then the fourth hypothesis in this study is accepted. So it can be concluded that service quality has a positive and significant effect on repurchase intention on GPS Printing customers. This indicates that many customers have repurchase intentions because of the good service quality of GPS Printing. The quality of the service can be felt by the customer. The forms include; the ease of getting services in the form of online orders.

These results are reinforced by the results of research conducted by Dewi Maharani Purbasari and Dewi Laily Purnamasari (2018) which examines the effect of service quality on repeat purchases, showing that service quality has a positive and significant effect on repeat purchases. Meanwhile, the results of research conducted by I Dewa Gede Agung Ekaprana, I Made Jatra, and I Gusti Ayu Ketut Giantari (2020) which examined the effect of service quality on repurchase intentions

showed that service quality had a positive and significant effect on repurchase intentions.

5. CONCLUSIONS AND SUGGESTIONS

Base on this research that has been done, research to GPS Printing can be concluded that marketing strategy, product quality, service quality have simultaneously a positive and significant effect to repurchase intentito in GPS Printing. Marketing strategy has a positive and significant effect to repurchase intention in GPS Printing. Product quality has a positive and significant effect to repurchase intentito in GPS Printing. Service quality has a positive and significant effect to repurchase intentito in GPS Printing.

Based on the conclusions that have been described, some suggestions can be given including: The marketing strategy carried out by GPS Printing is deemed lacking, then GPS Printing should further improve its marketing strategy in order to attract public interest to repurchase to GPS Printing. Product quality GPS Printing can conduct surveys to customers more specifically, especially regarding products and services to answer various customer problems related to product quality and increase service variations.

The quality of services provided by GPS Printing can be categorized as good, but it can be further improved so that the public or customers can repurchase to GPS Printing. All employees at GPS Printing are expected to continue to cultivate an attitude of empathy by establishing good communication with customers. So that customers feel be cared for and are willing to repurchase.

REFERENCES

- [1] Anoraga, P. (2000). *Manajemen Bisnis*. Jakarta: PT Rineka Cipta.
- [2] Assauri, Sofjan. 2013. *Manajemen Pemasaran*. Jakarta : Rajawali Pers
- [3] Ekaprana, I Dewa Gde Agung., Jatra, I Made., dan Ketut, I Gusti Ayu. 2020. *Pengaruh Kualitas Produk, Kualitas Layanan dan Citra Merek terhadap Niat Pembelian Ulang*. Universitas Udayana, Bali.
- [4] Habibah, U & Sumiati (2016). Pengaruh kualitas produk dan harga terhadap keputusan Pembelian produk kosmetik wardah di kota bangkalan Madura. *JEB17: Jurnal Ekonomi dan Bisnis*, 1(01).

- [5] *Kepuasan Pelanggan terhadap Pembelian Ulang*. Jurnal Inspirasi Bisnis dan Manajemen, 2(1), 43-54.
- [6] Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13. Jakarta: Erlangga.
- [7] Maulana, I. S. (2019, October). *Sejarah Percetakan Di Indonesia*. Retrieved from solusiprinting.com: <https://solusiprinting.com/sejarah-percetakan-di-indonesia/> Prihadi, S. D. (2017, April 22). *Industri Printing Memasuki Era Digital 4.0*. Retrieved from CNNIndonesia.com: <https://www.cnnindonesia.com/teknologi/20170422073622-185-209408/industri-printing-memasuki-era-digital-40>
- [8] Purbasari, D. M., & Purnamasari, D. L. 2018. Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan terhadap Pembelian Ulang. *Jurnal Inspirasi Bisnis dan Manajemen*, 2(1), 43-54.
- [9] Rahman, Arif. 2010. *Strategi Dahsyat Marketing Mix for Small Business*. Edisi Pertama. Penerbit Trans Media Pustaka. Jakarta
- [10] Rasyid, Harun Al dan Agus Tri Indah. 2018. Pengaruh Inovasi Produk dan Harga Terhadap Keputusan Pembelian Sepeda Motor Yamaha di Kota Tangerang Selatan. *Jurnal Perspektif*. Volume. XVI Nomer. 1 Maret 2018. Halaman 39-49. Diakses 23 Juni 2019
- [11] Soebardianto. (2020, September 15). *Bisnis Grafika Ditengah Krisis*. Retrieved from [indonesiaprintmedia.com: https://www.indonesiaprintmedia.com/pendapat/856-bisnis-grafikaditengah-krisis.html](https://www.indonesiaprintmedia.com/pendapat/856-bisnis-grafikaditengah-krisis.html)
- [12] Sofia Maulida, Farida Jasfar, M. Zilal Hamzah, (2020) Analysis of Determinants of Tourist Satisfaction and Trust and Its Impact on Revisit Intention in Recreational Parks in DKI Jakarta.. *American Research Journal of Business and Management*, vol 6, no. 1, 2020, pp. 1-6.
- [13] Sutisna. (2001). *Perilaku konsumen dan komunikasi pemasaran*. Yogyakarta: Liberty.
- [14] Tjiptono, Fandy. 2008. *Strategi Pemasaran*. Edisi 3. Jakarta: Andi
- [15] Tjiptono, Fandy., & Gregorius Chandra. 2017. *Pemasaran Strategik* Edisi 3. Yogyakarta: Andi offset.