

THE EFFECT OF PRODUCT QUALITY, PRICE AND ONLINE PROMOTION ON CONSUMER REPURCHASE INTEREST AT SPD JAYA SANGKAR MAGETAN

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Abstrak

Penelitian ini bertujuan guna menganalisis pengaruh kualitas produk, harga, dan promosi online terhadap minat beli Kembali konsumen pada SPD Jaya Sangkar, sebuah home industry yang memproduksi sangkar burung di Kabupaten Magetan. Variabel independen dalam penelitian ini adalah kualitas produk (X1), harga (X2), dan promosi online (X3), sedangkan variabel dependen adalah minat beli Kembali (Y). Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner. Teknik analisis data yang digunakan adalah regresi linier berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwasanya kualitas produk, harga dan promosi online berpengaruh positif dan signifikan terhadap minat beli Kembali. SPD Jaya Sangkar disarankan guna terus mempertahankan dan meningkatkan kualitas produknya serta mengembangkan strategi promosi dan penetapan harga guna meningkatkan minat beli Kembali konsumen di tengah persaingan pasar yang ketat.

Kata Kunci : Kualitas Produk, Harga, Mina Beli Kembali, SPD Jaya Sangkar.

Abstract

This study aims to analyze the influence of product quality, price, and online promotions on consumer repurchase intention at SPD Jaya Sangkar, a home industry producing bird cages in Magetan Regency. The independent variables in this study are product quality (X1), price (X2), and online promotions (X3), while the dependent variable is repurchase intention (Y). This study used a quantitative approach with a survey method through questionnaire distribution. The data analysis technique used was multiple linear regression with the help of SPSS. The results show that product quality, price, and online promotions have a positive and significant effect on repurchase intention. SPD Jaya Sangkar is advised to continue maintaining and improving its product quality and developing promotional and pricing strategies to increase consumer repurchase intention amidst intense market competition.

Keywords: Product Quality, Price, Repurchase Intention, SPD Jaya Sangkar.

A. Introduction

The SPD Jaya Sangkar home industry, a craft business located in Manjung Village, West District, Magetan Regency, offers a variety of replica cages numbered 1-3, khosan cages, and canary breeding cages (Karundeng et al., 2019). One of SPD Jaya Sangkar's businesses was founded in 2014, based on concern for the preservation and community's hobby of songbirds and the increasing need for quality bird cages. In recent years, the community of songbird lovers in Indonesia has continued to grow rapidly, creating significant opportunities in the bird supplies industry, especially bird cages. The existing phenomenon shows that SPD Jaya Sangkar is one of the home industries that is highly sought after because it offers various types of bird cage crafts. In addition, SPD Jaya Sangkar also provides a variety of attractive cages. Based on initial interviews conducted by researchers with the SPD Jaya Sangkar Business Owner, information was obtained regarding the number of purchases in 2020-2024 as follows:

Tahun	Pendapatan	Labakotor	Lababersih
2020	98.520.000	64.038.000	34.482.000
2021	95.520.000	62.088.000	33.432.000
2022	96.600.000	62.790.000	33.810.000
2023	75.840.000	49.296.000	26.544.000
2024	68.400.000	44.460.000	23.940.000

Source: Data processed in 2025

From an interview with Mr. Slamet Riyanto, SPD Jaya Sangkar's financial data shows a downward trend in revenue over the past five years, from Rp98,520,000 in 2020 to Rp68,400,000 in 2024. Despite the decline in revenue, the company was still able to maintain stable gross and net profits with a relatively good level of efficiency. Net profit decreased from Rp34,482,000 to Rp23,940,000 in the same period, but the net profit margin remains maintained at 35% annually. This matter indicates that SPD Jaya Sangkar has quite solid cost control even amidst the pressure

of declining income.

Product quality can be defined as the ability of a product or service to perform its primary function, including durability, reliability, accuracy, ease of use and repair, and various other additional attributes (Kotler & Keller, 2016). Consistently maintaining quality is a key factor influencing consumer satisfaction and loyalty, as their expectations and needs are met. In the context of consumer behavior, product quality is also a key determinant in the selection process, so products offered should be thoroughly tested and proven to be superior in terms of quality (Kharismawati et al., 2023). Companies are therefore required to continuously improve their product quality, even by comparing products with those released by competitors to be able to compete fairly. Products produced with superior quality not only support customer satisfaction but also have the potential to strengthen the company's position in a competitive market (Ardhianti & Kusuma, 2023)..

Amidst the rapid use of social media and e-commerce platforms by other businesses, SPD Jaya Sangkar has begun utilizing online media as a promotional tool. However, the effectiveness of this promotion has not been fully measured to drive increased consumer purchasing interest. Furthermore, several types of e-commerce platforms are used, including Facebook, WhatsApp, and Shopee. Irwanto & Subroto (2022) found that promotions have a partial positive effect on repurchase intention, while Putra & Lusia (2023) stated that promotions have a positive but insignificant effect on repurchase intention.

Based on the explanation above, the researcher is interested in conducting research with the title "The Influence of Product Quality, Price and Online Promotion on Repurchase Interest at SPD Jaya Sangkar, Magetan Regency".

Literature Review and Hypothesis

As a development of the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB) not only studies human behavior, but also aims to identify the factors that determine the emergence of this behavior. Ajzen stated that one of the factors the main thing One factor influencing individual behavior is the individual's intention or behavioral intention toward that behavior. In the TPB, behavioral intention is influenced by three components: attitude toward behavior (Attitude Towards Behavior), subjective norms (Subjective Norms), and perceived behavioral control (Perceived Behavioral Control) (Arwin et al., 2022).

1. Repurchase Interest

Repurchase intention reflects a consumer's desire to make repeat purchases in the future, which is closely related to loyalty. According to Anwar & Wardani (2021), repurchase intention arises from satisfaction that meets consumer expectations. Bougenville & Ruswanti (2017) also define repurchase intention as a consumer's desire to repurchase a product or service they have previously consumed based on positive experiences and perceived satisfaction. Meanwhile, Ananda & Jamiat (2021) view repurchase intention as consumer behavior that demonstrates a positive response to a company and encourages repeat visits or purchases.

2. Product Quality

Product quality is a crucial element influencing consumer purchasing decisions. High quality can be a major draw for consumers, driving greater purchasing interest. Superior quality products also provide a company with a competitive advantage over its competitors. Good quality can create customer satisfaction, build loyalty, and enhance the company's image and reputation in the public eye. By maintaining and continuously improving product quality, companies can build long-term relationships with their customers and create sustainable business growth (Ernawati, 2024). According to Kotler and Keller (2016), this can be seen using the following indicators:

a) Performance

It is one of the main indicators of product quality, which refers to the product's ability to fulfill its main function effectively and efficiently according to consumer expectations. Product performance reflects how well a product carries out its main task, and is the main basis for assessing consumer satisfaction with the quality offered..

b) Durability

It is an important indicator in assessing product quality, referring to the product's lifespan or useful life before it experiences damage or requires significant replacement or repair. It states that the higher the durability of a product, the greater the value of benefits and satisfaction experienced by consumers in the long term.

c) Perceived Quality

Consumers' assessment of a product's quality is based on personal experience, brand reputation, or other available information, although not always based on technical evidence. Perception of quality has a significant influence on purchasing decisions, as consumers often judge products not only by specifications but also by the impressions and images attached to the product..

H1 : Product Quality Influences Repurchase Intention

3. Price

Price plays a crucial role in generating revenue for a business or company. Price is the amount of value a buyer gives to own, consume, and benefit from a product or service (Qudus & Amelia, 2022). This can be calculated using

a) Price List

Price can be defined as the amount a consumer must pay to obtain certain benefits from a product or service. Price is not merely a nominal figure; it is also a crucial indicator in the purchasing decision-making process, reflecting consumer perceptions of the quality and value of the product. Therefore, price plays a strategic role in influencing consumer behavior consumer tendency to choose and buy a product compared to other alternatives.

b) Discount

A price cut on a product or service can be understood as a promotional strategy used by producers with the primary goal of attracting consumer attention, increasing sales, and encouraging repeat purchases. This strategy is generally considered effective because it provides a short-term incentive that can directly influence consumer behavior. Furthermore, price cuts also serve as a marketing tool that helps companies compete better in a highly competitive marketplace.

H2 : Price influences Repurchase Intention.

4. Online Promotion

According to Kotler and Armstrong (2018), online promotion is a subset of online marketing conducted via the internet to build relationships with consumers and facilitate the exchange of ideas, products, and services. Online promotion involves various digital channels such as social media, email marketing, websites, and other digital platforms to reach consumers more widely, quickly, and interactively. Current technological advances have created the digital age.

a) Adverting

Costs incurred by sponsors for non-personal presentations and promotions of ideas, goods, or services.

b) Personal Selling

Direct interaction conducted by a company's sales force to support sales and build relationships with customers.

c) Sales Promotion

Providing short-term incentives to encourage the purchase or sale of products or services.

d) Public Relation

Efforts to build positive relationships with the public to gain support, create a good company image, and address issues or events that have the potential to be detrimental..

H3 : Online Promotion Influences Repurchase Intention

B. METHOD

The sampling method used in this study was purposive sampling. Purposive sampling can be defined as a method of selecting research samples based on specific considerations established by the researcher (Sugiyono, 2020). In other words, this technique was chosen because it is considered capable of producing samples that are most relevant to the research needs, thus ensuring that the data obtained is more in line with the desired objectives. Purposive sampling was implemented using specific criteria that were systematically formulated by the researcher. The criteria used in sampling are as follows:.

- a. Respondents who have purchased SPD Jaya Sangkar products at least once
- b. Respondents aged between 17 and 70 years, which is the age group that is more active in purchasing SPD Jaya Sangkar products

C. RESULTS AND DISCUSSION

1. Research Instrument Test

Reliability testing was conducted using Cronbach's Alpha statistics with a Likert scale. The results of the reliability testing in this study are presented as follows:.

Reliability Test Results of Product Quality Variable (X1)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,760	0,761	6

Source: Processed Primary Data (2025)

Based on the reliability test results, the product quality variable (X2) was declared reliable with a Cronbach's Alpha value of $0.760 > 0.60$, which is categorized as highly reliable. This finding indicates that the research instrument is trustworthy and reflects the actual conditions.

Reliability Test Results of Price Variable (X2)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,663	0,663	8

Source: Processed Primary Data (2025)

Based on the reliability test results, the price variable (X1) was declared reliable with a Cronbach's Alpha value of $0.663 > 0.60$, which is categorized as highly reliable. These results indicate that the research instrument is trustworthy and reflects actual conditions.

Results of the Reliability Test of the Promotion Variable (X3)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,688	0,688	10

Source: Processed Primary Data (2025)

Based on the reliability test results, the promotion variable (X3) was declared reliable with a Cronbach's Alpha value of $0.688 > 0.60$, which is considered highly reliable. This finding demonstrates that the research instrument is trustworthy and reflects the actual situation.

Reliability Test Results for the Repurchase Interest Variable (Y)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0,787	0,688	9

Source: Processed Primary Data (2025)

Based on the reliability test results, the purchasing decision variable (Y) was declared reliable with a Cronbach's Alpha value of $0.787 > 0.60$, which is categorized as highly reliable. These results indicate that the research instrument is trustworthy and reflects the actual conditions.

2. Normality Test

The normality test aims to determine whether the confounding variables or residuals in a regression model follow a normal distribution. This test is conducted using two approaches: graphical analysis and the Kolmogorov-Smirnov statistical test. The Kolmogorov-Smirnov test is used to assess data normality by examining the Asymp. Sig (2-tailed) value. Research

data can be considered normally distributed if the Asymp. Sig (2-tailed) value of the residual variable is greater than 0.05 or 5%. Conversely, if the value is below 0.05 or 5%, the data is considered non-normally distributed and therefore does not meet the requirements for the normality test.

Tabel 2 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		387
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.70147038
Most Extreme Differences	Absolute	.041
	Positive	.041
	Negative	-.039
Test Statistic		.041
Asymp. Sig. (2-tailed)		.147 ^c

Source: Processed Primary Data (2025)

3. Partial Test (t)

According to Ghozali (2018), the t-test aims to see to what extent the independent variable has a partial influence on the dependent variable, with a significance level of $\alpha = 0.05$ as the basis for testing.

Tabel 3 Uji Parsial (t)

Coefficients^a

Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig.
B		Std. Error	Beta		
1	(Constant)	8.713		6.640	.000
	Kualitas Produk (X1)	.164	.128	2.904	.004
	Harga (X2)	.394	.398	8.609	.000
	Promosi (X3)	.278	.333	6.453	.000

Source: Processed Primary Data (2025)

Based on the partial test results (t-test) in table 4.21, the product quality variable (X1) has a regression coefficient of 0.164 with a significance value of 0.004. These results indicate that product quality has a positive and significant effect on Repurchase Intention, meaning that the better the respondents' perception of product quality, the greater their chances of repurchasing. The calculated t-value of 2.904, which is greater than the t-table and a significance of <0.05 , strengthens these results. Furthermore, the price variable (X2) with a regression coefficient of 0.394 and a significance of 0.000 is also proven to have a positive and significant effect on repurchase intention. Any increase in respondents' assessment of price factors, such as the suitability of price to quality or purchasing power, will increase their tendency to purchase the product.

The calculated t value of 8.609 and sig. <0.05 indicates that the effect is partially significant. The Promotion variable (X3) has a regression coefficient of 0.278 and a significance value of 0.000. This indicates that promotions or sales through social media have a positive and significant effect on repurchase interest. Based on the results of the t test, all independent variables (X1, X2, and X3) have a positive and partially significant effect on the dependent variable Repurchase

Interest (Y). This indicates that strategies for improving product quality, adjusting prices, and strengthening promotions are important factors in encouraging consumer repurchase interest.

4. Determination Test

According to Ghozali (2018), the coefficient of determination (R^2) test is used to determine how much the independent variable contributes to explaining the variation in the dependent variable.

Table 4 Test of Determination Coefficient (R_2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.578	.575	2.09613

Source: Processed Primary Data (2025)

From the results of the determination coefficient test in table 4.22, it shows that: The R value (Correlation coefficient) = 0.760, indicating that there is a strong relationship between the independent variables (X1: Product Quality, X2: Price, and X3: Promotion) with the dependent variable (Y: Repurchase Intention). The closer to 1, the stronger the relationship between the variables. The R Square value = 0.578, indicating that 57.8% of the change in the Repurchase Intention variable can be explained by the three independent variables in the model. This means that the model used is quite strong. The Adjusted R Square value = 0.575, this value is an adjustment of the R Square to the number of variables in the model. The small difference between R Square and Adjusted R Square (only 0.004) indicates that this model is stable and does not experience overfitting. This means that even though there is more than one variable, the contribution of each remains relevant and does not burden the model. Standard Error of the Estimate = 2.09613, which is a measure of the standard error in estimating the value of

repurchase interest. This relatively small value indicates that the model is quite accurate in predicting the value of the dependent variable.

C. CONCLUSION

Based on the research results, it can be concluded that Return on Assets (ROA) partially does not influence profit growth. Meanwhile, Return on Equity (ROE) is proven to have an influence, but it is not significant. The Current Ratio (CR) variable has an influence, although its significance level is relatively low in influencing profit growth. Furthermore, the Debt Equity Ratio (DER) also shows an influence, but this influence is not significant. Company size was found to have no effect on profit growth. These findings overall illustrate that not all financial ratios are capable of being strong predictors in explaining changes in company profits.

D. Suggestions

For further researchers, it is recommended to add more varied research variables and consider the suitability of variables that can influence and increase company profit growth.

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