

The Effect of Consumers Satisfaction on Repurchase Intention

(Study on Pink Jaya Tofu Factory in Kupang City)

Henry Bramantio Lau*, Markus Bunga, Wehelmina Ndoen

University of Nusa Cendana
Kupang, Indonesia

*bramlau26@gmail.com

Abstract—This study aims to determine the influence of consumers satisfaction (*Attributes Related to The Product, Attributes Related to Service, and Attributes Related to Purchase*) on Repurchase Intention in Pink Jaya Tofu Factory in Kupang City. The type of research is quantitative. The population in this study involves consumers of Pink Jaya Tofu Factory in Kupang City. Sampling technique is accidental sampling, with sample of 96 respondents. Data collection using questionnaires. This research uses multiple linear regression analysis. The result shows that variable *Attributes Related to The Product* and *Attributes Related to Purchase* have a significant influence on Repurchase Intention in Pink Jaya Tofu Factory in Kupang City. While, *Attributes Related to Service* has no significant influence on Repurchase Intention in Pink Jaya Tofu Factory in Kupang City. The simultaneous test results in this study revealed that all variables affect Repurchase Intention in Pink Jaya Tofu Factory in Kupang City.

Keywords: *consumers satisfaction (Attributes Related to The Product, Attributes Related to Service, Attributes Related to Purchase), Repurchase Intention*

I. INTRODUCTION

In the business world, marketing plays a vital role for the continuity of the business venture. A business with mediocre products can be successful only because of a reliable marketing strategy, on the contrary a business with a quality product will not experience maximum sales if it is not supported by good marketing efforts. Therefore, producers will use various marketing strategies to get a good impression from consumers when their products are marketed.

In this era of intense business competition, the producers also want their business run smoothly and last for a long period of time. The producers try to make consumers interested in buying their products and make consumers satisfied after making a transaction. Creating consumers satisfaction requires a brilliant business strategy. Consumers satisfaction is related to a person's feelings after comparing the performance (or results) he feels to his expectations [1]. If the performance exceeds expectations, they will feel satisfied and vice versa they will be disappointed if the performance is not as expected.

Disappointment of consumers is something that must be avoided.

Efforts to satisfy consumers are not easily realized by producers. Producers must well understand the factors that can influence the level of Consumers Satisfaction. There are 3 universal attributes that form Consumers Satisfaction namely *Attributes Related to The Product, Attributes Related to Service, and Attributes Related to Purchase* [2]. *Attributes Related to The Product* relate to the dimensions of satisfaction with the product such as the determination of the value obtained with the price, the ability of the product to determine satisfaction, and the benefits of the product. *Attributes Related to Service* are the dimensions of satisfaction related to the service for example with the promised guarantee, the process of fulfilling the service or delivery, and the process of solving the problem provided. Next, *Attributes Related to Purchase* is a dimension of satisfaction related to the attributes of the decision to buy or not from the manufacturer such as ease of getting information, employee politeness and also the influence of the company's reputation [3].

One of the hopes of producers when their consumers are satisfied is that these consumers have a high buyback interest in the products offered by these producers. Satisfaction experienced by consumers is expected to be a trigger for the occurrence of continuously purchase of the products offered. The statement was reinforced by Anoraga which states that Repurchase Intention is a purchasing decision-making process carried out by consumers after making purchases of products offered or needed by these consumers [4]. It can be said that Repurchase Intention arises based on experience using a product. Creating high consumers satisfaction, therefore, is one of the ways expected by producers to make a good impression on consumers and attract Repurchase Intention.

Providing satisfaction to consumers is a must for every producer, not least for tofu producers. Tofu product is a food product that is very popular with the people of Indonesia, especially in the city of Kupang. Tofu products are also popular because of the ease in processing them into a variety of foods and have an affordable selling price. One of the producers that sells tofu products in Kupang City is the Pink Jaya Tofu

Factory. Pink Jaya Tofu Factory is one of the well-known tofu producers in Kupang City and many consumers are fond of and buy the products from Pink Jaya. According to some consumers, Pink Jaya's tofu products have better quality than other competing products, because they have a soft texture and not sour.

The factory, which was founded in 1998, is located right on the edge of the road. W.J. Lalamentik, Oebufu, Kupang City. Its strategic location makes it easy to reach by consumers who want to purchase. Demand for Pink Jaya tofu products in Kupang City is quite high. This can be seen from the daily production of the Pink Jaya Tofu Factory which reaches 200 tofu boards. Pink Jaya tofu products are sold at prices varying according to size, where the highest price is Rp. 40,000 per board. Within a day the Pink Jaya Tofu Factory can spend 10 sacks of soybean as a raw material for making tofu products. To be able to meet the considerable purchase demand from consumers, tofu factory own by Hj. Mardo operates from Monday to Saturday and starts open from 04.30 until 3:00 pm.

The high level of sales of tofu products from Pink Jaya shows that tofu products from Pink Jaya are quite popular around consumers. Based on observations, it turns out that many of the consumers who buy Pink Jaya's tofu products are customers who have repeatedly made purchases. Some factors that cause these consumers to become customers of Pink Jaya are good quality tofu, affordable prices, and the location of Pink Jaya that is easy to reach by consumers. However, the authors also suspect that the satisfaction factor is one of the reasons that causes many consumers to repurchase Pink Jaya products, so it is worthy to study the effect of satisfaction on repurchase behavior by Pink Jaya consumers.

Based on the background of the above thought, the authors are interested in conducting research with the title "The Effect of Consumers Satisfaction to Repurchase Intention (Study on Pink Jaya Tofu Factory in Kupang City)".

II. THEORETICAL STUDY

A. Consumers Satisfaction

Consumers Satisfaction is the level of one's feelings after comparing the performance (or results) he feels to his expectations [1]. If the performance exceeds expectations, they will feel satisfied and vice versa if the performance does not meet expectations it will be disappointed. Consumers satisfaction is the level of feeling in which someone states the results of the comparison of the performance of products (services) received and expected [5].

Consumers satisfaction is the level of feeling in which someone states the results of a comparison of the performance of products/ services received and expected [6]. Consumers satisfaction is defined as a condition where consumers expectations of a product are in accordance with the reality that consumers receive [7]. If the product is far below expectations, consumers will be disappointed. While Rangkuti, defines consumers satisfaction is a response or reaction to a

discrepancy between the level of previous importance and the actual performance felt after use or usage [8].

From some of the definitions above, it can be concluded that Consumer Satisfaction is a comparison between the results and expectations of consumers after they consume a product / service.

B. The Attributes of Consumers Satisfaction

The attributes of universal Consumers Satisfaction according to Dutka are [2]:

1) *Attributes related to the product*: Attributes Related to The Product are satisfaction dimensions related to the product such as the determination of the value obtained by the price, the ability of the product to determine satisfaction, the benefits of the product [3]. It can be said that Attributes Related to The Product emphasizes more on the ability of the products offered to be able to provide satisfaction to consumers. Attributes Related to The Product include:

a) *Value-price relationship*: Is a central factor in determining consumers satisfaction. If the value obtained by consumers exceeds what is paid, then an important basis of customer satisfaction has been created.

b) *Product quality*: Is an assessment of the quality of a product.

c) *Product benefit*: Is a benefit that can be obtained by consumers in using a product produced by a company and then can be used as a basis for positioning that distinguishes the company with other companies.

d) *Product features*: Are certain characteristics possessed by a product so that it is different from the products offered by competitors.

e) *Product design*: Is a process for designing product styles and functions that are interesting and useful.

f) *Product reliability and consistency*: Is the accuracy and reliability of the products produced by a company in a certain period of time and shows product delivery at a specific level of performance.

g) *Range of product or service*: Is a type of product / service offered by the company.

2) *Attributes related to service*: Attributes Related to Service are satisfaction dimensions related to the service, for example the promised guarantee, the process of fulfilling service or delivery, and the problem solving process provided [3]. Attributes Related to Service include:

a) *Guarantee or warranty*: Is a guarantee given by a company for products that can be returned if the product's performance is not satisfactory.

b) *Delivery*: Is the speed and accuracy of the process of shipping products and services provided by the company to its consumers.

c) *Complaint handling*: Is a handling of complaints made by consumers against the company.

d) *Resolution of problem*: Is a company's ability to seriously solve problems faced by consumers.

3) *Attributes related to purchase*: Attributes Related to Purchase are the satisfaction dimension related to the decision to buy or not from producers such as ease of getting information, employee politeness and also the influence of the company's reputation [3]. Attributes Related to Purchase include:

a) *Courtesy*: Is courtesy, attention, consideration, friendliness made by employees in serving their consumers;

b) *Communication*: Is the process of delivering information carried out by company employees to their consumers.

c) *Easy or convenience acquisition*: Is easy to get knowledge about the products of the company.

d) *Company reputation*: Representing a company's reputation can influence consumers' views of the company which will reduce uncertainty and risk in purchasing decisions.

e) *Company competence*: Is the ability of a company to realize the requests submitted by consumers in providing services.

C. Factors That Affect Consumers Satisfaction

In determining Consumers Satisfaction there are five factors that must be considered by the company [9], including:

- Product quality, that is customers will be satisfied if their results indicate that the product they are using is in good quality.
- Quality of service, that is customers will feel satisfied if they get a good service or as expected.
- Emotions, that is customers will feel proud and gain confidence that others will be amazed at him when using products with certain brands that tend to have higher levels of satisfaction. Satisfaction is obtained not because of the quality of the product but social or self-esteem that makes customers feel satisfied with a particular brand.
- Prices, that is products that have the same quality but set prices that are relatively cheap will provide higher value to customers.
- Costs, that is customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

D. Benefits of Consumers Satisfaction

According to Tjiptono there are several benefits of having customer satisfaction [10]:

- Creating a harmonious relationship between the company and its customers
- Can provide a good basis for repurchase
- Encourage the creation of customer loyalty
- Establish word of mouth recommendations that will benefit the company
- The company's reputation is good in the eyes of customers
- Can increase company profits

E. Measurement of Consumers Satisfaction

According to Kotler quoted from the Total Quality Management Book there are several methods that can be used by companies in measuring Customer Satisfaction, including [11]:

1) *Complaints and suggestions system*: Customer-centered organizations (Customer Centered) provide broad opportunities for customers to submit suggestions and complaints. This information can provide bright ideas for the company and enable it to react responsively and quickly to overcome problems that arise.

2) *Ghost shopping*: One way to get a picture of Customer Satisfaction is to hire several people to act as potential buyers, then report their findings about the strengths and weaknesses of the company's and competitors' products based on their experience in purchasing these products. Besides the ghost shopper can also observe how to handle each complaint.

3) *Lost customer analysis*: The company should contact customers who have stopped buying or who have moved suppliers to understand why this is happening. Not only exit interviews are necessary, but monitoring customer loss rates is also important, increasing customer loss rates indicates the company's failure to satisfy its customers.

4) *Customer satisfaction survey*: Generally, research on customer satisfaction is done by survey research, whether by post, telephone, or direct interview. The company will get responses and feedback directly from customers and also give a positive signal that the company is paying attention to its customers.

F. Consumers Satisfaction Strategy

The effort to realize Customer Satisfaction is indeed not very easy. However, efforts to continuously improve the level of Consumer Satisfaction can be carried out with a variety of strategies. According to Tjiptono several strategies that can be used to achieve and increase consumer satisfaction [12]:

1) *Relationship marketing*: In this strategy, the transaction relationship between the service provider and the customer is sustainable and does not end after the sale is completed. In other words, there is a long-term partnership with customers on an ongoing basis.

2) *Superior customer service*: In this case the company applies a strategy by trying to offer products that are superior to its competitors. Therefore a significant amount of funding is needed, the ability of human resources, and persistent effort to create good service.

3) *Unconditional guarantees strategy*: Commitment to provide satisfaction to consumers which in turn will be a source of dynamism for improving service quality and company performance.

4) *Effective grievance strategy*: Good handling of complaints provides an opportunity to turn a dissatisfied customer into a satisfied customer.

G. Repurchase Intention

Buying interest is a consumer behavior where consumers have the desire to buy or choose a product based on experience in choosing, using, and consuming or even wanting a product [13]. Repurchase Intention is a process of making purchasing decisions made by consumers after making purchases of products offered or needed by these consumers [4].

Repurchase intention is basically customer behavior in which customers respond positively to the quality of service of a company and intend to re-visit or consume the company's products again [13]. Chen and Hsieh define Repurchase Intention as a form of positive response shown by consumers to a product after evaluating the entire product and its goals in the future [14].

So, Repurchase Intention can be concluded as the desire of consumers to re-purchase a product / service after conducting an overall evaluation of the product / service.

H. Factors Affecting Repurchase Intention

According to Kotler and Keller, there are several factors that can influence consumers purchase intentions, both internal and external factors [15]. Internal factors from within the consumers, that are the trust and attitude of consumers towards the product or service, while the confounding factor from the external is the attitude of others and the situation of the place of purchase. Consumers will be more willing to repurchase a product or service if the value offered by a product or service has very good value. This value really gives a positive and interesting impression. Consumers often intend to make a purchase because it is based on a desire that is accompanied by emotions so as to make the purchase intention higher.

I. Repurchase Intention Indicator

Repurchase Intention can be identified through the following indicators [16]:

- Transactional interest, that is a person's tendency to buy products.
- Interest referrals, that is one's tendency to refer products to other people.
- Preferential interest, that is an interest that describes the behavior of a person who has the main preference on

the product. This preference can only be replaced if something happens with the preference product.

- Explorative interest, this interest describes the behavior of someone who is always looking for information about the interest product and looking for information to support the positive qualities of the product.

J. Repurchase Intention Measurement

Measurement of Repurchase Intention was carried out with four indicators that in the future I will come back, I recommend the place to others, I tell other people about the place, if I want to go somewhere, I will go to that place [17].

K. Relationship of Consumers Satisfaction Against Repurchase Intention

Every producer wants that the products they offer can provide satisfaction to consumers, so as to enable the behavior of consumers repurchase. The high level of Consumers Satisfaction is expected to be a trigger for Buyback Interest in consumers and they do not switch to other producers.

Satisfaction and dissatisfaction with the product will affect subsequent consumers behavior, if the consumers are satisfied, he will show a higher possibility to repurchase [18].

From the above opinion it can be interpreted that consumers who are satisfied have a strong bond to decide to remain loyal to a product and not turn to other manufacturers. However, this opinion cannot be considered as an absolute matter. Therefore, it is necessary to conduct a research on the effect of Consumers Satisfaction on Repurchase Intention.

III. RESEARCH METHODS

A. Research Approach

The research approach used in this study is a quantitative approach that seeks a causal relationship. The approach used in this research aims to show the effect of the independent variables on the dependent variable in this study. The independent variables referred to in this study are Attributes Related to The Product, Attributes Related to Service, and Attributes Related to Purchase. While the dependent variable in this research is Repurchase Intention. The influence of the independent variables on the dependent variable in this study will be tested both partially and simultaneously.

B. Population and Sample

Sugiyono defines the population as a region of generalization consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then conclusions drawn [19]. Based on the above definition, the population in this study are consumers of Pink Jaya Tofu Factory whose numbers are not known with certainty.

Sugiyono said the sample is part of the number and characteristics possessed by the population [19]. According to

Riduwan, the formula in calculating samples in unknown populations is as follows [20]:

$$n = \left(\frac{Z\alpha/2\sigma}{e} \right)^2, n = \left(\frac{1,96}{0,20} \right)^2 = 96,04 \quad (1)$$

Notice:

N = Sample size

$Z\alpha/2\sigma$ = Standard value with 95% confidence level

E = 0,20 (error of estimation)

From the above calculations it can be seen that the sample in this study are 96 respondents.

C. Sampling Technique

This study uses primary data sources, which obtained directly from respondents selected in accordance with predetermined characteristics, as well as secondary data sources which obtained through books and journals related to this study. Data collection techniques in this study use a questionnaire and literature study.

D. Data Analysis Technique

The data analysis technique used in this study is inferential statistics. Inferential statistics are used to analyze sample data and the results are applied to the population [21]. This study uses the SPSS Version 21 application to assist data processing.

IV. RESULTS AND DISCUSSION

A. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the effect of more than one independent variable on the dependent variable [22]. In this study, the independent variables are Attributes Related to The Product, Attributes Related to Service, and Attributes Related to Purchase. Meanwhile, the dependent variable in this study is the Repurchase Intention. Here are the results of the calculation of multiple linear regression tests using SPSS Version 21:

TABLE I. TABLE MULTIPLE LINEAR REGRESSION ANALYSIS

Model	Coefficients ^a					Collinearity Statistics <i>Tolerance</i>
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			
1 (Constant)	4.410	2.055		2.146	.034	
TOTAL.X1	.330	.069	.432	4.779	.000	.858
TOTAL.X2	.028	.073	.033	.379	.706	.937
TOTAL.X3	.287	.099	.269	2.888	.005	.808

^a. Dependent Variable: TOTAL.Y

Based on the table 1, the regression equation in this study can be formulated as follows:

$$Y = 4.410 + 0,330X_1 + 0,028X_2 + 0,287X_3 + e$$

- Based on the results of the regression test obtained, the constant value is 4,410 means that if the value of Attributes Related to the Product, Attributes Related to Service, and Attributes Related to Purchase is 0 (none), then the value of Repurchase Intention is 4,410.
- The regression coefficient of the Attributes Related to the Product variable is +0.330 meaning that if the value of the Attributes Related to Product increases by 1 unit, the value of the Repurchase Intention will increase by 0.330 units, assuming the other independent variables are fixed.
- The regression coefficient of the Attributes Related to Service variable is +0.028 meaning that if the value of the Attributes Related to Service has increased by 1 unit, the value of the Repurchase Intention will increase by 0.028 units, assuming the other independent variables have a fixed value.
- The regression coefficient of the Attributes Related to Purchase variable is +0.287 meaning that if the value of the Attributes Related to Purchase has increased by 1

unit, the value of the Repurchase Intention will increase by 0.287 units, assuming the other independent variables have a fixed value.

B. Coefficient of Determination (R2)

The coefficient of determination (R2) aims to measure how far the model's ability to explain variations in the dependent variable [22]. A small coefficient of determination means that the ability of independent variables in explaining the variation of the dependent variable is very limited. The results of testing the coefficient of determination using SPSS Version 21 can be seen in the following table 2:

TABLE II. TABLE COEFFICIENT OF DETERMINATION

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 ^a	.353	.332	1.004

^a. Predictors: (Constant), TOTAL.X3, TOTAL.X2, TOTAL.X1

^b. Dependent Variable: TOTAL.Y

From the table 2 it can be seen that the coefficient of determination of R Square is 0.353 or 35.3%. This means that the ability of the variable Attributes Related to The Product, Attributes Related to Service, and Attributes Related to Purchase in influencing the Repurchase Intention in Pink Jaya

Factory in Kupang City is 35.3%, while the remaining 64.7% is influenced by other variables others that were not examined in the study.

C. The Effect of Attributes Related to the Product on Repurchase Intention

In this study, researcher stated that the Attributes Related to The Product have a significant effect on Repurchase Intention. The partial test results show that $t\text{-count} > t\text{-table}$ so it can be said that the Attributes Related to The Product have a significant effect on the Repurchase Intention of Pink Jaya Tofu Factory Consumers. Based on the results of the regression analysis, the Attributes Related to the Product variable is the most dominant variable in influencing the Repurchase Intention of Pink Jaya Tofu Factory.

Tofu produced by Pink Jaya is one of the tofu products that are well known and favored by the people of Kupang City. Pink Jaya tofu products are so popular around consumers because its quality products that are chewy and not sour. Which make Pink Jaya's tofu products widely bought by consumers, both for food needs in the household or for business needs such as fried foods in quite a large amount in the city of Kupang. The existence of Pink Jaya in the midst of the Kupang City people provides benefits in meeting the high demand of the community for tofu products. Efforts made by Pink Jaya to produce good quality tofu get a positive response because consumers are satisfied with the products of Pink Jaya tofu, and generate high buying interest in consumers.

Implicitly, the results in this study are in line with previous studies conducted by Mas'ud who concluded that the Attributes Related to The Product has a positive and significant effect on consumers repurchase behavior in cafes and restaurants Bangi Kopitiam Palu City [23].

D. The Effects of Attributes Related to Service Attributes on Repurchase Intention

The Pink Jaya Tofu Factory has 14 employees working in the production and marketing departments. The employees are forced to be able to serve and meet properly the needs of the consumers. Pink Jaya tries to provide the best service to consumers not only in serving consumers demand, but in well responding to every complaint and criticism of consumers. These had done by the Pink Jaya Tofu Factory to be able to give a good impression to consumers.

In this study, researcher stated that the Attributes Related to Service have no significant influence to Repurchase Intention. The efforts made by Pink Jaya to increase Consumers Satisfaction towards the Attributes Related to Service dimensions such as well consumers demand serving, consumers complaints accepting and properly complaints handling, have not been able to significantly affect the Repurchase Intention. The partial test results show the $t\text{-count} < t\text{-table}$ so that the Attributes Related to Service have no a significant effect on the Repurchase Intention in the Pink Jaya Tofu Factory in Kupang City. Based on the results of observations made, respondents in the study were dominated

by consumers who work as private workers and housewives, the majority of whom aim to be able to consume Pink Jaya's tofu products which are known to have good quality product. Some of these consumers are business people who buy Pink Jaya tofu products for the benefit of their business such as fried food business owners who buy Pink Jaya tofu products which are known to have good quality products to be processed into fried products that are preferred by consumers. Researcher think that Pink Jaya consumers in determining their purchases, are still more influenced by aspects of the quality of the products offered compared to aspects of services provided by Pink Jaya. Even though the Attributes Related to Service have no a significant effect on Repurchase Intention of the Pink Jaya Tofu Factory Consumers, the results of the regression analysis show a positive value of the Attributes Related to Service regression coefficient, meaning that the Attributes Related to Service have an influence on the Repurchase Intention or a direct relationship to the Repurchase Intention of Pink Jaya Tofu Factory Consumers in Kupang City.

Implicitly, the results of this study are not in line with previous studies conducted by Mas'ud who concluded that the Attributes Related to Service had a positive and significant effect on consumers repurchase behavior at Bangi Cafe and Resto Palu City Kopitiam [23].

E. The Effect of Attributes Related to Purchase on Repurchase Intention

Pink Jaya always tries to provide fairly complete information to consumers about the products offered. The information is usually in the form of prices of tofu products according to their respective sizes. However, the Pink Jaya did not close other information if consumers want to find out. The openness is expected so that consumers can find out and know Pink Jaya's tofu products in more depth. Pink Jaya also tried to make it easy for consumers to make purchases of the products offered. This is done to create a good reputation in the eyes of consumers.

In this research, the researcher states that the Attributes Related to Purchase have a significant effect on the Repurchase Intention. Pink Jaya's efforts to provide complete information to consumers as well as trying to create a good reputation in the eyes of consumers, have a significant effect on Repurchase Intention. The partial test results show that $t\text{-count} > t\text{-table}$ so that the Attributes Related to Purchase have a significant effect on the Repurchase Intention of the Pink Jaya Tofu Factory Consumers.

Implicitly, the results in this study are in line with previous studies conducted by Mas'ud who concluded that the Attributes Related to the Product had a positive and significant effect on Repurchase Behavior in Cafes and Restaurants Bangi Kopitiam Palu City [23].

F. The Effect of Consumers Satisfaction (Attributes Related to the Product, Attributes Related to Service, and Attributes Related to Purchase) on Repurchase Intention

In this research, the researcher states that the Attributes Related to the Product, Attributes Related to Service, and Attributes Related to Purchase jointly or simultaneously have a significant effect on Repurchase Intention of the Pink Jaya Tofu Factory in Kupang City. However, based on the partial test it is known that the Attributes Related to The Product gives the highest and most significant influence on the Repurchase Intention of the Pink Jaya Tofu Factory's consumers in Kupang City.

The greater the efforts of the Pink Jaya to increase Consumers Satisfaction of the Attributes Related to The Product, Attributes Related to Service, and Attributes Related to Purchase, the higher the interest in Repurchasing Consumers of the Pink Jaya Tofu Factory. The Pink Jaya Tofu Factory must continue to strive improve quality product, quality service and factory reputation so that consumers are increasingly interested in buying back Pink Jaya's tofu products. This must be done to increase Consumers Satisfaction and attract high Repurchase Intention.

Implicitly, the results in this study are in line with previous studies conducted by Mas'ud who concluded that the Attributes related to the product, the Attributes related to the service, and Attributes Related to Purchase simultaneously have a positive and significant influence on consumers Repurchase Behavior in Bangi Kopitiam Cafes and Restaurants in Palu City [23].

V. CONCLUSIONS AND SUGGESTION

A. Conclusions

Based on research that has been done on the consumers of Kupang City's Pink Tofu Factory regarding the effect of consumers satisfaction on Repurchase Intention, it can be concluded that:

- Attributes Related to The Product partially have a significant effect on the Repurchase Intention of Consumers in the Pink Jaya Tofu Factory in Kupang City. From the results of multiple linear regression tests, Attributes Related to The Product is the most dominant variable in influencing the Repurchase Intention of Consumers in the Pink Jaya Tofu Factory in Kupang City.
- Attributes Related to Service have no significant effect on the Repurchase Intention of Consumers in the Pink Jaya Tofu Factory in Kupang City.
- Attributes Related to Purchase partially have a significant effect on the Repurchase Intention of Pink Jaya Tofu Factory's Consumers in Kupang City.
- Attributes Related to The Product, Attributes Related to Service and Attributes Related to Purchase simultaneously have a significant effect on Consumers

Repurchase Intention Pink Jaya Tofu Factory in Kupang City.

B. Suggestion

Based on the above research results, the researcher provides suggestions that are expected to be useful for practical purposes and further research as follows:

1) *For Pink Jaya Tofu Factory:* Pink Jaya Tofu Factory is expected to maintain and improve Consumers Satisfaction with the Attributes Related to The Product dimension. This is based on the results of this study which concluded that the Attributes Related to The Product are the most dominant in influencing the Repurchase Intention of Pink Jaya Tofu Factory Consumers. Improving Consumers Satisfaction of the Attributes Related to the Product dimensions, can be done by the Pink Jaya Tofu Factory by maintaining and improving the quality of the tofu products marketed, so that it has good quality product and in accordance with consumers expectations.

2) *Share further research:* This study only discusses the influence of Consumers Satisfaction (Attributes Related to The Product, Attributes Related to Service, and Attributes Related to Purchase on Repurchase Intention. In further research, it is hoped that it can use other dependent variables that are considered to have an influence on the variable Repurchase Intention.

REFERENCES

- [1] P. Kotler, *Manajemen Pemasaran di Indonesia: Analisis, Perencanaan, Implementasi dan Pengendalian*. Jakarta: Salemba Empat, 2001.
- [2] A.F.R. Adi, *Analisis Pengaruh Harga, Kualitas Produk, dan Kualitas Layanan Terhadap Kepuasan Pelanggan (Studi Pada Waroeng Spesial Sambal Cabang Lampersari Semarang)*. Semarang: Universitas Diponegoro, 2012.
- [3] M. Cahyono, *Pengaruh kualitas layanan terhadap kepuasan pelanggan brown salon di Tunjungan Plaza Surabaya*, Doctoral dissertation. Surabaya: Petra Christian University, 2008.
- [4] P. Anoraga, *Manajemen Bisnis*. Jakarta: Rineka Cipta, 2005.
- [5] R. Lupiyoadi and A. Hamdani, *Manajemen Pemasaran Jasa*. Edisi 2. Jakarta: Salemba Empat, 2006.
- [6] R.T. Ratnasari, and M. Aksa, *Manajemen Pemasaran Jasa*. Bogor: Ghalia Indonesia, 2011.
- [7] E.M. Sangadji, and Sopiah, *Perilaku Konsumen*. Yogyakarta : ANDI, 2013.
- [8] F. Rangkuti, *Riset Pemasaran*. Jakarta: Gramedia Pustaka Utama, 2011.
- [9] R. Lupiyoadi, *Manajemen Pemasaran Jasa*. Jakarta : Salemba Empat, 2001.
- [10] A. Setiyawati, *Studi Kepuasan Pelanggan Untuk Mencapai Kepuasan Pelanggan (Studi Kasus pada Konsumen Toko Bangunan Bangun Rejeki Semarang)*, Semarang: Universitas Diponegoro, 2009.
- [11] F. Tjiptono and A. Diana, *Total Quality Manajemen*. Edisi Revisi. Yogyakarta: Andi, 2003.
- [12] F. Tjiptono, *Prinsip-Prinsip Total Quality Service (TQS)*. Yogyakarta: Penerbit Andi, 2001.
- [13] G. Sudrajad, *Analisis Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Minat Beli Ulang (Kasus pada Buck Store di Semarang)*. Semarang: Universitas Diponegoro, 2014.

- [14] D.A.K. Purba, "Peran Brand Community dalam Pembentukan Minat Beli Ulang Konsumen," *jurnal Aplikasi Manajemen*, vol. 1, pp. 17-24, 2015.
- [15] P. Kotler, and K.L. Keller, *Manajemen Pemasaran*. Diterjemahkan oleh Benyamin Molan Edisi Kedua belas. Jakarta: PT Indeks, 2008.
- [16] A. Ferdinand, *Structural Equation Modelling dalam Penelitian Manajemen*. Edisi 2. Semarang: BP UNDIP, 2002.
- [17] F. Handayani, *Pengaruh Dimensi Experiential Marketing Terhadap Minat Beli Ulang Konsumen pada Owl Café Di Bandar Lampung*. Lampung: Universitas Lampung, 2017.
- [18] A. Rusdi, *Pengaruh Kepuasan Konsumen Terhadap Minat Beli Ulang Konsumen (Studi pada Resep Moyang Cafe dan Resto)*. Bandung: Universitas Widyatama, 2012.
- [19] Sugiyono, *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta, 2011.
- [20] Riduwan, *Metode dan Teknik Menyusun Tesis*, Bandung: Alfabeta, 2006.
- [21] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta, 2016.
- [22] I. Ghozali, *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro, 2016.
- [23] A.R. Mas'ud, "Pengaruh Kepuasan Konsumen Terhadap Perilaku Pembelian Ulang Konsumen Pada Café dan Resto Bangi Kopitiam di Kota Palu," *Jurnal Ilmu Manajemen Universitas Tadulako*, vol. 4, pp. 71-80, 2018.