

Repurchase Intention from Experience and Perceived Value of Aqua Products (Consumer Study in Bandung City)

Minat Beli Ulang dari Segi Pengalaman dan Persepsi Nilai Produk Aqua (Studi Konsumen di Kota Bandung)

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ABSTRACT

This study was conducted to determine whether the experience and perception of value positively and significantly influence the interest of consumers to repurchase Aqua Products in the city of Bandung. This study has three variables: experience and perception of importance as the independent variable and interest in repurchase as the dependent variable. All data in this study were obtained by distributing questionnaires to consumers using Aqua products in Bandung with a sample of 384 people. The research method is a descriptive causal method through purposive sampling data collection techniques. The Data were processed using multiple linear regression analysis. The results of this study are the discovery of the significance of the results for the influence of X1 and X2 together to Y is equal to $0.000 < 0.05$ and the value of F count $48.344 > F$ table 2.63, so it can be concluded that the independent variables consisting of experience, and perception of value together have a significant influence on consumer interest in aqua products, which means that the greater the creation of knowledge and perception of the importance of Aqua Products, the higher the consumer interest in repurchasing Aqua Products.

Keywords : Experience, perception of value, interest in repurchasing

ABSTRAK

Penelitian ini dilakukan untuk mengetahui apakah pengalaman dan persepsi nilai berpengaruh positif dan signifikan terhadap minat beli ulang konsumen Produk Aqua di Kota Bandung. Penelitian ini memiliki tiga variabel yaitu pengalaman dan persepsi pentingnya sebagai variabel bebas dan minat pembelian kembali sebagai variabel terikat. Semua data dalam penelitian ini diperoleh dengan menyebarkan kuesioner kepada konsumen pengguna produk Aqua di Bandung dengan sampel sebanyak 384 orang. Metode penelitian yang digunakan adalah metode deskriptif kausal melalui teknik pengumpulan data purposive sampling. Data diolah dengan menggunakan analisis regresi linier berganda. Hasil dari penelitian ini adalah ditemukannya hasil signifikansi untuk pengaruh X1 dan X2 secara bersama-sama terhadap Y adalah sebesar $0,000 < 0,05$ dan nilai F hitung $48,344 > F$ tabel 2,63, sehingga dapat disimpulkan bahwa independen variabel yang terdiri dari pengalaman, dan persepsi nilai secara bersama-sama memiliki pengaruh yang signifikan terhadap minat konsumen terhadap produk aqua, artinya semakin besar terciptanya pengetahuan dan persepsi akan pentingnya produk aqua maka semakin tinggi pula minat konsumen untuk membeli ulang produk aqua.

Kata kunci: Pengalaman, persepsi nilai, minat beli ulang

1. Introduction

The industry is a process or action in processing raw materials or semi-finished goods into mass-produced goods or consumption, which provides a profit. Industrial products themselves can be both goods and services. The beverage industry itself is an industry that processes raw materials in the form of drinks into finished products. The soft drink industry in Indonesia continues to expand its business in terms of production and distribution. The beverage industry includes carbonated drinks, bottled water (bottled water), ready-to-eat tea, fruit juice drinks, coffee & milk ready-to-eat, and isotonic drinks/supplements.

The Central Statistics Agency reported that the gross domestic product (GDP) on a constant price basis (ADHK) in the food and beverage industry amounted to Rp200.26 trillion in the second quarter of 2022. This result increased by 3.68% from last year, amounting to Rp 193.16 trillion. Seeing this trend, the ability of the food and beverage industry tends to experience an increase that strengthens after being depressed in the second quarter of 2020 to the second quarter of 2022. This indicates that the food and beverage industry has fully recovered from the impact of the Covid-19 pandemic.

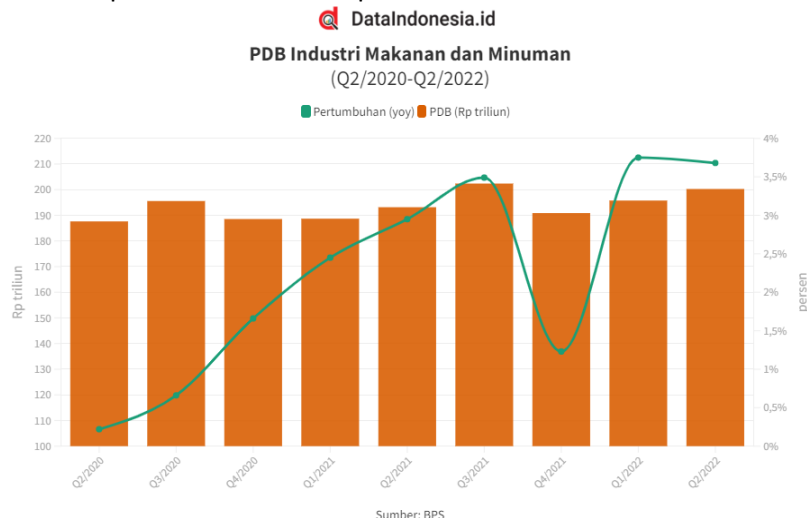


Figure 1. Food and beverage industry trends grow 3.68% in the II quarter/of 2022,
Source: dataindonesia.id

From the trend diagram of the Food and beverage industry above, it can be seen in detail that the gross domestic product (GDP) in the second quarter of 2020 amounted to Rp105 trillion. The third quarter of 2020 amounted to Rp120 trillion, in the fourth quarter of 2020 amounted to Rp150 trillion. In the first quarter of 2021 amounted to Rp175 trillion. In the second quarter of 2021 amounted to Rp189 trillion, and in the third quarter of 2021, it amounted to Rp 205 trillion, but in the fourth quarter/of 2021, it amounted to Rp 2021 decreased to Rp135 trillion. However, in the next quarter, namely quarter I / 2022 to quarter II/2022, there was a very high increase compared to the previous quarter, amounting to Rp212 and Rp210 trillion.

The FMCG / CPG Rankings 2021 also noted Consumer Choice product brands in Indonesia over the past 12 months. This ranking is based on the YouGov Brand Index's assessment of the quality, value, satisfaction, and recommendations respondents give to a product brand. This rating shows the highest average value with the calculation period from August 1, 2020-July, 31, 2021.

Based on a YouGov report, Aqua became the highest consumer value packaged beverage brand in Indonesia in 2021, with a score of 54.8 points. Then the probiotic drink Yakult was ranked second with a score of 50.2 points. After that, there was an isotonic drink Pocari Sweat with a score of 40.6 points. Then, Le Minerale, a direct opponent of Aqua, ranked fourth with a score of 39.3 points. Moreover, in the last position, there is a fragrant Top Tea with a score of 24.3.

Aqua itself, as one of the bottled drinking water products, carries out promotional strategies to increase consumer repurchase intentions by providing experience and perception through the slogan "Whatever Your Activity Aqua first." From the slogan, Aqua positioned itself as a healthy beverage product. To support this strategy, Aqua also seeks to sponsor sporting events at the national level.

Bandung city as one of the metropolitan cities in Indonesia noted that throughout 2022 there are more than ten national-level sports events that will be held, especially in marathon running activities, namely Color Run Soljer Ceria, Smilemotion Charity Run, Mandiri ITB Ultra Marathon, Padma Run, Pangalengan Track Race, Navigacity - Geospatial Run, Road to Give-Indonesia, Wangform Trail Run, IMAGE Run, Rancaekek Fun Run, and many more, which Aqua is likely to be one of the products that support the sustainability of these activities, both officially and not.

Therefore, the primary purpose of this study is to look at the effect of experience and perception of value on the interest of consumers to buy Aqua beverage products with consumer data sources users of Aqua beverage products in the city of Bandung.

2. Literature Review

Experience

Consumer experience is the feeling or perception emanating from a person after using the goods or services (Yulita Leni in Lisa et al. 2019). According to Schmitt in Fitria et al. (2021), customer experience is a rational and emotional thing customers get after using a product or service. Meyer and Schwager in Erik et al. (2021) also define customer experience as an internal reaction that relates directly to the consumer as well as indirectly to the company. Customer experience can also be an overall consumer interpretation of the brand (Frown & Payne in Muhammad et al. 2020). At its core, the consumer experience creates consumer satisfaction through the experience they get. This means a product's endpoint is in its service (Ristia & Marlien in Ika et al. 2022).

(Ling in Mardiah and Anugrah et al, 2020) argue that the consumer experience will strongly influence future purchasing behavior. In this context, consumers evaluate the shopping experience, including information about the product, choice of payment method, delivery terms, possible risks, privacy, security, visual appeal, navigation, entertainment, and fun. According to a study by (Huang in Dhatu et al, 2022), customer experience in shopping affects their actions, so it will impact the repurchase decisions they make.

(Schmitt in Abidin, 2020) argues that consumer experience is divided into three dimensions, sensory knowledge, emotional experience, and social experience. This is consistent with the opinion that according to (Nasermoadeli et al. in Erik et al, 2021), there are three dimensions of customer experience: sensory knowledge, emotional experience, and social experience.

Based on the dimensions and indicators presented, this study draws conclusions about the dimensions and indicators of consumer experience, namely sensory experience, emotional experience, and social experience.

Perception Of Value

According to (Kotler and Keller, 2012), value perception is a prospective customer's assessment of all the benefits and costs they get from an offer compared to other alternatives. Perception of value can also be an assessment of the meaning that consumers receive when buying a product or service (Tjiptono in Umara et al., 2021). Thus, the perceived value after making a purchase is the actual assessment the consumer experiences.

Perception of value can also be seen from various views, namely, emotional, social, quality, and price (Tjiptono in Umara et al. 2021). Indriani in Umara et al. (2021) also state that perceived value is the perceived value derived from the information or personal experience of the other party, which the consumer understands well in increasing satisfaction. In another opinion, the perception of value is the customer's assessment of the overall usefulness of a product or service, the benefits obtained, and the cost of the product or service (Hellier et al.

in Adriani & Warmika, 2019). Raza et al. in Adriani and Warmika (2019) defined value perception as the perceived value and having a significant impact on the intention to revisit or use a service.

The Concept Of Repurchase Interest

Repurchase intent is consumer behavior when using a product or service of the same company more than once (Ibzan in Fitria et al. 2021). Kotler and Keller in Pranatika and Albari (2022) argue that repurchase intention is the consumer's desire and action to repurchase a product due to the desired satisfaction of the product. Repurchase interest is a buying activity done often or multiple times (Peter & Olson in Pradana et al. 2021).

Yulisetiarni in Fitria et al. (2021) also said that repurchase intention refers to the tendency of customers to prioritize a product, which affects repurchase behavior in a certain period. Mahardika in Pebrila et al. (2019) argued that repurchase interest can be identified using indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest. Kotler and Armstrong in Pradana et al. (2021) also said that the main factors influencing an individual's repurchase interest are cultural, psychological, and personal factors. Buying interest can be shown by: a tendency to repurchase (transactional), referring to the purchase (referential), determining the primary choice (Preferential), and always looking for information (exploratory) about things that are positive (Ferdinand in Umara et al. 2021).

In addition, Masitoh in Fitria et al. (2021) has the opinion that repurchase interest is the intention of consumers to reuse certain products or services after consumers are satisfied with the products or services they use; this is still in the form of planning. According to research by Nurhayati and revelation in Pradana et al. (2021), the concept of repurchase intention is the desire and behavior of consumers to repurchase a product due to the satisfaction they derive from their expectations of the product.

Buying interest can be shown by: the tendency to buy back (transactional); second, referencing purchases (referential); third, making the primary choice (Preferential); and fourth, always looking for information (exploratory) that concerns positive things (Ferdinand in Umara et al. 2021).

3. Methodology

The type of research used in this study is quantitative research. Data collection, processing, analysis, and presentation are based on objectively obtained data to test a hypothesis in developing general principles (Nikolaus Duli, 2019).

This quantitative research method uses descriptive causal research type. According to Sugiyono (2017), descriptive research is a study to determine the value of an independent variable, either one variable or more. In addition, Sugiyono (2018) also states that causal relationships are causal relationships. Therefore, in this study, the independent variable (affect) and dependent variable (influenced). Using the descriptive type of causal causation can be known from the variables tested by conducting a survey and seeking back the truth of cause and effect that these variables can cause.

This study has three constructs: experience, perception of value, and interest in repurchasing. The construct is measured using dimensions and indicators. Measurement items and variables are measured using a Likert scale. The technique in determining the sample in this study is the purposive sampling technique, with the criteria used in this study in the form of Aqua consumers who have purchased Aqua Products and are domiciled in the city of Bandung.

The Bernoulli method was used to determine the number of respondents in this study because the population size cannot be known with certainty (Sedarmayanti in Sihombing, 2022).

$$n = \frac{\left(Z \frac{\alpha}{2}\right)^2 p \cdot q}{e^2}$$

Description :

n : Minimum quantity of samples

q : The probability of the population being sampled (1-p)

α : Degree of precision

e : Error rate

p : Probability of a population not sampled

z : Values obtained from the standard normal Table

The accuracy rate (α) in this study was 5%. With a confidence level of 95% and obtained a value of $Z = 1.96$. The set error rate is 5%. While the probability of true or false is 0.05. To get the minimum sample taken based on the above formula is as follows :

$$\begin{aligned} n &= \frac{\left(Z \frac{\alpha}{2}\right)^2 p \cdot q}{e^2} \\ n &\geq \frac{(1,96)^2 2.0,5.0,5}{0,05^2} \\ n &\geq \frac{(3,8416) \cdot 0,25}{0,0025} \\ n &\geq 384,16 \end{aligned}$$

Based on the calculations that have been done above, it is concluded that the minimum number of samples that must be collected to conduct this study is 384 respondents. Then, data was collected through questionnaires and disseminated through social media applications such as line, WhatsApp, and Instagram.

4. Result and Discussions

The following are the results of data processing in this study:

Table 1. Multiple Linear Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.962	1.273		2.326	.021
X1	.208	.044	.269	4.749	.000
X2	.206	.050	.236	4.167	.000

a. Dependent Variable: Y

Source: Author Processed Data (2023)

The results of data processing in Table 4.1 can be formulated multiple regression equation models, namely:

$$Y = 2.962 + 0.208 X1 + 0.206 X2$$

Based on these equations can be described as follows:

- 1) A value of 2,962 is when the variable of repurchase interest has not been influenced by other variables, namely experience (X1) and perception of value (X2). If the independent variable does not exist then the variable of repurchase interest will not change.
- 2) The value of the experience regression coefficient (X1) is positive, which is 0.208, meaning that the variable X1 (experience) has a direct relationship with the variable Y (repurchase

interest), and each increase of one unit X1 (experience) will increase Y (repurchase interest) by 0.208.

- 3) The value of the value perception regression coefficient (X2) is positive, which is 0.206, meaning that the variable X2 (perception of value) has a direct relationship with the variable Y (repurchase interest), and each increase of one unit X2 (perception of value) will increase Y (repurchase interest) by 0.206.

Based on Table 4.1 above, the t-test results can be seen:

- 1) Known GIS value for the influence of X1 to Y of $0.000 < 0.05$ and the value of t count $4.749 > t$ table 2.000, so it can be concluded that H1 is accepted, which means there is an influence of X1 to Y.
- 2) Known sig value for the influence of X2 to Y of $0.000 < 0.05$ and the importance of t count $4.167 > t$ table 2.000, so it can be concluded that H2 is accepted, which means there is an influence of X2 to Y.

Table 2. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	660.612	2	330.306	48.344	.000 ^b
	Residual	2603.127	381	6.832		
	Total	3263.740	383			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Author Processing Data (2023)

Based on the output of table 4.2 above, it is known that the significance level for the influence of X1 and X2 simultaneously to Y is equal to $0.000 < 0.05$, and the value of F count is $48.344 > F$ table 2.63. Therefore, the independent variables consisting of experience and perception of value significantly influence consumer interest in buying Aqua Products.

Table 3. Determinant Coefficient Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450 ^a	.202	.198	2.61388

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Author Processed Data (2023)

Based on the output of table 4.3 above shows that the value of R is 0.202. This means that the influence of experience variables and perception of value to the variable of interest repurchase by 20.2%. The remaining 79.8% can be influenced by other factors not examined in this study.

5. Conclusion

Based on the analysis of data on research that has been done, it can be concluded that the interest in buying Aqua mineral water products in Bandung is influenced by the experience of consumers of Aqua Products and the perception of value, which is the assessment of consumers regarding the products they buy. However, in terms of its contribution, many other factors significantly influence increasing interest in buying Aqua mineral water products in Bandung, including customer satisfaction, service quality, product quality, and others.

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