


Perception of repeat purchase intent on consumer satisfaction of junk food J.CO donuts & coffee and dunkin donuts

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Article Info	ABSTRACT
Keywords: Repurchase Intent, Consumer Satisfaction, Perceived Value and Price.	Sales promotion can play a role in strengthening the perceived value as a form of quality experience for consumer repurchase intentions for J.CO Donuts & Coffee brand products and also for Dunkin Donuts brand products, because the relationship between sales promotion can strengthen the relationship between perceived value to repurchase intent where attractive promos are given coupled with the taste value of J.CO Donuts & Coffee brand products and also good Dunkin Donuts. It is likely to increase consumer intent to make repurchases. Sales promotion carried out can moderate the price set to encourage consumers to repurchase J.CO Donuts & Coffee brand products, this is because the price of J.CO Donuts & Coffee is in accordance with the quality of its bakery products and promotional activities delivered to consumers. However, this condition is not the same as the condition of Dunkin Donuts brand donut products where sales promotion does not have a direct role in repurchase intentions so that it cannot strengthen the price relationship with Dunkin Donuts consumer repurchase intentions, this is because some consumers do not always follow Dunkin Donuts product promos and the promos carried out are not always there.
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INTRODUCTION

The penchant for consuming junk food has become a routine among Indonesian people, especially among teenagers (Putri, 2022). Millennials, namely teenagers today have character and expressiveness who like to try American and European-style food (Best Present Guide, 2020). Today's generation prefers sweet foods, one of which is donuts that are easily found in malls. Although donuts are a favorite food of Americans, donuts actually come from the Netherlands (Melati Mewangi, 2022). This hollow round sweet dish is always eaten by Indonesians as a dessert or just a snack (Lestari, 2021). Donut products circulating in Indonesia to date include Krispy Kreme Doughnuts which was founded by Vernon Rudolph in the United States in 1937 and opened its first store in Indonesia in 2006 (Arlina Laras, 2022). Dunkin Donuts was founded by William Rosenberg in the United States in 1950 and first opened a store in Indonesia in 1985 (Ourstory, 2019). The greatness of Dunkin Donuts products was finally welcomed in 2005 by local Indonesian

products, namely J.CO Donuts & Coffe managed by Jhonny Andrean in 2005 by selling donuts, coffe, sandwiches, and frozen yogurt. J.CO Donuts & Coffee first opened its first store in the Supermall Karawaci area, Tangerang (Gifari Zakawali, 2022).

J.CO Donuts & Coffee offers a wide range of attractive products to consumers, this raises so much consumer intention to make a repurchase or visit in the future, because a good experience on a product will cause repurchase intent to occur. This high repurchase intention is evidenced by the position of J.CO Donuts & Coffee to be number one in the Top Brand 2022 data. Repurchase intention is a consumer decision by considering the experience situation that occurs after shopping and the decision to buy certain products or services (Hellier et al., 2003) in (Afika Putri Anjani, 2021), with indicators of repurchase intention used, namely transactional interest, referential interest, preferential interest and exploratory interest.

Perceived value is understood as a perceived value is an exchange of what consumers get with what they get from using products (Woodruff, 1997) in (Satriandhini et al., 2019). (Woodruff, 1997) in (Satriandhini et al., 2019) mentions several indicators of perceived value, namely quality, benefits and abilities. Value brings benefits to consumers in every purchase process, such as the best quality. The quality of J.CO Donuts & Coffee offers a combination of donuts that are softer and fluffy, distinguishing it from similar products, has premium toppings of various types and sizes that are thinner and suitable as snacks. While Dunkin Donuts has thicker donuts with a filled texture, large size and fit can prop up the stomach and this is what distinguishes it from other products, then has various toppings with funny characters. Quality Krispy Kreme Doughnuts has fresh donuts with a variety of toppings, the visual of the donuts is attractive, the size is thinner and softer, the texture is crisper this is what distinguishes the product from other donuts. Perceived value can be understood as the difference felt by consumers between what is sacrificed and obtained from the product purchased (Zeithaml, 1988) in (Muhajir, 2021). The perceived value is consumer perception of goods and services and important aspects in offline and online shopping (Micu and Capatina, 2019) in (Miao et al., 2021). The results found by (Satriandhini et al., 2019) stated that the perceived value had a positive and significant effect on the purchase intention to return. (Miao et al., 2021) also stated that perceived value has a positive and significant effect on repurchase intentions. These results are different from the results found by (Muhajir, 2021) stating that the perceived value has a negative and insignificant effect on the intention to buy back. (Lianto, 2019) also states that the perceived value has a negative and insignificant effect on repurchase intentions. The success factor in marketing is not only from customer ratings but is in the attractiveness of the packaging.

Repurchase intent is based on emerging when consumers feel their purchase experience in the past, which means that high repurchase intent reflects a high level of satisfaction from consumers (Hasan, 2018) in (Sastrawan & Suparna, 2021). The sense of satisfaction felt by consumers arises when customer expectations are proportional to what is expected, which means that consumer satisfaction is the fulfillment of customer expectations after buying products when receiving good quality and service, always

recommend products to others and use products (Irawan, 2008) in (Salim et al., 2020). (Irawan, 2008) in (Salim et al., 2020), with indicators: feeling satisfied (in the sense of satisfied products and services), always buying products, will recommend to others, and customer expectations are met after buying the products needed or desired. The first feeling after purchase or positive feelings derived from the final transaction experience is understood as satisfaction (Oliver, 1993) in (Bintarti & Kurniawan, 2017). Consumer satisfaction is obtained from consumer experience which starts from the fact of physically purchasing based on information provided by the producer. Complete information can affect consumer satisfaction (Cao et al., 2018) in (Primaturia & Berlianto, 2022). A good consumer experience in terms of ease of getting products will cause judgment, especially the products purchased are delivered by sellers with attractive packaging.

The packaging of a product in business activities has an important function as a product benefit, besides that each type of product packaging has specific requirements tailored to its intended use. The appearance of J.CO Donuts & Coffee packaging has the same packaging as Dunkin Donuts and Krispy Kreme Doughnuts, namely carton packaging, boxes with logos but with different logos and colors, then J.CO Donuts & Coffee provides ecobags for consumers who want to be practical while Dunkin Donuts only provides plastic and packaging owned by Dunkin Donuts in various shapes, Krispy Kreme Doughnuts only provides paper bags. Brand image is a perception of a brand that is reflected by brand associations that exist in consumer memory (Fatema et al., 2015) in (Arman & Sayyed Adnan Shabbir, 2020). Then product variants are an important part for consumers because product variants can leave the opportunity for buyers to be compared, differentiated and selected between several potential suggestions that can be met according to the needs of buyers (Agung and Darma, 2019). The product variants owned by J.CO Donuts & Coffee are twenty-eight variants of donut foods, four variants of coffee drinks, ten variants of non-coffee drinks, four variants of sandwiches, and one variant of frozen yogurt. Dunkin Donuts has twenty-four variants of donut foods, twelve variants of coffee drinks, and eighteen variants of non-coffee drinks. Krispy Kreme Doughnuts has twenty variants of donut foods, six variants of coffee drinks and nineteen variants of non-coffee drinks.

Price is the cost that is coordinated by consumers to acquire, achieve, master, and utilize a product (Ali Hasan, 2018) in (Mohamad Rizal NurQudus & Nita Sri Amelia, 2022). (Ali Hasan, 2018) in (Mohamad Rizal NurQudus & Nita Sri Amelia, 2022) mentions several price indicators used, namely price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits. The price owned by J.CO Donuts & Coffee uses medium price which means the price is not too expensive when compared to its competitors. Krispy Kreme Doughnuts which has a price per pcs of ten thousand rupiah and for a price per package of one hundred eight thousand rupiah. This description shows that J.CO Donuts & Coffee is cheaper than Dunkin Donuts and Krispy Kreme Doughnuts. Price is the value of money (monetary) and sacrifices (non-monetary) made by consumers to get a product (Petrick, 2004) in (Yasri et al., 2020). Pricing of products has a positive and significant effect on repurchase intentions. (Mohamad Rizal NurQudus & Nita Sri Amelia,

2022) (Hadi, 2021). (Yasri et al., 2020) found that the price of a product has a negative and insignificant effect on consumer repurchase intentions. (Uslu & Huseynli, 2018).

The findings show that the intention to repurchase is not only influenced by perceived value and price but there are still other factors such as Sales promotion. Sales promotion can be understood as an activity to attract new buyers and increase loyalty as well as increase short-term sales in order to expand market share in the long term (Alma, 2013) in (Sastrawan & Suparna, 2021), with Sales Promotion indicators consisting of discounts, vouchers, gifts, and bonuses (Alma, 2013). Promotions carried out on J.CO Donuts & Coffee with Dunkin Donuts and Krispy Kreme Doughnuts have the same activity, namely posting to social media Facebook, Instagram, and Twitter. Then the three of them also promoted by word of mouth. The promotion that distinguishes J.CO Donuts & Coffee uses activities by conducting J.CO safari events inviting consumers to visit outlets J.CO see the process of making donuts and try free donuts, besides that J.CO Donuts & Coffee does promotions through the official website of J.CO.

The existence of online motorcycle taxi partners helps in the field of sales where this is in order to reach consumers further to introduce J.CO Donuts & Coffee as the first premium donut outlet in Indonesia. While Dunkin Donuts does its promotions differently, in collaboration with digital networks and entertainment studios that make Dunkin Donuts name known, Collab with a number of influencers to help the National Donut Day campaign through Snapchat and provide discounts on every multiple purchase. Krispy Kreme Doughnuts does a different promotion, by holding discounts through events to participate in community organization fundraising.

Based on the description above, it can be translated that the objectives in this study are as follows: Testing and partially explaining the perceived value and price set for J.CO Donuts & Coffee and Dunkin Donuts brand products will affect the repurchase intention through mediation of consumer satisfaction, moderated sales promotion.

METHODS

The population used is all people who have transacted with the two donut products with the condition that they live in the Bekasi Regency area and are over 17 years old. Based on this, the sampling technique is purposive sampling, with data collection techniques are questionnaire techniques as primary data and observation and documentation techniques as secondary data. The collected data is analyzed by regression, correlation and hypothesis tests that were previously carried out data feasibility tests (instrument tests). Calculation process using SEM-PLS software.

RESULTS AND DISCUSSION

The first step before carrying out data analysis activities is to conduct a data feasibility test or called *juega* with an instrument test using validity and reliability tests.

- 1) Convergent validity (outer model) with reflective indicators can be seen from the correlation between indicator values and construct values. An individual indicator is considered reliable if it shows a correlation value of > 0.70 . However, at the scale

development stage research, loading 0.50 to 0.60 is still acceptable (Imam Ghozali, 2021b). To get convergent validity results in the SmartPLS application can be seen from the outer loading results. Based on the outer loading table 4.7 above, it can be concluded that there are 22 correlation values of indicators with a construct of more than 0.60 which means their respective values in each variable of perceived value, price, consumer satisfaction, repurchase intention, and sales promotion that are reliable and considered valid.

- 2) Discriminant validity reflexive indicator of correlation between constructs or seen from cross loading in PLS Algorithm. Based on the results of cross loading from SmartPLS processing. Cross loading all indicators is highly correlated with each contract, each of which is above 0.06 which means it is worth using.
- 3) Average Variance Extracted, by matching the average variant extracted (AVE) value for each indicator, the required value is certainly > 0.5 for a good model.

Table 1. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Perceived value (X1)	0.604
Price (X2)	0.614
Repurchase Intent (Y)	0.612
Customer Satisfaction (Z')	0.718
Sales Promotion (Z)	0.514

Source: Primary Data Processing Results, 2023

Based on table 1, all constructs show AVE values greater than 0.50, with the smallest value of 0.514 for the sales promotion variable (Z') and the largest 0.718 for the consumer satisfaction variable (Z'). This value has met the requirements in accordance with the minimum AVE limit determined (Imam Ghozali, 2021).

- 4) Reliability tests are carried out to prove the accuracy, consistency and similarity of instruments in measuring a construct. In PLS Sem using SmartPLS to measure the reliability of a construct can be done with two criteria, namely with Cronbach's alpha and Composite reliability. However, the use of Cronbach's alpha to test a construct will give a lower value (under estimate) so it is more advisable to use composite realibility.

Table 2. Construct Reliability dan Validity

	Cronbach's alpha	rho'A	Composite reliability (rho_c)
Perceived value (X1)	0.780	0.803	0.858
Price (X2)	0.792	0.818	0.864
Repurchase Intent (Y)	0.787	0.802	0.862
Customer Satisfaction (Z')	0.870	0.881	0.910
Sales Promotion (Z)	0.700	0.714	0.808

Source: Primary Data Processing Results, 2023

In the table above, it can be seen that all variable values in reliability testing use Cronbach's alpha or composite reliability. The value > 0.7, so it can be concluded that the variables tested are valid. After the results of the instrument test are feasible, the next step is to analyze the data and with SEM software rocks with the Partial Least Square technique obtained the following results:

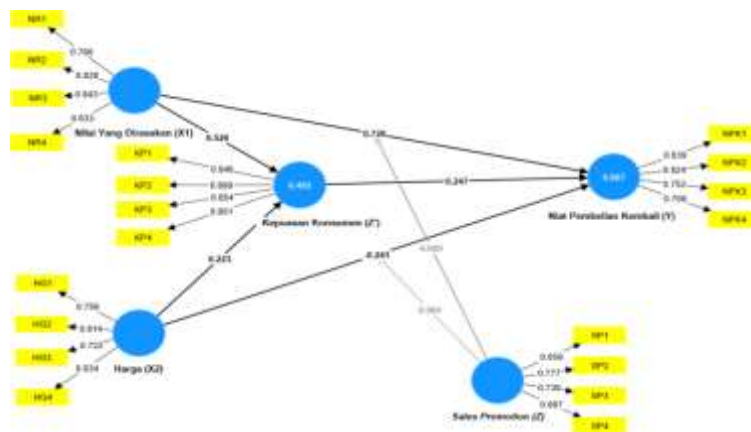


Figure 1. Test Result SEM-PLS J.Co Donuts & Coffee

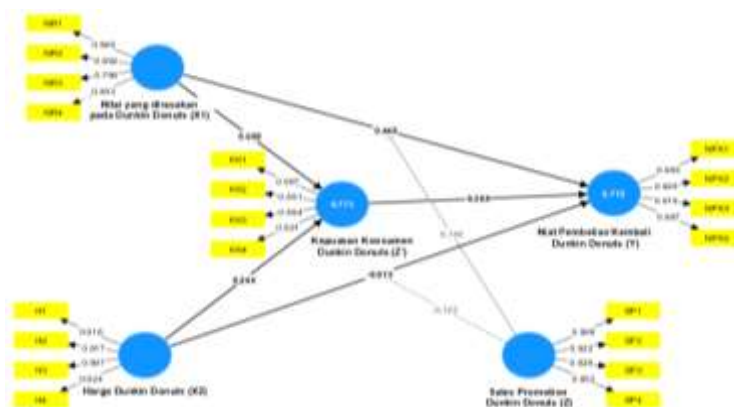


Figure 2. Test Result SEM-PLS Dunkin Donuts

5) Test the Evaluation of the Inner Model as a Relationship and Influence of Research Variables. Testing of the Structural or inner model can be measured by looking at the R-square value which is a goodness fit test of the model.

Table 3. Inner Model Evaluation Test

Hypothesis Description	J.Co Donuts & Coffee	Dunkin Donuts
	R-Square	R-Square
Perceived value → Repurchase Intent	0.728	0.448
Price → Repurchase Intent	-0.241	-0.013
Perceived value → Repurchase Intent → Customer	0.526	0.266

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Hypothesis Description	J.Co Donuts & Coffee	Dunkin Donuts
Satisfaction		
Price → Repurchase Intent → Customer Satisfaction	0.223	0.095
Customer Satisfaction → Repurchase Intent	0.247	0.388
Promotion		
Price → Repurchase Intent → Sales Promotion	0.084	-0.125

Source: Primary Data Processing Results, 2023

Based on the table above, it can be translated as follows:

J.Co Donuts & Coffee

- The R-square value of the perceived value variable for repurchase intent is 0.728. this shows that the perceived value of J.CO Donuts & Coffee brand products has a positive role in repurchase intent.
- The R-square value of the variable price to repurchase intent is -0.241, this indicates that the price set for J.CO Donuts & Coffee brand products has a negative role in repurchase intent.
- The R-square value of the perceived value variable for repurchase intention through consumer satisfaction mediation is 0.526, this shows that the perceived value of J.CO Donuts & Coffee brand products has a positive role in repurchase intention through consumer satisfaction mediation.
- The R-square value of the price variable on repurchase intention through consumer satisfaction mediation is 0.223, this shows that the price set for J.CO Donuts & Coffee brand products has a positive role in repurchase intention through consumer satisfaction mediation.
- The R-square value of the variable consumer satisfaction with repurchase intent is 0.247, this shows that the level of consumer satisfaction with J.CO Donuts & Coffee brand products has a positive role in repurchase intent.
- The R-square value of the variable perceived value of repurchase intention with moderated sales promotion is 0.080, this shows that the perceived value of J.CO Donuts & Coffee brand products has a positive role in repurchase intention with moderated sales promotion.
- The R-square value of the variable price to the repurchase intention with moderated sales promotion is 0.084, this shows that the price set for J.CO Donuts & Coffee brand products has a positive role in the repurchase intention with moderated sales promotion.

Dunkin Donuts

- The R-square value of the perceived value variable for the repurchase intention is 0.448. This shows that the perceived value of Dunkin Donuts brand products has a positive role in repurchase intent.

- b) The R-square value of the price variable to the repurchase intention is -0.013. This shows that the price set for Dunkin Donuts brand products has a negative role in repurchase intent.
- c) The R-square value of the perceived value variable for repurchase intention through consumer satisfaction mediation is 0.266. This shows that the perceived value of Dunkin Donuts brand products has a positive role in repurchase intentions through mediating consumer satisfaction.
- d) The R-square value of the price variable to the repurchase intention through consumer satisfaction mediation is 0.095. This shows that the price set for Dunkin Donuts brand products has a positive role in repurchase intentions through mediating consumer satisfaction.
- e) The R-square value of the variable consumer satisfaction with repurchase intent is 0.388. This shows that the level of consumer satisfaction with Dunkin Donuts brand products has a positive role in repurchase intent.
- f) The R-square value of the perceived value variable for repurchase intention moderated by sales promotion is 0.388. This shows that the perceived value of Dunkin Donuts brand products has a positive role in repurchase intentions with moderated sales promotion.
- g) The R-square value of the price variable to the repurchase intention with moderated sales promotion is -0.125. This shows that the price set for Dunkin Donuts brand products has a negative role in repurchase intentions with moderated sales promotion.

CONCLUSION

A summary of the conclusions obtained from the role of sales promotion moderating perceived value and price towards revisit by mediating consumer satisfaction of J.CO Donuts & Coffee and Dunkin Donuts products, as follows: 1) Perceived value can encourage consumers to repurchase J.CO Donuts & Coffee brand products and also for Dunkin Donuts brand products, This is because the quality offered is in accordance with consumer expectations. 2) The price set does not encourage consumers to repurchase J.CO Donuts & Coffee brand products and also for Dunkin Donuts brand products, this is because the price of J.CO Donuts & Coffee and Dunkin Donuts is quite expensive. 3) The perceived value of J.CO Donuts & Coffee brand products and also for Dunkin Donuts brand products causes satisfaction, so as to encourage consumers to make repurchases, this is because J.CO Donuts & Coffee and Dunkin Donuts products have quality flavor variants and make consumers feel satisfied with their products. 4) The price set by the manufacturer for J.CO Donuts & Coffee brand products and also for Dunkin Donuts brand products causes satisfaction, so as to encourage consumers to make repurchases, this is because the prices of J.CO Donuts & Coffee and Dunkin Donuts are affordable and consumers are satisfied. 5) A high level of consumer satisfaction can encourage consumer intention to repurchase J.CO Donuts & Coffe brand products and also for Dunkin Donuts brand products, because the higher the level of consumer satisfaction with the quality of J.CO Donuts & Coffe and

Dunkin Donuts products in meeting expectations, the greater the likelihood of consumer intention to repurchase products. 6) Sales promotion can play a role in strengthening the perceived value of consumer repurchase intentions for J.CO Donuts & Coffee brand products and also for Dunkin Donuts brand products, because the relationship between sales promotion can strengthen the relationship between perceived value to repurchase intent where with the provision of attractive promos coupled with the taste value of J.CO Donuts & Coffee brand products and also good Dunkin Donuts is likely to be Increase consumer intent to make repurchases. 7) Sales promotion can moderate the price set to encourage consumers to repurchase J.CO Donuts & Coffee brand products, this is because the price of J.CO Donuts & Coffee in accordance with the quality and promotions offered are attractive to consumers. However, it is not the case for Dunkin Donuts brand products that sales promotion has a direct role in repurchase intentions so that it cannot strengthen the price relationship with Dunkin Donuts consumer repurchase intentions because some consumers do not always follow Dunkin Donuts product promos and the promos carried out are not always there.

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