The Effect Of Sales Promotion And Customer Satisfaction On Repeat Purchase Interest At Ferda Purwasari Wholesale Store, Karawang Regency

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ABSTRACT

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Purpose of the study — This study sought to determine how customer satisfaction and sales promotion factors affected consumers' interest in making another purchase at Toko Grosir Ferda.

Research method— The research methodology employed a quantitative approach using a survey method. The population was all Toko Grosir Ferda customers for a month, and the sample of 130 respondents was selected using the accidental sampling technique.

Result The study's findings suggest that repurchase intention is significantly influenced by customer satisfaction and sales promotion.

Conclusion— The research's implications include the need for a strategy to improve customer service and sales promotion in order to boost customer loyalty and repurchase interest in the future. Social media implementation is also anticipated in order to keep Toko Grosir Ferda competitive in raising customer satisfaction levels.

Keywords: Sales Promotion, Customer Satisfaction, Repurchase Interest, Wholesale Retail.

INTRODUCTION

The business world is currently experiencing rapid changes along with the progress of the economic sector. Many wholesale groups have emerged to respond to this. online to offline transition (e-commerce). Savitri et al., (2021) said that increasingly complex consumer desires and needs demand all the latest features that operate in one communication tool. The clothing, food, and housing products that are needed are also increasingly facilitated by the activities of selling and promoting products through electronic media, including the internet, computer networks, radio, and television. This illustrates how widespread the frequency of discussions about a product is so that it can stimulate word of mouth marketing through product

promotions, especially on social media. According to research from Savitri & Maemunah, (2021), it is said that the high public interest in e-commerce has an impact on the proliferation of marketplaces which are one of the e-commerce platforms in Indonesia. The emergence of other competitors has triggered fierce competition, encouraging business actors to seek new strategies to attract and retain consumers by offering proximity, a series of unique product variations, and offering first-class services. Wholesalers, like retailers, must create marketing strategies aimed at target audiences, product diversity and production, product services, and store convenience. Ferda Wholesale Store is a wholesale store that sells FMCG (Fast Movement Consumer Goods) and has been established since 2016 in Purwasari District, Karawang. Ferda Wholesale Store has a strategic location that is centered in a busy center and can be reached by public transportation. The existence of Ferda Wholesale Store in particular is already widely known to the public in the Purwasari area of Karawang Regency. Ferda Wholesale Store offers a variety of housing and daily necessities needed by customers, but the store is in danger due to the many competitors that have emerged recently. This allows for a hard effort by Ferda Wholesale Store to maintain its existence from the many wholesale businesses so that its existence does not decline or go bankrupt.

Figure 1. Ferda Wholesale Store Sales Promotion

Michael (2021) in his research results stated that when consumers are satisfied with a product or service, they will have a tendency to make repeat purchases or it can be said that they will buy again. From here, it can be drawn a synthesis that repeat purchase interest refers to activities where consumers have purchased the product before or several times and are then interested in buying the product again or can be called customer satisfaction. Ferda Wholesale Store's efforts to influence customer satisfaction and repeat purchase interest are through promotional activities through marketing communications. Ferda Wholesale Store always tries to interact with consumers, the goal is to establish two-way communication with consumers. By communicating with consumers, Ferda Wholesale Store can find out consumer complaints and find out what goods are really needed by consumers so that the stock of goods can always be available.

According to Peburiyanti (2020), repeat purchase interest is the result of previous consumption experiences, which shape individual behavior and have a direct influence on

future repurchase interest. Several studies have found that two factors of promotion and repeat purchase interest are influenced by customer satisfaction. Therefore, business actors can use these two variables as a more comprehensive form of marketing mix to develop their companies, of course accompanied by the use of the latest advances in information technology. Moreover, there are still many wholesale stores and minimarkets in the Purwasari area besides the Ferda Wholesale Store. Based on the results of the researcher's observations, there are differences between the Ferda Wholesale Store and its competitors in the wholesale industry. This raises the question of how customer satisfaction and sales promotions of the Ferda Wholesale Store can influence the repurchase interest of customers of the Ferda Wholesale Store. Thus, the purpose of this study is to determine how the influence of sales promotions and customer satisfaction at the Ferda Wholesale Store, Purwasari, Karawang Regency can persuade customers to create the possibility for customers to make repeat purchases in possibly larger quantities.

LITERATURE REVIEW AND HIPOTESYS DEVELOPMENT
Marketing Management
Marketing management comes from two words, namely management and marketing. According to Silalahi (2020), management is an element such as resource management, communication, motivation, and supervision of task implementation to achieve common goals of the organization, both business and non-business organizations effectively and efficiently. Silalahi (2020) also states that marketing is a series of activities carried out by business organizations to increase sales volume. Furthermore, Fadilla (2022) states that marketing management is defined as a series of activities carried out by business organizations in carrying out comprehensive marketing plans, including pricing, promotion methods, and distribution methods of goods/services to meet consumer needs and maintain relationships between business organizations and consumers. More than that, marketing management, according to Kotler (2019) is defined as the art and science of determining target markets, maintaining customers, and developing relationships through the values of creating, delivering, and communicating customer value in general. Thus, it can be interpreted that the concept of marketing management summarizes the social and managerial aspects of meeting the needs or desires of individuals or groups through offering, exchanging, and creating value.

Sales Promotion
Sales promotion is a persuasive effort by business organizations to stimulate customer interest, increase demand, and communicate product value. According to the American Marketing Association (AMA) as quoted in Tjiptono (2019), sales promotion involves the use of media and non-media. Furthermore, Tjiptono (2019) emphasizes the use of incentives to stimulate purchasing interest. Furthermore, Kotler & Armstrong (2019) refer to sales promotion as a tool for customer value communication activities. Indicators of success involve advertising, direct sales promotions, events, personal selling, and word of mouth interactions (Kotler & Keller,

2019). Thus, it can be said that sales promotion is a persuasive effort to increase purchasing interest and get positive feedback on the product.

Customer Satisfaction

Customer satisfaction levels may be high or low depending on how well the product performs compared to what they expected. Indrasari (2019) stated that satisfaction occurs if the performance of the product or the performance of the business organization visited can meet or exceed consumer expectations. Howard and Sheth, as quoted by Tjiptono (2019), describe satisfaction as the suitability of results with sacrifices that will motivate customers to shop again and share positive experiences. On the other hand, Gufron (2019) defines satisfaction as the match between expectations and reality, while Sasongko (2021) emphasizes satisfaction as an important element in improving marketing performance and creating loyalty. According to Savitri (2020), core indicators of customer satisfaction include overall satisfaction, confirmation of expectations, and repurchase intentions. Thus, it can be said that customer satisfaction is the feeling of pleasure or disappointment obtained by customers after making a purchase as measured by overall satisfaction, confirmation of expectations, and repurchase intentions.

Repurchase Interest

One aspect of customer behavior that shows a tendency to take action before buying is purchase interest. Purchase intention is defined by Kinnear and Taylor as cited in Sasongko (2021) as the tendency of customers to take action before deciding to buy, with high repurchase intention indicating a high level of customer satisfaction. Furthermore, Ferdinand (2018) argues that markers such as transactional interest, referential interest, preferential interest, and exploratory interest can be used to detect repurchase intention. According to personal control theory, the psychological comparison view between actions and expected outcomes is the basis for customer satisfaction, as stated by Rotter (2018). High levels of customer satisfaction are influenced by product quality, service quality, and overall satisfaction. Purchase intention, which may be triggered by the idea that the item is of high quality, precedes purchasing behavior. According to Hasan (2018), characteristics including transactional interest, referential interest, preferential interest, and exploratory interest can be used to identify repurchase intention.
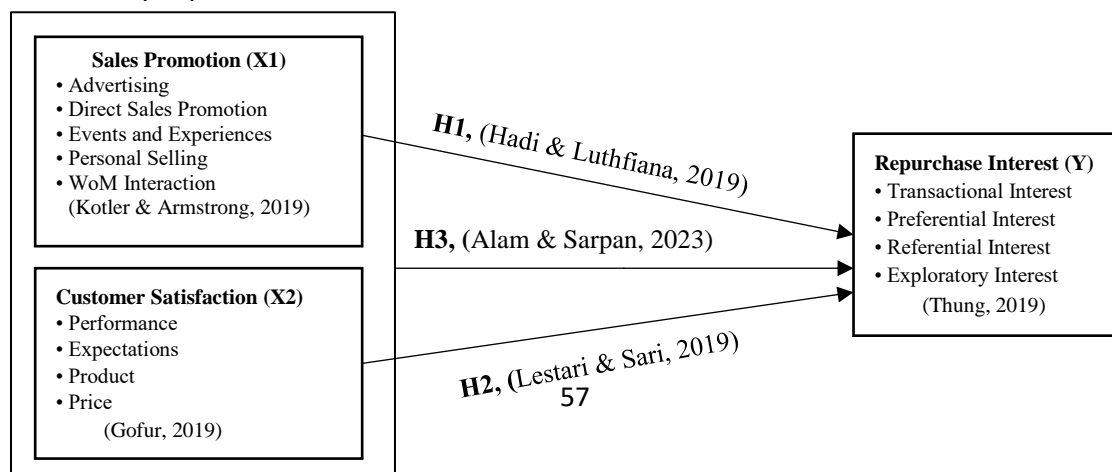
Figure 2. Research Framework

Research Hypothesis

Using the given framework, the following research hypotheses can be developed:

1. H1 = "It is suspected that there is an influence between sales promotion (X1) on repurchase interest (Y) of Ferda Wholesale Store customers".
2. H2 = "It is suspected that there is an influence between customer satisfaction (X2) on repurchase interest (Y)".
3. H3 = "It is suspected that there is an influence between sales promotion (X1) and customer satisfaction (X2) on repurchase interest (Y)".

METHOD

This study uses quantitative methodology. The purpose of using quantitative methodology is to process data in the form of numbers or figures in statistical form to test the validity of a hypothesis (Anshori & Iswati, 2019). Customers at Ferda Wholesale Store are the population of this study, which is estimated based on the daily number of customers in a thirty-day period (1 month). Sampling to narrow the population was carried out using the accidental sampling technique. This technique is based on anyone who meets the researcher can be included in the sample as long as they meet the established requirements (Nurlan, 2019). Hair's formula is the formula used to calculate the sample. According to Hair's formula, the sample size is in the range of at least five to ten times the indicator variable. In this study, there are thirteen indicators. So that it produces a formulation of 10 x 13 = 130. Therefore, the number of samples used in this study was 130 people. In taking a sample of 130 people, criteria were set so that the samples obtained met the requirements and did not cause bias in the results of the study. The criteria set include: 1) having shopped at Ferda Wholesale Store at least 2 times; 2) have purchased goods at Ferda Wholesale Store after seeing a promotional banner; and 3) have received brochures/pamphlets related to promotions at Ferda Wholesale Store.

The data collection technique was carried out using the questionnaire method. The results of the questionnaire given by the sample of Ferda Wholesale Store customers were processed using SPSS Version 20. After data processing, two stages of analysis were carried out: descriptive analysis and verification analysis using multiple linear regression analysis. In multiple linear regression analysis, the ability of two independent variables to explain the dependent variable can be explained along with the coefficient of determination (R2). The significance of each independent variable can be assessed using a partial test (T test) and the cumulative effect of the two independent variables on the dependent variable is determined using a simultaneous test (F test). If the calculated number is within the range of the F table value, then the F test findings are considered significant (hypothesis 3 is accepted) while the T

test results are said to be significant (hypothesis 1 and hypothesis 2 are accepted) if the calculated t value ≥ the t table value.

RESULTS AND DISCUSSION
A. Results

1. Respondent Characteristics

Table 1. Respondent Characteristics Gender and Age

Characteristics	Amount
Gender	
Female	90
Male	40
Total	**130**
Age	
< 20 Year	36
20-25 Year	54
> 25 Year	40
Total	**130**

Based on the data on the distribution of respondents from a total of 130 respondents above, it is known that 90 respondents or the majority of respondents are women. More women than men answered 40 of the total respondents. This is likely because women tend to buy what they need compared to men. This is in line with the findings of Astari's research (2019) which revealed that women tend to have a greater role in household management compared to men so they tend to visit grocery stores to meet family needs. Furthermore, the dominant age of respondents from a total of 130 respondents is dominated by respondents aged 20-25 years. This is because the age of 20-25 years generally has full responsibility for meeting kitchen and family needs so they prefer to shop at grocery stores. This is in line with research conducted by Subakti, Nasharudin, & Soedjono (2023) which states that the age range of 20-25 years tends to choose cheaper retail stores to meet their needs because they are in a period of financial transition.

Table 2. Respondent Characteristics: Occupation

Characteristics	Amount
Work	
Students	28
Students	38
Entrepreneurs	42

State-Owned Enterprise(BUMN)/Private Employee	22
Total	**130**

Furthermore, based on the distribution data of respondents from a total of 130 respondents above, it is known that most of the respondents are dominated by respondents with the type of work being self-employed. Self-employed here means people who work independently in a certain business sector and this business sector can be in the form of micro, medium, or macro-scale MSMEs. According to research conducted by Nugroho & Indahingwati (2020), self-employed people tend to make purchases at large-scale retail stores (wholesalers) to get cheaper prices so that they can reduce operational costs in a very efficient way. Based on the explanation above, overall, an indication can be drawn that the Ferda Wholesale Store is predominantly visited by female consumers, visited by visitors with an age range of 20-25 years, and visited by self-employed people. This is in accordance with previous research which is used as a reference in the analysis of respondent characteristics.

2. Results of Validity and Reliability Test of Research Instruments
a. Validity Test

In research, questionnaires with several variables are tested for validity using a process called validity testing. Determining whether the questionnaire items are suitable for use as data collection instruments is the purpose of the validity test. This study passed the validity test. The estimated Pearson Correlation (r pearson correlation) figure which exceeds the r table figure shows this. The calculated r value is 0.361 while the r table value for 30 respondents is 0.3494. The r table value> calculated r with a Sig value of 0.05. Thus, it can be said that the research instrument in the form of a questionnaire with a total of 36 questions is valid.

b. Reliability Test

The purpose of the reliability test is to see how consistent a research questionnaire is. Decisions in reliability are based on the requirement that the Cronbach's alpha value is equal to or greater than 0.60. Darma (2021) states, "if the Cronbach's alpha value of a questionnaire research instrument is greater than or equal to 0.60, it is considered reliable". So, when the results show Cronbach's alpha ≥ 0.60, the reliability test results can be trusted. The following are the findings of the questionnaire reliability test:

Table 4. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.823	36

The results of the reliability test show the results of the Cronbach's alpha value = 0.823, which means the value is more than 0.60. The Cronbach's alpha value of 0.823 is close to 1, meaning that the questionnaire has a very high level of consistency.

3. Results of the Classical Assumption Test
a. Normality Test

The normality test is useful for determining whether the data being tested has been normally distributed. This is because, to conduct multiple linear regression analysis, data needs to have a regular distribution. The rule in the normality test is that when the data is normally distributed, the Sig value is more than 0.05. This condition must be met in order to conduct a multiple linear regression test. The normality test in this study is the One Sample Kolmogorov-Smirnov Normality Test which is shown in the table below:

Table 5. Normality Test

		Unstandardized Residual
N		130
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.21866758
Most Extreme Differences	Absolute	.067
	Positive	.064
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200[c,d]

The data is said to be normally distributed because the results of the normality test show a Sig value of 0.200 which indicates a Sig value of more than 0.05.

b. Multicollinearity Test

When conducting multiple linear regression, the multicollinearity test can be used as a classical assumption test, where this multicollinearity test tests the requirement that the independent variables are free from multicollinearity symptoms. The correlation test and VIF test are used to find signs of multicollinearity. Using SPSS Version 20, the following results were obtained based on the findings of the Correlation and VIF tests:

**Table 6.** Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.903	3.362		2.648	.009		
	TOTAL_X 1	.365	.069	.371	5.261	.000	.636	1.573
	TOTAL_X 2	.500	.074	.475	6.733	.000	.636	1.573

a. Dependent Variable: INTEREST IN REPURCHASE (Y)

The VIF test results show that the VIF value and tolerance value are <5 so that the model does not have symptoms of multicollinearity (Darma, 2021). Then, the tolerance results show a number of 0.636 which means it is not greater than 5 so that both independent variables are free from symptoms of multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test is a classical assumption test that assumes that in a regression the variance of the residuals is homoscedastic or will differ with each additional observation (Darma, 2021). Heteroscedasticity occurs in a regression model when there is no visible pattern or trend in the distribution of data around the zero value (0 on the Y axis). The heteroscedasticity test gives the following results:
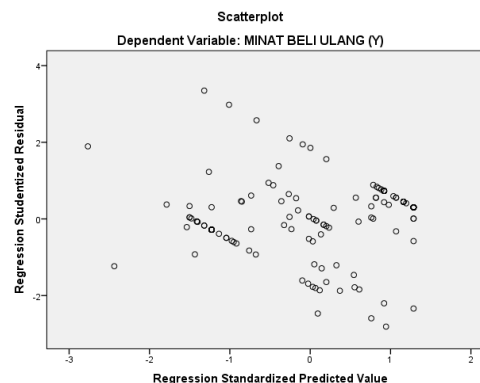
Figure 2. Heteroscedasticity Test Results

Based on the results of this heteroscedasticity test, it can be concluded that the regression model is not homoscedastic because the results of the heteroscedasticity test above do not show any particular pattern.

4. Regression Coefficient Test (t Test)

In estimating the multiple linear regression model, the regression coefficient test (t test) is used to determine how accurate the regression coefficient and constant are. In this multiple linear regression, the intercept and slope parameters are estimated. The independent and

dependent variables have a fairly large relationship when the calculated t prob. value <error value (α) 0.05. However, when the results of the problem. t calculation exceeds the error value (α) 0.05, the independent variable does not have a significant effect on the dependent variable (Darma, 2021). The following are the results of the F Test displayed in the Coefficient table:

Table 7. Regression Coefficient Test Results (t Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.903	3.362		2.648	.009		
	TOTAL_X1	.365	.069	.371	5.261	.000	.636	1.573
	TOTAL_X2	.500	.074	.475	6.733	.000	.636	1.573

a. Dependent Variable: INTEREST IN REPURCHASE (Y)

The results of the calculated t-prob. value (Sig.) show a value of 0.000, which means it is smaller than the error value (α) of 0.05, so that an indication can be drawn that the sales promotion variable (X1) and the level of customer satisfaction (X2) have a significant effect on the tendency to make repeat purchases at the Ferda Wholesale Store (Y).

5. Model Reliability Test (F Test)

The model reliability test (F test) can be used to determine whether the regression model can explain the relationship between the independent variable and the dependent variable. If the calculated F value is less than the error value of 0.05 (α), then the predictive regression model can be used. The regression model cannot be estimated. However, if the calculated F value is greater than the error value (α) of 0.05, then the regression model can be estimated (Darma, 2021). The following are the findings of the F test that can be seen in the ANOVA table:

Table 8. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2159.349	2	1079.675	91.081	.000[b]
	Residual	1588.432	134	11.854		
	Total	3747.781	136			

a. Dependent Variable: INTEREST IN REPURCHASE (Y)

b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

The results of the F test show that the multiple linear regression model estimation is suitable to explain how the repurchase interest of Ferda Wholesale Store is influenced by customer satisfaction (X2) and sales promotion (X1). This is in line with the calculated F (Sig.). Smaller than the error value (α) of 0.05 which is indicated by a value of 0.000.

6. Hypothesis Testing
a. t Test (t Test)
Hypothesis testing to check whether H1 and H2 are accepted or rejected is done by comparing the calculated t value with the t table. The t table value of 130 respondents is 1.65605. So, the comparison is 5.261> 1.65666 so it can be said that H1 is accepted. Furthermore, the calculated t value on the customer satisfaction variable (X2) is shown in the comparison of 6.733> 1.65666 so it can be said that H2 is accepted.

b. F Statistic Test (ANOVA)
To find out whether H3 is accepted or both independent variables have an influence on the dependent variable simultaneously, the F statistical test is used. Comparing the calculated F value with the F table value is a way to run the F statistical test. The comparison of the two is 91.081 > 3.07 so it can be said that H3 is accepted.

7. Determination Coefficient
To understand the change in the influence of the independent variable on the dependent variable, it is necessary to understand certain coefficients, one of which is the determination coefficient. By using the R-Square value, the determination coefficient value can be determined. The following is a table representation of the determination coefficient:

Table 9. Determination Coefficient Test Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.759[a]	.576	.570	3.44296

a. Predictors: (Constant), TOTAL_X2, TOTAL_X1

b. Dependent Variable: INTEREST IN REPURCHASE (Y)

The R-Square value shows that the magnitude is 0.576. This shows that the sales promotion variable (X1) and the customer happiness variable (X2) have an influence of 57.6% on the variable of repurchase interest at Ferda Wholesale Store (Y). This shows that the two independent factors contribute 57.6% to the dependent variable, while other variables that contribute 42.4% are not considered as part of this study.

8. Interpretation of Multiple Linear Regression Model
Here is how this study applies the multiple linear regression model:

Table 10. Results of Multiple Linear Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.903	3.362		2.648	.009		
TOTAL_X1	.365	.069	.371	5.261	.000	.636	1.573
TOTAL_X2	.500	.074	.475	6.733	.000	.636	1.573

a. Dependent Variable: INTEREST IN REPURCHASE (Y)

Based on the table above, the multiple linear regression model is Y = 8.903 + 0.365X1 + 0.500X2. The multiple linear regression model can be interpreted as follows:

a. Constant with a value of 8.903 indicates that when sales promotion and customer satisfaction (independent variables) are considered constant or zero, then the repurchase interest at Ferda Wholesale Store (dependent variable) will be worth 8.903.

b. The sales promotion regression coefficient with a value of 0.365 indicates that for every increase in sales promotion by one value, the repurchase interest at Ferda Wholesale Store will increase by 0.365. This positive coefficient indicates that sales promotion and repurchase interest at Ferda Wholesale Store have a positive relationship.

c. The customer satisfaction regression coefficient with a value of 0.500 indicates that for every increase in customer satisfaction by one value, the repurchase interest at Ferda Wholesale Store will increase by 0.500. This positive coefficient shows that customer satisfaction and repurchase interest at Ferda Wholesale Store have a positive relationship.

B. Discussion

The Influence of Sales Promotion on Repurchase Intention

The study revealed that repurchase intention is significantly and beneficially influenced by sales promotion. This result validates previous research conducted by Hadi & Luthfiana (2019) which found a substantial relationship between sales promotion and repurchase intention. Sales promotion can attract customers' attention and motivate them to repurchase the product.

The most influential sales promotion indicator is direct sales promotion, which is indicated by the largest regression coefficient value compared to other indicators. This finding is consistent with the theory of Kotler & Armstrong (2019) which states that direct sales promotion has direct contact between the seller and the buyer so that it can further influence purchase intention. Research by Madiawati & Erlangga (2023) also supports the results of this study with their statement showing that repurchase intention is positively and significantly influenced by

direct sales promotion. Activities that directly promote sales such as visiting customers directly have proven effective in fostering repurchase intention.

The Influence of Customer Satisfaction on Repurchase Intention

The research findings show a strong and positive correlation between customer satisfaction and repurchase intention. This is in accordance with the research of Lestari and Sari (2019) which shows that customer repurchase intentions increase along with their level of pleasure. Customer satisfaction can be formed if their expectations are met and this will motivate customers to repurchase the product.

The intention to repurchase is influenced by the most important measure of customer satisfaction. is product performance. The results of the study show that product performance has the highest regression coefficient compared to other indicators. This is in line with the theory of Swan and Tjiptono (2019) that product performance is the main aspect in shaping customer satisfaction. Praja et al's research (2022) came to the same conclusion that product performance greatly influences the possibility of repurchasing. because products that perform well will meet customer expectations.

The Effect of Sales Promotion and Customer Satisfaction Simultaneously on Repurchase Intention

This study shows that repurchase intentions are significantly influenced by customer satisfaction and sales promotions. This is in line with the research of Alam & Sarpan (2023) which also found that customer happiness and sales promotions simultaneously have a positive impact on repurchase intentions. In other words, sales promotions will be more effective if supported by high customer satisfaction. These findings indicate that efforts to increase customer repurchase interest do not only depend on one factor, but need to involve sales promotion and customer satisfaction maintenance together and support each other. Both have an important role in increasing customer loyalty and interest in making repeat purchases. Thus, the combined influence of sales campaigns and consumer happiness in relation to repurchase tendencies needs to be continuously improved to attract customer interest sustainably.

CONCLUSION

The findings of this study indicate that sales promotions, especially direct sales promotions, significantly and favorably influence repurchase intentions. In addition, repurchase intentions are strongly influenced by customer satisfaction, with product performance being the primary determinant. These results highlight the value of combining customer happiness efforts with sales promotions to increase repeat purchase intentions and customer loyalty over time. To consistently generate consumer interest and strengthen customer relationships, it is necessary to increase the combined impact of sales promotions and customer satisfaction on repurchase intentions. In line with the conclusion obtained that sales promotions, especially direct promotions and repurchase intentions are very important for consumer satisfaction,

several implications that can be considered for this study are for Ferda Wholesale Store to continue to increase promotions by providing loyalty programs, gifts, and discounts to customers. Then, Ferda Wholesale Store must be able to improve customer service so that customers remain satisfied that this has a positive impact on the likelihood of customers making repeat purchases, and by surveying them to determine their level of happiness.

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