The Influence Of Perceived Service Quality And Consumer Satisfaction On Repurchase Decisions At Alfamart Minimarket Sisingamangaraja 2 Medan

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Abstract.
This study aims to determine whether service quality and customer satisfaction have a positive and significant impact on repurchase decisions at Alfamart Sisingamangaraja 2 Medan. This study was conducted by using quantitative methods with several tests, they are: the classical assumption test, multiple linear regression, hypothesis testing and R^2 test. Based on the results of the regression obtained the equation: $Y = 0.948 + 0.408 X_1 + 0.349 X_2$. Based on these data, it can be determined that the tcount is 3.62 and it is known that the service quality variable (X_1) has a t_{table} of 1.29 when compared to tcount, the result was 3.26>1.29, so it can be concluded that the service quality variable (X_1) positive and significant effect on the repurchase decision variable (Y). The consumer satisfaction variable (X_2) has a tcount of 8.78 when compared to t_{table}, the result was 8.78> 3.62, so it can be concluded that the consumer satisfaction variable (X_2) has a positive and significant effect on the repurchase decision variable (Y). Simultaneously, the service quality and customer satisfaction variables have a positive and significant influence on the repurchase decision variable. This means that the hypothesis in this study is accepted, as evidenced by the value of $F_{count} > F_{table}$ (59.890> 3.09). Service quality and customer satisfaction have an influence on the repurchase decision variable by 55.1%, while the remaining 44.9% was influenced by other variables not examined in this study.

Keywords: *Service Quality, Consumer Satisfaction, Repurchase Decision.*

I. INTRODUCTION

The dynamics occured in the service sector can be seen from the development of various service industries such as banking, insurance, aviation, telecommunications, retail, tourism and other professional service companies that have an impact on people's welfare. Along with the increase in people's welfare, the consumption of basic necessities also increases. Companies that provide basic necessities that are currently developing are minimarkets. At this time the increase and decrease in sales in retail businesses such as the Alfamart minimarket is strongly influenced by the Covid-19 pandemic, where before the pandemic consumers usually made purchases directly at available stores, but now Alfamart minimarkets have to rack their brains and try to find new ways so their business can continue to run properly.

In Medan city, the minimarkets are diverse, causing business competition between these minimarkets are increasingly tight, therefore every minimarket is

required to implement an effective marketing strategy in order to be able to win the existing business competition. The tight competition will certainly raise questions, which minimarket is better and what factors make it superior. This will certainly make every minimarket compete to provide the best service to every customer. Quality service will certainly increase the attractiveness of the minimarket. Service is an activity offered by one party to another, which is basically intangible and will not result in any ownership [1] Improving service quality is one of the marketing strategies that emphasizes fulfilling customer desires. To attract customers, a company must be able to find services that are able to be received or felt by customers according to or even exceeding what customers expect.

Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perceptions or impressions of below expectations performance, customers are not satisfied. This is called "The Buying Process", According to him the buying process includes five things need, the buying process begins with a need that does not have to be fulfilled or a need that arises at that time and motivates to make a purchase Recognition, The need is not enough to stimulate the purchase because it recognizes the need itself to determine something to fulfill it. Search, is an active part in the purchase that is looking for ways to fill these needs. Evaluation, a process to learn all that is obtained during the search process and develop several options. Decision, the last step of a buying process to make decisions based on the information received. The five stages above are a process where we can provide specific persuasive information to influence it [2]. Consumer satisfaction can be used as a customer evaluation of a product or service in terms of whether the product or service has met customer needs and expectations [3]. Consumer satisfaction provides several benefits for the company's business progress, such as long-term relationships between the company and its customers, the formation of business growth opportunities through repeat purchases, cross-selling and up-selling, the creation of customer loyalty, the occurrence of positive word of mouth recommendations, has the potential to attract new and profitable customers for the company, the company's reputation and customer perceptions are increasingly positive in the eyes of customers, the profits obtained by the company will increase [4].

Repurchase is one of the behaviors after the previous purchase which was based on satisfaction. If the customer is satisfied then he/she will show a higher buying opportunity in the future [5]. Purchase decisions made by consumers are also influenced by habits. In buying habits, it includes when the purchase is made, in what amount the purchase is conducted, and where the purchase is made.PT.Sumber Alfaria Trijaya Tbk is a supermarket chain that has many branches in Indonesia. These outlets generally sell a variety of food products, beverages, and other necessities of life. At the Alfamart Sisingamangaraja 2 branch minimarket, customer repurchase interest is relatively low, this is influenced by the lack of consumer satisfaction with the products marketed and the quality of service provided by Alfamart employees is not

satisfactory. Consumers assume that the products sold are still incomplete so that sometimes consumers are disappointed because the items they want to buy are not available, and it seems that there are some employees of Alfamart Sisingamangaraja 2 Medan branch who are too indifferent and unfriendly to their customers. This will certainly reduce customer repurchase interest at the Alfamart Sisingamangaraja 2 Medan minimarket.

Based on the phenomenon occurred, the researchers conducted an analysis of research related to "The Influence of Service Perception Quality and Consumer Satisfaction on Repurchase Decisions at Alfamart Minimarket Sisingamangaraja 2 Medan". The formulation of the problem which is summarized in this research question includes:

1. Does perception of service quality have a positive and significant effect on repurchase decisions at the Alfamart Minimarket Sisingamangaraja 2 Medan branch?
2. Does Consumer Satisfaction have a positive and significant effect on repurchase decisions at the Alfamart Minimarket Sisingamangaraja 2 Medan branch?
3. What is the positive and significant effect of Service Quality Perception and Consumer Satisfaction on repurchase decisions at the Alfamart Minimarket Sisingamangaraja 2 Medan branch?

The research objective is closely related to the written problem formulation. Based on the formulation of the problem, the objectives of this research are:

1. Analyzing the effect of Service Quality Perception on repurchase decisions at the Alfamart Minimarket Sisingamangaraja 2 Medan branch.
2. Analyzing the influence of consumer satisfaction on repurchase decisions at the Alfamart Minimarket Sisingamangaraja 2 Medan branch.
3. Analyzing the effect of perceived service quality and consumer satisfaction on repurchase decisions at the Alfamart Minimarket Sisingamangaraja 2 Medan branch.

II.   METHODS

This research method used quantitative research with descriptive methods, This means research that described certain objects and explains things related to or systematically described facts or characteristics of certain populations in certain fields factually and carefully. Respondents in this study are consumers who buy products at the Alfamart minimarket Sisingamangaraja 2 Medan branch whose number is unknown and can be said infinite. Infinite population are buyers/consumers who have data sources whose boundaries cannot be determined quantitatively [6]. The sampling technique in this study used the Lemeshow formula, the formula was used because the population was unknown and infinite. The formula can be described as follows: $n = z2 \times P(1-P) / d2$; $n = 1.962 \times 0.5 (1 - 0.5) 0.12 = 3.8416 \times 0.25 / 0.01 = 97$ samples.

This technique was taken because in many cases it is impossible for us to examine all members of the population, therefore we formed a representative population called the sample [7].The data collection conducted in this study used primary data and secondary data. Data collection techniques used in this study were through observation, documentation and surveys through questionnaires to respondents [8]. The data analysis technique in this study used SPSS Software (Statistical Product Software Solution), the analysis used includes the classical assumption test, multiple linear regression test, hypothesis testing, and testing the coefficient of determination $R2$.

III.   RESULT AND DISCUSSION
RESULT

Before being tested with analytical techniques, the research questionnaire was first tested for its feasibility level through validity and reliability tests. The research questionnaire is valid if the criterion value is higher than 0.5 [9] and n = 30. The validity and reliability test in this study took 30 respondents from the research respondents. The results of the validity and reliability tests can be seen in the following table:

Table 1. Validity Test Results

| No.	Variable	Item	Corrected Item-Total Correlation	Value Criteria	Information
1.	Service Quality	Q1	,825	0,5	Valid
		Q2	,649	0,5	Valid
		Q3	,794	0,5	Valid
		Q4	,742	0,5	Valid
2.	Consumer Satisfaction	Q1	,859	0,5	Valid
		Q2	,818	0,5	Valid
		Q3	,720	0,5	Valid
		Q4	,526	0,5	Valid
		Q5	,681	0,5	Valid
		Q6	,833	0,5	Valid
3.	Repurchase Decision	Q1	,686	0,5	Valid
		Q2	,608	0,5	Valid
		Q3	,840	0,5	Valid
		Q4	,803	0,5	Valid

Source: Research Results, 2021.

Based on the table, it can be seen that the variables X_1, X_2, and Y were measured using a questionnaire consisting of 14 questions. The questions in this study are said to be valid because they have scores above the significant criteria (0.5). The questionnaire in this study was first tested for reliability before being used as a data collection instrument. For testing the reliability of the research questionnaire, the Croanbach alpha formula was used.

Table 2. Reliability Test Results

| No	Variabel	Alpha-Croanbach	Information
1.	Service Quality	,798	Reliabel
2.	Consumer Satisfaction	,784	Reliabel
3.	Repurchase Decision	,782	Reliabel

Source: Research Results, 2021.

Based on the table, the three research instruments meet the elements of good reliability, in other words, the instrument in this study is reliable, the instrument level is adequate because it is close to 1 (>0.60). After testing the validity and reliability, it can be concluded that the overall questionnaire used in this study is statistically feasible to be used as a data collection instrument, because it has met the validity and reliability requirements.The first test used in this study is the classical assumption test. Classical assumption test consists of normality test, multicollinearity test, and heteroscedasticity test. The results of the normality test can be seen in Fig 1 and Fig 2 below:
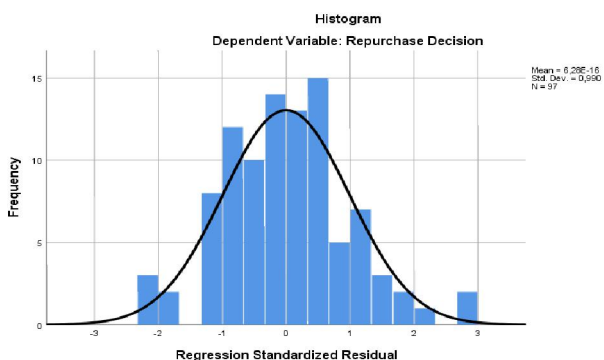
Fig 1. Histogram
Source: Research Results, 2021

The histogram on the normality test shows that the distribution of the research data is in the form of a bell (Bill Shaped), neither skewed to the left nor skewed to the right, so that the histogram graph is declared to be normally distributed.
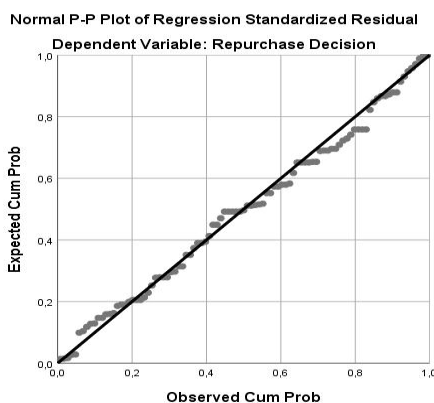
Fig 2. Normal P-Plot

Source: Research Results, 2021

In the figure, it can be seen that the residual points of the regression model are spread out and follow the normal line, this means that the residual data are normally distributed. To ensure that the data along the diagonal line are normally distributed, the Kolmogrov-Simornov Test was conducted. The following are the results of the Kolmogrov-Simornov Test:

Table 3. Results of One-Sample Kolmogorov-SmirnovTest

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,48921359
Most Extreme Differences	Absolute	,086
	Positive	,061
	Negative	-,086
Test Statistic		,086
Asymp. Sig. (2-tailed)		,102[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Research Results, 2021

The table shows that Asymp.Sig (2 tailed) is 0.102 and the value is above the significant value (0.05). Thus the residual variable is declared to be normally distributed. Furthermore, the multicollinearity test was conducted, the test results can be seen in the following table:

Table 4. Multicollinearity Coefficients Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kualitas Layanan	,975	1,026
	Kepuasan Konsumen	,975	1,026

Source: Research Results, 2021.

a. Dependent Variable: Repurchase Decision

The results of the multicollinearity test indicate that the two independent variables have a VIF < 10 and a tolerance value > 0.1. Thus, it can be stated that there is no multicollinearity between the independent variables. The next test was a multicollinearity test. The results of the multicollinearity test can be seen in the following figure:
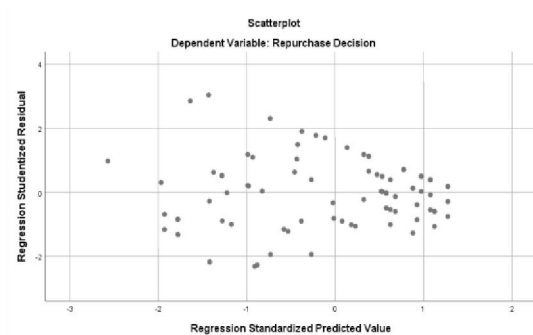
Fig 3. ScatterPlot Graph

Source: Research Results, 2021

The scatterplot graph shown proves that the data is spread above and below the number 0 on the Y axis, and there is no clear pattern, thus it can be seen that the data does not experience symptoms of heteroscedasticity. In order to strengthen the results of the heteroscedasticity test in the study, the glejser test was conducted. The results of the Glejser Test processing can be seen in the following table:

Table 5 . Glejser Test Results

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,376	1,558		3,450	,001
	Service Quality	-,119	,091	-,140	-1,310	,194
	Consumer Satisfaction	-,053	,036	-,155	-1,449	,151

Source: Research Results, 2021.

Based on the results of the glejser test, it can be seen that the service quality variable (0.194) and the customer satisfaction variable (0.151) have a significant value above the 10% confidence level (0.1), thus it is stated that the regression model does not experience heteroscedasticity symptoms. The next analysis was multiple linear regression analysis. The results of multiple linear regression analysis can be seen from the following table:

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,948	1,953		,485	,6
	Service Quality	,408	,113	,260	3,627	,0
	Consumer Satisfaction	,349	,040	,629	8,781	,0

Source: Research Results, 2021.

From the table, it is known that the Unstandardized Coefficients column in part B obtained a service quality value (B1) of 0.408. The value of customer satisfaction

(B2) is 0.349. And the constant value (a) is 0.938. Based on this value, the following multiple linear regression equation is obtained:

$$Y= 0.948 + 0.408\ X_1 + 0.349\ X_2$$

The description of the multiple linear regression equation shows that the variables of service quality and customer satisfaction have a positive direction coefficient in repurchase decisions. Constant (a) has a value of 0.948 which means that if the independent variable is zero, then the decision to repurchase at the Alfamart Minimarket Sisingamangaraja 2 branch remains at 0.948. The service quality coefficient (X_1) has a value of 0.349 which means that if the quality of service is increased by one unit, the repurchase decisions at the Alfamart Minimarket Sisingamangaraja 2 will increase by 0.948 units. The coefficient of consumer satisfaction (X_2) has a value of 0.349, which means that if customer satisfaction is increased by one unit, the decision to repurchase at the Alfamart Minimarket Sisingamangaraja 2 will increase by 0.349 units.

The next analysis is the t test and F test. The t test was conducted to determine how much influence the independent variables, that are service quality (X_1) and customer satisfaction (X_2), partially on the dependent variable, that is repurchase decisions (Y). The basis for making decisions on the t-test are:

1. If $t_{count} > t_{table}$, then H_a is accepted and Ho is rejected, meaning that Service Quality and Consumer Satisfaction have a positive and significant effect on Repurchase Decisions.
2. If $t_{count} < t_{table}$, then H_a is rejected and H_o is accepted, it means that Service Quality and Consumer Satisfaction have no positive and significant effect on Repurchase Decisions.

As for determining the value of ttable, the following equation can be used: df = n-k-1 = 97-2-1 = 94. After calculating using this equation, the value of t_{table} was 1.290.

Table 7. t-test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,948	1,953		,485	,628
	Service Quality	,408	,113	,260	3,627	,000
	Consumer Satisfaction	,349	,040	,629	8,781	,000

Source: Research Results, 2021.
a. Dependent Variable: Repurchase Decision

From the table, it can be concluded as follows, in column t the service quality variable (X_1) has a value of t_{count} (3.627) > t_{table} (1.290) which means H_a is accepted and Ho is rejected. While the significant value is smaller than the probability value of 0.1 or a significant value of 0.000 < 0.1. Thus it can be concluded that the service quality variable (X_1) has a positive and significant effect on repurchase decisions. In column t,

the consumer satisfaction variable (X_2) has a value of t_{count} (8.781) > t_{table} (1.290) which means H_a is accepted and H_o is rejected. While the significant value is less than the probability of 0.1 or $0.000 < 0.1$. Thus, it can be concluded that the variable of consumer satisfaction (X_2) has a positive and significant effect on repurchase decisions.

Furthermore, the F test is carried out to test whether the proposed hypothesis is accepted or rejected, the F test can be used. The F test was conducted to test whether the independent variables, that are service quality (X_1) and consumer satisfaction (X_2) simultaneously have a significant relationship or not to the bound variable, namely the decision to repurchase (Y). The basis for making F-Test decisions are:

1. If $F_{count} > F_{table}$, then H_a is accepted and H_o is rejected, it means that Service Quality and Consumer Satisfaction have a significant effect on Repurchase Decisions.
2. If $F_{count} < F_{table}$, then H_a is rejected and H_o is accepted, it means that Service Quality and Consumer Satisfaction have no significant effect on Repurchase Decisions.

In determining the value of F_{table}, the following equation can be used: $df = k$; $n–k = 2$; $97 - 2 = 2$; 95. After calculating using this equation, $F_{table} = (2 ; 97 - 2)$, the value of F_{table} was 3.09.

Table 8. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	514,387	2	257,193	59,890	,000[b]
	Residual	403,675	94	4,294		
	Total	918,062	96			

Source: Research Results, 2021.
 a. Dependent Variable: Repurchase Decision
 b. Predictors: (Constant), Consumer Satisfaction, Service Quality

Based on the table. obtained F_{count} value of $59.890 > F_{table}$ 3.09 with a significance value of $0.000 < 0.1$. From these results, it can be concluded that service quality (X_1) and customer satisfaction (X_2) simultaneously (together) have a positive and significant effect on repurchase decisions (Y). The last test conducted was the coefficient of determination R2. The coefficient of determination was conducted to determine the size of the contribution of the influence of the independent variable, that are service quality (X_1) and customer satisfaction (X_2) on the dependent variable, that is the decision to repurchase (Y). If the value of the coefficient of determination is getting closer to the value of 1, it shows the stronger the relationship between the independent variables and the dependent variable, and vice versa.

Table 9. Coefficient of Determination R^2
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	,749[a]	,560	,551	2,07230	,560	59,890

a. Predictors: (Constant), Customer Satisfaction, Service Quality

b. Dependent Variable: Repurchase Decision

Source: Research Results, 2021.

The coefficient analysis of determination shows that the R Square value is 0.560 or 56%, which means that the relationship between service quality variables and customer satisfaction with repurchase decisions is 56%. From these results, the independent variable has a close relationship with the dependent variable. Ajusted R Square of 0.551 means that the repurchase decision can be explained by the variables of service quality and customer satisfaction of 55.1%, while the remaining 44.9% can be explained by other variables not examined in this study. The Standard Error of Estimated is 2.07, which means the smaller the standard deviation, the better the model.The results of this study indicate that the condition of the respondents' assessment of this study variables is generally good. These results can be shown from the high agreement responses from respondents to the condition of each variable described as follows:

DISCUSSION

The Influence of Service Quality Presence on Repurchase Decisions

Service quality is an action or activity offered by one party to another, which is basically not realized and does not result in any transfer of ownership [10]. The problem that occurs is the lack of product repurchase that occurs at the Alfamart Sisingamangaraja 2 Medan minimarket. This is influenced by the lack of customer satisfaction and service quality. Because in the process of repurchasing interest there is evaluation and decision making before doing a purchase, when the quality of service is not good it will have an impact on customer dissatisfaction and make customers make their choice to buy from competitors, this means that consumers' interest in buying will decrease. Previous research related to this research, showed that price, product quality and service quality simultaneously or partially have a positive and significant effect on repurchase decisions [11]. These results are in accordance with the results obtained in this study. Based on the t-test results, the service quality variable (X_1) has a value of tcount (3.627) > t_{table} (1.290) which means Ha is accepted and Ho is rejected. While the significant value is smaller than the probability value of 0.1 or a significant value of $0.000 < 0.1$. Thus, it can be concluded that the service quality variable (X_1) has a positive and significant effect on repurchase decisions at the Alfamart minimarket, Sisingamangaraja 2 branch Medan.

The Effect of Consumer Satisfaction on Repurchase Decisions

Consumer satisfaction is a person's feelings of pleasure or disappointment that occur after comparing their perceptions or impressions of performance that is below expectations, dissatisfied customers [2]. At the minimarket Alfamart Sisingamangaraja branch 2 Medan, there are problems that occur, this can be seen from the existence of employees who are indifferent and not friendly to the consumers. Consumer satisfaction is also a factor in declining sales at Alfamart Sisingamangaraja 2 branch Medan. Consumers assume that the products sold are still incomplete so that sometimes consumers are disappointed because the goods they want to buy are not available. This certainly reduces the sense of consumer satisfaction when buying those products at Alfamart Sisingamangaraja 2 branch Medan. Previous research related to this research, showed that consumer satisfaction has a positive and significant influence on purchasing decisions for Philips lighting products [12]. This is in accordance with the results obtained in this study. Based on column t, the consumer satisfaction variable (X_2) has a value of tcount (8.781) > t_{table} (1.290) which means H_a is accepted and H_o is rejected. While the significant value is less than the probability of 0.1 or 0.000 < 0.1. Thus, it can be concluded that the consumer satisfaction variable (X_2) has a positive and significant effect on repurchase decisions at the Alfamart minimarket, Sisimangaraja branch 2 Medan.

The Influence of Perceived Service Quality and Consumer Satisfaction on Repurchase Decisions

The role of service quality and customer satisfaction in shopping become increasingly important for companies, because nowadays business competition between companies is getting tighter. The existence of good service quality can improve consumer decisions to repurchase products, this has an influence on companies in order to maintain their existence. Based on the results of the study, the Fcount value was 59.890 > F_{table} 3.09 with a significance value of 0.000 <0.1. From these results, it can be concluded that service quality (X_1) and customer satisfaction (X_2) simultaneously (together) have a positive and significant effect on product repurchase decisions (Y) at Alfamart Sisingamangaraja branch 2 Medan.

IV.   CONCLUSION

The conclusions formulated by the author in the study with the title "The Influence of Perceived Service Quality and Consumer Satisfaction on Repurchase Decisions at Alfamart Minimarket Sisingamangaraja 2 Medan" are:
1. The results of the study based on the t-test of the service quality showed that service quality had a positive and significant effect on product repurchase decisions at the Alfamart minimarket Sisingamangaraja branch 2.
2. Consumer satisfaction has a positive and significant effect on product repurchase decisions at the Alfamart minimarket Sisingamangaraja branch 2.

3. The results of the study based on the F test indicate that the service quality and customer satisfaction variables together have a positive and significant effect on product repurchase decisions at the Alfamart minimarket Sisingamangaraja branch 2. The results of the t test and F test indicate that all hypotheses in this study can be proven true.

V.   ACKNOWLEDGMENTS

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