The Effect of Promotion, Price and Service Quality on Tokopedia Online Shopping Repurchase Decisions

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ABSTRACT

This study was conducted to find out the influence of promotion, price, and service quality on the decision to repurchase Tokopedia online shopping at the Skincare Tool Shop. This study uses a survey method that is distributing questionnaires with 100 respondents who are Skincare Tool Shop customers. Data processing is help of the SPSS 28.0 program. By using a quantitative research model, namely the acquisition of data in the form of numbers. The data test was carried out using a validity test technique seen from the r count and Croncbach's Aplha as the reliability test. To prove and test the research hypothesis using multiple linear regression analysis.

The results of data processing obtained multiple linear equations, with the formula $Y = 3.191 + 0.191X_1 + 0.203X_2 + 0.539X_3$ meaning that each promotion variable increases or decreases by 1, the effect of repurchase decisions increases or decreases by 0.191 points and each price variable increases or decreases by 1 point, then the repurchase decision will increase or decrease by 0.203 points and each service quality variable increases or decreases by 1 point, the effect of repurchase decisions increases or decreases by 0.539 points. From the coefficient of determination of promotion, price and quality of service simultaneously have a large effect of 61.1% on the variable of repurchasing decisions.

The hypothesis test results of the acquisition of the promotion tcount of 2.106 tcount of the price variable of 1,992 tcount of the service quality variable of 6.204. Judging from the table of degree of freedom (df) (α) 100 – 3 – 1 = 96 ttable is 1.98498. These results indicate H_0 is rejected and H_1 is accepted because tcount > ttable.

Based on the simultaneous significance test, it is known that the value of Fcount 52.744 > Ftable 2.6984 with a value of 0.001 <0.05 there is a simultaneous significant effect of the independent variables on the dependent variable.

Keywords: Promotion, Price, Service, Repurchase Decision

PRELIMINARY

Tokopedia is an online buying and selling application that is easy to use via the internet. Tokopedia is an application pioneered by Indonesian people. Tokopedia aims to provide various services in transactions to make it easier for business people and consumers to make repeat purchases.

The decision to repurchase is a consumer action where the action is when the consumer makes another purchase of a product or service that has previously been purchased. To determine the business targets to be achieved by every business person, the consumer repurchase decision is an important factor. Based on Indriyono (2012) in an article (Santosa et al., 2019) in today's digital era, where business competition is getting tougher, and having many customers is one of the goals of business actors or companies. Several factors that can influence repurchase decisions promotion, price, service quality. The sales data obtained by the Skincare Tool Shop on the e-commerce Tokopedia.

Tabel 1.

No	Time	Total Sales
1	Early-October 2017	IDR 753,860,000
2	October 2017-October 2018	IDR 1,453,770,000
3	October 2018-October 2019	IDR 1,507,080,000
4	October 2019-October 2020	IDR 627,311,930
5	October 2020-October 2021	IDR 3,788,437,940

Skincare Tool Shop promotions became less than optimal due to the Covid-19 pandemic, while the less than optimal promotion meant was before the rules that limited face-to-face contact, where the products offered by Skincare Tool Shops could not be explained in detail in detail. directly to customers who need product information. Unlike the case with online promotions, the Skincare Tool Shop increases product promotion online, especially through the Tokopedia media. Product information that was previously incomplete during the Covid-19 pandemic, the Skincare Tool Shop completes the completeness of the product, such as details of product use, product weight, product function, guarantee/guarantee on certain products after purchase at Tokopedia Skincare Tool Shop.

Product prices at Skincare Tool Shops have many variations, ranging from very cheap to very expensive categories, cheap products are usually targeted at direct user customers, and expensive products are usually targeted at customers who are used for other business purposes, so it makes a difference. The prices of products sold at Skincare Tool Shops vary widely. At first the Skincare Tool Shop only sold products with expensive categories only offline for certain reasons, but due to the Covid-19 Pandemic, the Skincare Tool Shop sold all of its products on Tokopedia media at competitive prices.

The quality of service at the Skincare Tool Shop is one of the priorities and an important mission for the Skincare Tool Shop to provide the best service. During the COVID-19 Pandemic, services provided directly to Skincare Tool Shop customers were

limited due to limited meetings with consumers, which resulted in a decrease in direct/offline consumer repurchase interest. In contrast to online services, the Skincare Tool Shop improves the quality of service to customers through online media, one of which is providing information that is requested or asked by Tokopedia's Skincare Tool Shop customers in detail, handling consumer complaints about the products purchased, product delivery is carried out on the same day. , and maximizing other online services that result in increased consumer repurchase interest online through the Tokopedia media.

LITERATURE REVIWE

Promotion

Kotler and Keller (2016, 36) Promotion is a specific strategy of personal advertising, sales promotion, and public relations that companies use to achieve their advertising and marketing goals. According to Fandy Tjiptono (2016) in (Sari, 2021) promotion is a marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. The expert opinion above, it can be concluded that promotion is an important factor for marketing products so that consumers are interested in buying the products offered by the company, so that the information conveyed can be understood and easily accepted by targeted consumers.

Price

Price is a value that consumers will pay to get products or services that buyers want and are useful for meeting their needs (Tholok et al., 2021). According to Kotler and Armstrong (2013, 151) price is the amount of money or the amount of money billed for goods and services that are consumers exchanged for their function from ownership and use the product or service. According to (Service Marketing: Understanding and Development - Arief Budiyanto. SEI, MM - Google Books, nd) about the price is the value of an item expressed in money. From the expert's understanding above, price is the value the product at the form money given by consumers so that the benefits from ownership or use a product or service are based on consumer desires when consumers want it which is expressed in an amount of money.

Service Quality Service

Quality according to Kotler and Keller (2016, 156) is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs. Quality of service according to (Saputri, 2019) is how far the difference between reality and customer expectations for subscriptions their obtain or receive. From the expert's understanding above, service quality is any activity or action that has the ability or benefit that aims to satisfy the wants and needs of consumers who do not have a form and do not result in ownership of an item or anything(Hernawan & Andy, 2018).

Repurchase

Repurchase is defined by Peter/Olsen in (Dwiganjar et al., 2018) is a purchase activity that is carried out more than once or several times. According to (Fang et al., 2014) repurchase interest is buying interest based on past buying experience. Meanwhile, according to Phuong et al (2018) repurchase is a level of motivation of a consumer to reduce purchasing behavior on a product. From the understanding according to the expert, it can be concluded that repurchase is an act of buying that is carried out repeatedly and more than once, which is based on the experience of purchasing a product in the past which is obtained through motivational behavior that reduces purchasing behavior on a product.

METHOD

The method is quantitative method. The object was carried out at the Skincare Tool Shop located on Jln. Samanhudi No.46 Pasar Baru, Sawah Besar, Central Jakarta 10710. Data collection techniques by distributing questionnaires. The population of Tokopedia Skincare Tool Shop customers who have made representative purchases based on gender, age, occupation, and total purchases. With the sample using purposive sampling technique. calculations multivariate , namely 25 times the independent variable, namely 75 people, and fulfilled to be 100 respondents in order to facilitate research.

Validity Test and Reliability

Test Validity is carried out for measure how far data is collected on a questionnaire to measure what you want to measure. The reliability test according to (Sumanto et al., 2014) is the level of an experiment consistently to assess whatever the measurement results are. The reliability test is presented in the form of numbers, and in the form of the reliability coefficient which is determined by testing and accepting the coefficient.

Classical Assumption Test The classical

Assumption test based on the understanding of Agus Tri Basuki and Nano Prawoto (2016, 106) consists of:

a. Normality test according to (Kusnawan et al., 2019) is used to determine whether the data normally distributed or not, if normally distributed, the sample is considered to represent the population.
b. Multicollinearity test is to see the size of the inflation factor (VIP) in the regression model.
c. Hetroscedasticity test is done with a scatter plot, which is plotting the ZPRED size or prediction with SRESID or reduction.

Multiple Linear

Regression Analysis Multiple Linear Regression Analysis according from Agus Tri Basuki and Nano Prawoto (2016, 318) is used to calculate a response variable or dependent variable and other variables using more than 1 input variable or independent variable.formula is :

$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$

Y   : Repurchase Decision

a   : Constant

b   : Regression parameter

x: : Promotion

XDescription   : Price

Xb_1X_1 : Service Quality The

Coefficient of determination is simultaneously obtained from the value R^2 or adjusted R square, if it is small, the ability all independent variables to explain the dependent variable is limited, the formula is:

$R^2 = r^2 x\ 100\%$

Information:

R^2 = Coefficient of Determination

r^2 = Coefficient of Correlation

Hypothesis Testing

a. T test (partial)

T test according to Anwar Sanusi (2011, 50) its function to see the effect of each independent variable with related variables valid or not. In this study, the T test (Partial) is use to test the independent variables, namely Promotion, Price, and Service Quality which positive or significant influence the Repurchase Decision variable partially or not.

b. F test (simultaneous)

In order to find out the independent variables Promotion, Price, Service Quality simultaneously has a significant effect of the dependent variable Repurchase Decision, then the F test is used.

RESULTS
Table 2. Gendre

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	23	23.0	23.0	23.0
	Female	77	77.0	77.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Results 28.0

Male respondents were 23 with a percentage of 23%, female 77 and a percentage of 77%. From these results, it is concluded that the majority of respondents are women, namely 77 people and the percentage is 77%.

Table 3. Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<21 years	7	7.0	7.0	7.0
	21-25 years	47	47.0	47.0	54.0
	26-30 years	24	24.0	24.0	78.0
	>30 years	22	22.0	22.0	100.0

Total	100	100.0	100.0	

Source: SPSS results 28.0

Respondents with age <21 years 7 people and the percentage is 7%, age 21-25 years 47 people and the percentage is 47%, age 26-30 years is 24 people and the percentage is 24%, and age >30 years is 22 people and the percentage is 22%. From these data it was concluded that respondents from the age of 21-25 years, namely 47 people with a percentage of 47% were the most respondents.

Table 4. Work

Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student/Student	27	27.0	27.0	27.0
	Civil Servant	3	3.0	3.0	30.0
	Employees	37	37.0	37.0	67.0
	Others	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Results 28.0

Student/Student Respondents 27 people and the percentage is 27%, PNS (Civil Servants) 3 people and a percentage of 3%, 37 employees and a percentage of 37%, other occupations 33 people and a percentage of 33%. From these data, it is concluded that respondents with employee jobs are 37 people and the percentage of 37% is the most respondents.

Table 5. Total Purchase

Total Purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times Purchase	33	33.0	33.0	33.0
	> 2 times Purchase	67	67.0	67.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Results 28.0

Respondents bought 1 – 2 purchases 33 with a percentage of 33%, and more from 2 times the purchase of 67 and the percentage of 67%. From these results, the majority of respondents are buyers more than 2 purchases, namely 67 people and the percentage is 67%.

Research Results

Validity and Reliability of Variables

Validity and reliability test results of promotion variables

Table 6. Case Processing Summary

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	0.0

		100	100.0
Total			

a. Listwise deletion based on all variables in
the procedure.

Source: SPSS 28.0 Results

Based on the results of the Case Processing Summary, 100 respondents were examined on the promotion questionnaire and no data were excluded.

Table 7. Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.748	10

Source: SPSS 28.0

Results Reliability Statistics results, namely Cronbach's Alpha value of 0.748 out of 10 questions. The provision for alpha size is based on V. Wiratna Sujarweni (2015, 192) at least Cronbach's Alpha 0.60. Cronbach's Alpha value of the promotion variable greater than 0.60 so promotion variable is proven to be reliable.

Table 8. Item-Total Statistics

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Clear	40.9200	.511	.712	Product
information attracts attention	40.8900	7.008	.426 .725	Product
information is easy to understand	40.8600	7.051	.350	.737
Promotions are easy to remember	40.8300	6.930	.414	.727
Promotions are more varied	40.8500	6.917	.439	.723
Promotions are more useful	40.8700	6.963	.421	.726
Discounts help	40.7400	7.124	.424	.725
Detailed product information is easy to get	40.7800	7.224	.351	. 736
and free shipping	40.7700	7.270	.356	.735
Notification of promotion information helps	40.8200 7139	.400	.729	Source

SPSS results 28.0

From the Item-Total Statistics table, the reliability calculation results for 10 questions. Based on the distribution table of the rtable value with a significance of 5% from 100 respondents, the rtable value is 0.1946, then each promotional questionnaire item is declared valid, because the value of the Corrected Item-Total Correlation has a value greater than 0.1946.

The results of the validity and reliability test of the price variable

Table 9. Case Processing Summary

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	0.0

Total	100	100.0

a. Listwise deletion based on all variables in
the procedure.

Source: SPSS 28.0 Results

Based on the results of the Case Processing Summary, the respondents who were examined on the questionnaire about prices were 100 people and no data was released.

Table 10. Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.803	10

Source: SPSS 28.0

Results Reliability Statistics results, namely Cronbach's Alpha value of 0.803 out of 10 questions. The provision for alpha size is based on V. Wiratna Sujarweni (2015, 192) at least Cronbach's Alpha 0.60. Cronbach's Alpha value of the price variable is greater than 0.60 so that the price variable is proven to be reliable.

Table 11. Item-Total Statistics

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price list is easy to understand	39.84	7.934	.540 .779	Cheaper
product price	39.91 8.184	.439	.790	Competitive
price	7,970	.490	39.90	.784
Affordable	8.293	.373	.798	39.90
transactions	39.71 8.067	.483	.785	Easy
Prices are right	39.78	.621	.769	Competitive
prices for products offered	39.91	8.164	.382 .798	Fast
transactions processed	39.75	7.927	.507	.782
Get discounts	39.82	8.169	.422	.792
Prices are in line with expectations	39.82	7,866	.534	.779

Source: SPSS results 28.0

From the Item-Total Statistics table, the reliability results for 10 questions. Based on the distribution table of the rtable value with significance of 5% from 100 respondents, the rtable is 0.1946, so each item of the price questionnaire is declared valid, because the Corrected Item-Total Correlation has more than 0.1946.

The results of the validity and reliability test of the service quality variable

Table 12. Case Processing Summary

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	0.0
	Total	100	100.0

a. Listwise deletion based on all variables in
the procedure.

Source: SPSS 28.0 Results

The results of the Case Processing Summary, which was examined on the questionnaire about service quality, there were 100 respondents and no data was released.

Table 13. Reliability Statistics
Reliability Statistics

Cronbach's Alpha	N of Items
.900	10

Source: SPSS 28.0 Results

From Reliability Statistics, Cronbach's Alpha value is 0.900 out of 10 questions. The provision for alpha size is based on V. Wiratna Sujarweni (2015, 192) at least Cronbach's Alpha 0.60. Cronbach's Alpha service quality greater than 0.60 so that the service quality variable is proven to be reliable.

Table 14. Item-Total Statistics
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Strategic location	.893	Quick	40.07 11.116 .609	response
to questions	40.04	11.150	.564	.896
Easy purchase	40.08	10.943	.669	.889
Providing accurate and honest information	40.01	11.040	.626	.892
Complaints are quickly responded to	40.14	11.011	.606	.893 Delivery
information is easy to obtain	40.01	10.879	.680	.888
Honest and targeted	service 40.10	10.919	.683	.888
Responds politely	39.99	10.737	.727	.885
Guaranteed	40.05	10,917	.671	.889
Complaints responded to politely	40.01	10,899	.673	.889

Source: SPSS results 28.0

From the Item-Total Statistics table, the reliability calculation results for 10 questions. Based on the distribution table of the rtable with a significance 5% from 100 respondents, the rtable value is 0.1946, then each item of the service quality questionnaire is declared valid, because the Corrected Item-Total Correlation has a value greater than 0.1946.

The results of the validity and reliability test of the Repurchase Decision variable

Table 15. Case Processing Summary
Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	0.0
	Total	100	100.0

a. Listwise deletion based on all variables in
the procedure.

Source: SPSS 28.0 Results

Based on the results of the Case Processing Summary, 100 respondents were examined on the questionnaire about repurchasing decisions and no data were excluded.

Table 16. Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.880	10

Source: SPSS 28.0

Results Reliability Statistics results, namely Cronbach's Alpha value of 0.880 out of 10 questions. The provision for alpha size is based on V. Wiratna Sujarweni (2015, 192) at least Cronbach's Alpha 0.60. Value of the Cronbach's Alpha repurchase decision is greater than 0.60 so the repurchase decision is proven to be reliable.

Table 17. Item-Total Statistics

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Products purchased as needed	40.37	10.114	.667 .863	Product
information purchased is complete and appropriate	40.37	10.417	.563	.871
Product availability meet needs	40.38	10.379	.549	.872
Delivery on time	40.30	10.333	.586	.869
Products sold are useful	10.284	.604	.868	40.28
Good service	40.27	10.401	.565	.871
Understanding needs and wants	40.33 10.102	.666	.864	Easy
Purchases	40.30	10.172	.611 .868	Strategic
location accelerates goods received	40.41	10.143	.606	.868
Recommends to others	40.28	10.082	.642	.865

Source: SPSS results 28.0

From the Item-Total Statistics table, the reliability calculation results for 10 questions. Based on the distribution table for the rtable with a significance of 5% from 100 respondents, the rtable is 0.1946, so each item of the re-purchase decision questionnaire questionnaire is declared valid, because the Corrected Item-Total Correlation has a value greater than 0.1946.

Classical Assumption Test
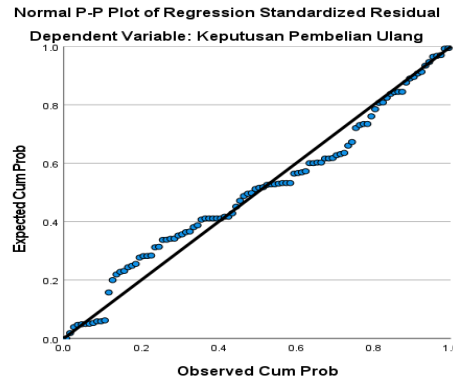
Source: SPSS 28.0 Results

Image 1. Normality Test

From the graphic analysis of the normality test above, there is a spread of points on the diagonal line, meaning that the regression model is normal.

Table 18. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.840	.831		.408	Promotion		
	.191	.091	.157 2.106	.038	.705	1.417	Price	1.992
	.203	.102	.179	.049	2,044	.489	.087	Quality
	of Service	.558	.539	6.204	<	3.19 1.001	.486	2,057

a. Dependent Variable: Repurchase Decision

Source: SPSS 28.0 Results

To measure the presence or absence of multicollinearity, it should be seen that the tolerance value variable must be > 0.100 and VIF < 10. In the table above, it concluded the promotion, price, and service quality variables each have a value. promotion variable tolerance 0.705 > 0.100 and VIF value 1.417 < 10. Price variable 0.489 > 0.100 and VIF value 2.044 < 10. Service quality variable 0.486 > 0.100 and VIF value 2.057 < 10. From the tolerance value and VIF gain of each promotional variable, the price and the quality above, the conclusion is that these three variables do not have multicollinearity symptoms.
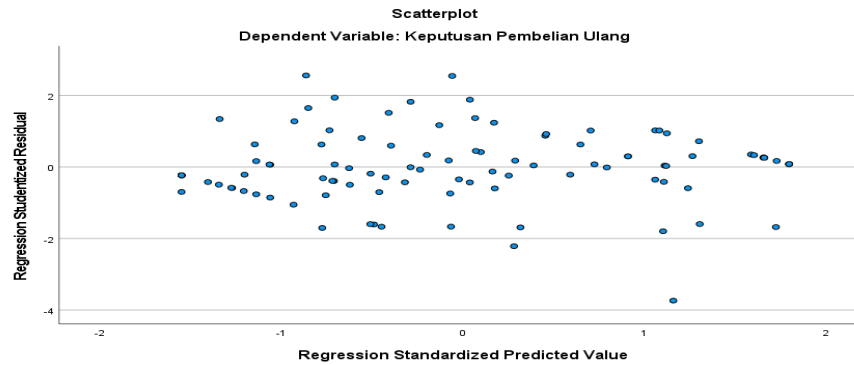
Source: SPSS 28.0 Results

Image 2. Hetroscedasticity Test

The results of the Scatterplot test, each point spread out and does not overlap each other in one place, it means there is no heteroscedasticity and regression model is feasible to predict repurchase decisions with promotion, price, service quality inputs.

Table 19. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.191	3.840		.831	.408
	Promotion	.191	.091	.157 2.106	.038	.102
	Price	.203	.087	.179 1.992	.558	Service
	Quality	.539	6.204	.049	a	< .001

. Dependent Variable: Repurchase Decision

Source: SPSS Results 28.0

A value of 3.191 is a constant or when the repurchase decision has not been influenced by promotion, price and service quality variables. The regression coefficient X1 (b0.191, meaning the promotion has a positive effect on repurchase decisions. The regression coefficient X2 (b0.203, meaning the price variable has a positive effect on repurchase decisions. The regression coefficient X3 (b0.539, meaning that the service quality variable has a positive effect on repurchase decisions.

Table 20. Analysis of Model Determination Coefficient Test

Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.789a	.622	.611 2.204		.622	52.744	3	96	< .001

a. Predictors: (Constant), Service Quality, Promotion, Price

Source: SPSS 28.0 Results

Through the table, the Adjusted R Square (coefficient of determination) is 0.611, all independent variables (X) affect the dependent variable (Y) 61.1%.

Hypothesis

Table 21. Testing T test (partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.840	.831		.408	Promotion		
	.191	.091	.157 2.106	.038	.705	1.417	Price	1.992
	.203	.102	.179	.049	2,044	.489	.087	Quality
	of Service	.558	.539	6.204	<	3.191.001	.486	2,057

a. Dependent Variable: Repurchase Decision

Source: SPSS 28.0 Results

In column t, the t-value of the promotion variable research is 2.106, the research t-value for price is 1.992 and the research t-value for service quality is 6.204. Using the normal distribution table t and the test confidence level (1 –) of 95% with an error rate (α) of 5% and the degree of validity (df) (α) 100 – 3 – 1 = 96, then the value of the distribution of the normal table t table is 1.98498.

Tcalculated promotion 2.106 > tis 1.98498 ttable is price is 1.992 > ttable is 1.98498 t is1.98498 service quality is 6.204 > ttable . Looking at the results above, it can be concluded that the t-count of promotions, tcount prices, and t-count of service quality greater than t-table, meaning that these conditions indicate that His rejected at an error rate of 5% and His accepted at a 95% confidence level.

Table 22. Testing F test (simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	768,898	3	256,299	52,744	<.001[b]
	Residual	466,492	96	4,859		
	Total	1235,390	99			

a. Dependent Variable: Repurchase Decision

b. Predictors: (Constant), Service Quality, Promotion, Price

Source: SPSS 28.0 results

Ftable = 5% meaning Ftable (k: nk) = F (3: 97) = 2.6984. In the table above, the significance value of Promotion, Price, and Service Quality simultaneously on Repurchase Decisions is 0.001 < 0.05 and Fcount 52.744 > Ftable 2.6984 meaning that there is an effect of all X variables simultaneously on Y.

CONCLUSION

From the research and analysis about the Influence of Promotion, Price, and Quality of Service on the Decision to Repurchase Online Shopping Tokopedia Case Study at a Skincare Tool Shop, the authors draw conclusions, namely. The value of the repurchase

decision variable 3.191 is a constant or when the repurchase decision has not been affected by promotion, price and service quality. The regression coefficient value of the promotion variable is 0.191, which means that the promotion variable has a significant effect on repurchase decisions, meaning that every 1 point increase in the promotion will affect the repurchase decision of 0.191. The regression coefficient price is 0.203, which means that the price variable has a significant effect on the repurchase decision, meaning that every 1 unit increase in the price variable will affect the re-purchase decision of 0.203. The regression coefficient value of the service quality variable is 0.539 that the service quality variable has a significant effect on repurchase decisions, meaning that every 1 unit increase in the service quality variable will affect the repurchase decision 0.539 with the assumption that other variables are not examined in the study.

With further analysis, the researcher concludes that the effect of the promotion variable on the repurchase decision is seen by the probability of 0.038 <0.05 and the t-count 2.106 > ttable 1.98498, meaning that the significant regression coefficient of promotion has a positive effect. The analysis of the effect of the price variable on the repurchase decision is indicated by a large probability 0.049 <0.05 and a t-count 1.992 > ttable 1.98498, meaning that the significant regression coefficient of price has a positive effect. Analysis of the influence of service quality variables on repurchase decisions is indicated by a large probability value of 0.001 <0.05 and a tcount 6.204 > ttable 1.98498, which means that the significant regression coefficient of service quality has a positive effect. Analysis of the X variables simultaneously on repurchase decisions of 0.001 < 0.05 and farithmetic 52.744 > ftable 2.6984 that means the significant and positive regression coefficient effect of all X variables simultaneously on the repurchase decision variable (Y).

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