

# The Influence of Product Quality and Completeness on Consumer Rebuying in Irian Pasar Merah Medan

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## ABSTRACT

Supermarket Irian is a retail company where this company provides basic daily needs such as cooking oil, food, drinks and other basic ingredients. With increasingly fierce competition in the retail sector, the Supermarket management is trying to maintain the quality and completeness of its products for the public with the aim of increasing a good impression for its consumers. The problem that occurs is how to maintain the quality and completeness of its products so that it can influence consumer repurchases and have an impact on time efficiency and a good impression for consumers who shop. Based on the description above, the research title is, "The Influence of Product Quality and Completeness on Consumer Repurchase at the Irian Pasar Merah Supermarket". The purpose of this study was to determine the effect of product quality and completeness on consumer repurchasing at Irian Pasar Merah Supermarket and the problem formulation in this study was how much influence product quality and completeness together had on consumer repurchasing at Irian Pasar Merah Supermarket . The results showed that the influence of product quality with the dimensions of performance, features, characteristics or features, reliability, conformance, service ability, aesthetics and perceived quality (impression and quality) on repurchase decisions was 20.3% . The magnitude of the influence of product completeness with the dimensions of variety (product completeness), width or breath (product availability), depth (product type and characteristics), consistency (maintaining product conformity) and balance (product adjustments) on repurchase decisions is 8.2%. That 8.6% of the repurchase decision variable (Y) is influenced by the X1 variable (product quality) and X2 variable (product completeness), while the remaining 91.4% is determined by other variables.

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## 1. INTRODUCTION

Currently, many people, both workers and students, are looking for places to shop for practical daily needs, as well as product quality and product completeness, due to product completeness and time efficiency. For this reason, people are looking for places to shop for daily necessities that are relatively complete and have good product quality. The factor of product quality and completeness

is something they pay great attention to. It is undeniable that nowadays there are more and more minimarkets or retail shopping centers, especially for shopping for daily needs such as rice, sugar, mineral water, milk, cooking oil, and others.

Currently, when talking about shopping, many consumers do not only look at size but also pay attention to product quality and completeness of the product, starting from the availability of basic ingredients, practical daily needs and so on. With the development of the retail business which is experiencing growth, showing significant developments and making a positive contribution to the country's economic recovery. On the other hand, there has also been a shift in lifestyle from traditional to modern, this is what has created changes in consumer spending patterns, especially those in big cities.

The form of retail business that is experiencing rapid growth is in supermarkets which provide almost all basic daily needs. When buying a product, consumers may find that there is a shortage, where the desired item must meet quality standards and is an important factor for consumers to buy it.

Kotler (2012: 448) states that a product is anything that can be offered to a market to fulfill a need or desire. Consumers will see a product based on the characteristics or features, or product attributes of the product. Meanwhile Gilbert (2013: 113) states, "The product is the totality of the offer which will normally include the services, store layout, merchandise. It will also include the company, and product brand name, which means that the product is the entirety of the offerings normally made by the company to consumers in providing services, store location, and the name of the merchandise.

Supermarket Irian is a retail company where this company provides basic daily needs such as cooking oil, food, drinks and other basic ingredients. With increasingly fierce competition in the retail sector, the Supermarket management is trying to maintain the quality and completeness of its products for the public with the aim of increasing a good impression for its consumers. The problem that occurs is how to maintain the quality and completeness of its products so that it can influence consumer repurchases and have an impact on time efficiency and a good impression for consumers who shop.

With good and good product quality, consumers tend to make repeat purchases, whereas if product quality is not as expected, consumers will divert their purchases to other similar products. Even though consumers have different perceptions of product quality, at least consumers will choose products that can satisfy their needs, the Irian Pasar Merah Supermarket always tries to get closer to consumers through programs which include:

- a. Programs for consumers include shopping surprises for the first 10 buyers when the store opens during promotions with attractive prizes such as Holidays which last for 1 week. This is also at the same time distributing brochures to consumers to assess whether the quality and completeness of the products sold at the Irian Supermarket are in accordance with the wishes of consumers, because this will have an impact on consumer appetite to re-purchase products at the Irian Pasar Merah Supermarket.
- b. Back to School Program which will last for one month. In this program, Irian presents a bazaar booth with school supplies products at special prices. There was a big event in the form of various competitions, such as an acoustic festival between school students, coloring contests, reading poetry, and karaoke.
- c. Welcoming August 17th with gate competition activities in the sub-district areas where the Irian branch is located.

With these various programs, consumers are expected to be able to clearly know whether the quality and completeness of the products owned by the Irian Pasar Merah Supermarket are good and complete. Good product quality is a very important thing to reach the market. Because this will lead to consumer repurchase decisions. Consumer reactions to the quality provided by the company by measuring the level of satisfaction related to product quality is very relevant and needed by companies that are oriented towards consumer repurchase decisions. This is what the company needs to pay attention to if it wants to achieve maximum value in sales and dominate the existing market share. To dominate the market and increase sales, of course, companies must be able to maintain the quality of the products that are marketed, so that an attitude of consumer satisfaction

will be built in consuming or using the product which later this attitude will give birth to a positive image in the minds of consumers which results in repeat purchases or product loyalty.

## 2. RESEARCH METHOD

### 2.1 Population and Sample

In this study, the population is all consumers of the Irian Pasar Merah Supermarket, totaling 700 people. In this study the formula used is Slovin's opinion (Umar, 2007: 78), namely:

$$n = \frac{N}{1 + Ne^2}$$

$n = 87,50$  rounded up to 88 people.

So, the sample used in this study was 88 people. Sampling technique in this study using *Simple Random Sampling*.

### 2.2 Data analysis technique

#### a. Multiple Linear Regression Analysis

To determine the effect or relationship of the independent variables (product quality and product completeness) with the dependent variable (consumer repurchase), multiple linear regression methods will be used and data analysis will also use SPSS, the formula is as follows:

Y	=	a + b <sub>1</sub> X <sub>1</sub> + b <sub>2</sub> X <sub>2</sub> + ε
y	=	Consumer repurchase
a	=	Mark y, if X <sub>1</sub> = X <sub>2</sub> = 0
b <sub>1</sub> , b <sub>2</sub>	=	Multiple regression coefficients
X <sub>1</sub>	=	Product quality
X <sub>2</sub>	=	Product completeness
ε	=	Standard Error

## 3. RESULTS AND DISCUSSIONS

### 3.1 Data Quality Test

#### a. Validity test

**Table 1.** Product quality research validity test

Product Quality Statement	R Count	R Table	Information
Item 1	0.856	0,207	Valid
Item 2	0.863	0,207	Valid
Item 3	0.872	0,207	Valid
Item 4	0.856	0,207	Valid
Item 5	0.864	0,207	Valid
Item 6	0.859	0,207	Valid
Item 7	0.859	0,207	Valid
Item 8	0.862	0,207	Valid
Item 9	0.854	0,207	Valid
Item 10	0.870	0,207	Valid
Item 11	0.871	0,207	Valid
Item 12	0.875	0,207	Valid
Item 13	0.867	0,207	Valid
Item 14	0.869	0,207	Valid
Item 15	0.874	0,207	Valid
Item 16	0.864	0,207	Valid

**Table 2.** Product Completeness Research Validity Test

Product Completeness Statement	R Count	R Table	Information
Item 1	0.725	0,207	Valid
Item 2	0.723	0,207	Valid
Item 3	0.723	0,207	Valid
Item 4	0.736	0,207	Valid

Item 5	0.705	0,207	Valid
Item 6	0.738	0,207	Valid
Item 7	0.731	0,207	Valid
Item 8	0.733	0,207	Valid
Item 9	0.733	0,207	Valid
Item 10	0.708	0,207	Valid

Table 3. Research Validity Test Repurchase decisions

Repurchase Decision Statement	R Count	R Table	Information
Item 1	0.700	0,207	Valid
Item 2	0.695	0,207	Valid
Item 3	0.699	0,207	Valid
Item 4	0.711	0,207	Valid
Item 5	0.679	0,207	Valid
Item 6	0.693	0,207	Valid
Item 7	0.657	0,207	Valid
Item 8	0.683	0,207	Valid

Based on the table above, it can be seen that of the 34 statement items for product quality variables, product completeness and repurchase decisions are stated to be valid 34 because the calculated r value is seen from the *corrected item total correlation* greater than r table 0.207, where valid questionnaire items can be used as a reference for further research

#### b. Reliability Test

Table 4. Research Variable Reliability Test

No	Variabel	Number of Questions	Cronbach's Alpha	Information
1	Product Quality (X <sub>1</sub> )	16	0.872	Reliable
2	Product Completeness (X <sub>2</sub> )	10	0.746	Reliable
3	Repeat Purchase Satisfaction (Y)	8	0.718	Reliable

Based on the summary table of the reliability test results above, the Cronbach's alpha value for product quality is 0.872, product completeness is 0.746 and repurchase decision is 0.718. This means that the 34 statements for all statement items are reliable for product quality, reliable for product completeness and reliable for repeat purchase decisions.

### 3.2 Classic assumption test

#### a. Data Normality Testing

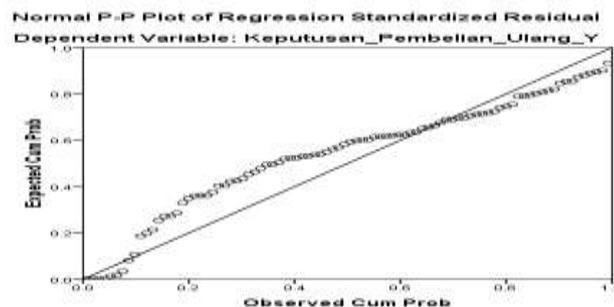


Figure 1. Normal P-Plot Regression

In the SPSS output of the Normal P-P Plot of Regression, it can be explained that the data tends to follow a straight diagonal line, so the data in this study tends to be normally distributed

#### b. Multicollinearity Testing

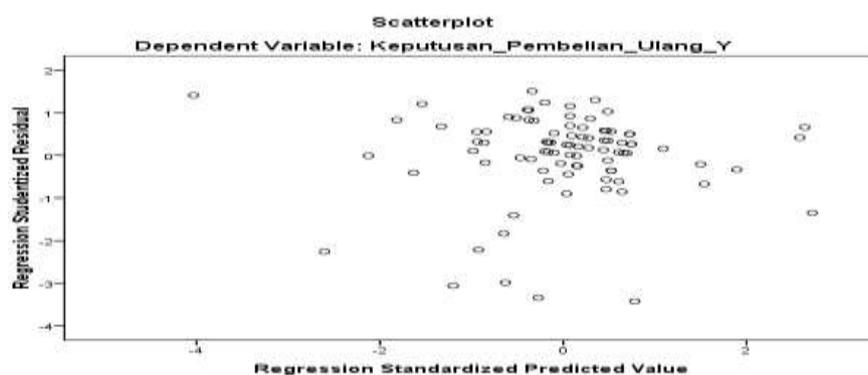
**Table 5. Multicollinearity**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product Quality	.753	1.329
2	Product Completeness	.753	1.329

a. Dependent Variable : Repurchase decision

Based on Table 5, it can be seen that the VIF value of product quality and completeness is smaller or below 10 (VIF <10), this means that multicollinearity is not affected between the independent variables in the regression model. The tolerance value of the product quality and completeness values is greater than 0.1, this means that there is no multicollinearity between the independent variables in the regression model.

**Heteroscedasticity Testing**



**Figure 2. Scatterplots**

From the output above it can be seen that the dots do not form a clear shape. The points spread above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity problem in the regression model. A good regression model is the one with homoscedasticity.

**c. Multiple Linear Regression Test**

**Table 6. Coefisients**

Model	Unstandardized Coefisients		Standardized Coefisients	t	Sig
	B	Std. Error	Beta		
(Constant)	28,689	4,491		6,388	,427
Product Quality	,183	,068	,324	2,707	,000
Product Completeness	-,207	,102	,243	-2,034	,190

$$Y = 28,689 + 0,183 X_1 - 0,207 X_2$$

- a = 28.689 or the regression constant, which means that if there is a value of the independent variable X1 (product quality) and the independent variable X2 (product completeness). In this case X1 and X2 are equal to 0 (zero), so the repurchase decision increases by 28,689.
- b<sub>1</sub> = 0,183 for the independent variable X1 (product quality) which has a positive sign, it means that it has a positive influence, which means that every addition or increase by 1 unit of product quality will increase the repurchase decision by 0.183.
- b<sub>2</sub> = -0,207 for the independent variable X2 (product completeness) which is negative, meaning that every decrease of 1 unit of product completeness will reduce the repurchase decision by 0.207

**3.3 Model Fit Test**

**a. Determination Test**

**Table 7. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,293	,086	,064	4,39845

The correlation analysis can be continued by calculating the coefficient of determination, namely to find out how much influence product quality and completeness have on repurchasing decisions, it can be calculated through the determinant coefficient (kp) with the following formula:

$$D = (r)^2 \cdot 100 \%$$

$$D = (0,293)^2 \cdot 100 \%$$

$$D = 0,086 \cdot 100 \%$$

$$D = 8,6 \%$$

From the results of these calculations it can be concluded that the repurchase decision is influenced by the variable quality and product completeness by 8.6%, while 91.4% is influenced by other variables outside the contribution of this study.

#### b. Test t

Based on table 4.46, the t-count values for X1 are 2.707 and X2 -2.034. And from the t-table value with degrees of freedom  $88 - 2 = 86$  and the 5% significance level is 1.988, so that the results obtained from the t-count value for X1 are greater than t-table ( $2.707 > 1.988$ ), thus product quality has a significant effect significantly to the repurchase decision and proved significant ( $0.008 < 0.05$ ). Whereas for X2, the t-count value is smaller than the t-table ( $-2.034 < 1.988$ ) thus product completeness does not significantly affect repurchase decisions.

#### c. Test F

**Tabel 8.** Test F

<i>Model</i>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig</b>
Regression	153,921	2	76,961	3,978	.022 <sup>a</sup>
Residual	1644,443	85	19,346		
<b>Total</b>	<b>1798,364</b>	<b>87</b>			

So the value of Fcount (Fh) = 3.978, this value is then consulted with Ftable, based on dk quantifier = k and dk denominator = (n-k-1). Then obtained Ftable = 3.104. From the results of the Anova test (F test), obtained Fcount of 3.978 with a significance level of 0.000. So Fcount > Ftable ( $3.978 > 3.104$ ) or sig F < 5% ( $0.022 < 0.05$ ). This means that together the variables of quality and product completeness have a significant relationship simultaneously to repurchase decisions. With this it can be concluded that the hypothesis of this study can be proven.

### 3.4 Discussion

#### a. Effect of Product Quality on Repurchasing Decisions

From the results of the regression test, it was found that product quality influences the repurchase decision of consumers of Irian Pasar Merah Supermarket products. This result is supported by the statements of respondents who stated that the respondents were happy with the packaging offered by the Irian Supermarket Pasar Merah, the respondents felt that the Irian Supermarket could provide comfort, the Irian Supermarket products attracted attention, the products used by the Irian Supermarket could last a long time/not easily damaged and the services provided by Irian Pasar Merah Supermarket are good.

#### b. Effect of Product Completeness on Repurchasing Decisions

From the results of the regression test, it was found that the completeness of the product did not affect the repurchase decision at the Irian Pasar Merah Supermarket. This is not in line with the statements of respondents who stated that many types of product brands were offered, bought because of easy transportation access, bought a number of quality products with a wide and varied diversity and respondents bought quality products in the category of goods related to packaging.

## 4. CONCLUSION

The magnitude of the influence of product quality with the dimensions of performance, features, characteristics or features, reliability, conformance (conformance), service ability, aesthetics (beauty) and perceived quality (impression and quality) on repurchase decisions is 20.3%. The magnitude of the influence of product completeness with the dimensions of variety (product completeness), width or breath (product availability), depth (product type and characteristics), consistency (maintaining product conformity) and balance (product adjustments) on repurchase decisions is 8.2%. That 8.6%

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