

**THE EFFECT OF PRODUCT QUALITY, BRAND EQUITY, PLACE, AND  
PROMOTION TOWARDS REPURCHASE INTENTION DECISION OF  
WARUNK GACOAN SOLO**



**THESIS**

**Submitted as a Partial Fulfillment of the the Requirement for Obtaining a  
Bachelor Degree of Management at the Faculty of Economics and Business**

**By:**  
**RIZKY AMALIA NURRAHMA**  
**B 101 173 212**

**MANAGEMENT DOUBLE DEGREE PROGRAM  
ECONOMICS AND BUSINESS FACULTY  
UNIVERSITY OF MUHAMMADIYAH SURAKARTA  
2021**

**APPROVAL PAGE**

**THE EFFECT OF PRODUCT QUALITY, BRAND EQUITY, PLACE,  
AND PROMOTION TOWARDS REPURCHASE INTENTION  
DECISION OF WARUNK GACOAN SOLO**

Written and Composed by  
**RIZKY AMALIA NURRAHMA**  
**B101173212**

Signer found the thesis proposal has qualified for admission.

Sukoharjo, 16 February 2021

Under Supervision of,



(Kussudyarsana, S.E., M.Si., Ph.D)




**APPROVAL PAGE**

**THE EFFECT OF PRODUCT QUALITY, BRAND EQUITY, PLACE,  
AND PROMOTION TOWARDS REPURCHASE INTENTION  
DECISION OF WARUNK GACOAN SOLO**

Written and Composed by  
**RIZKY AMALIA NURRAHMA**  
**B101173212**

It has been maintained in front of the Board of Examiners Faculty of Economics and Business University of Muhammadiyah Surakarta On Tuesday, 16 February 2021 and declared to have met the requirements

The board of Examiners:

1. Kussudyarsana, S.E., M.Si., Ph.D  
(Chairman of the Board of Examiners) 
2. Ihwan Susila, S.E., M.Si., Ph.D  
(Member I Board of examiners) 
3. Dr. Jati Waskito, S.E., M.Si  
(Member II Board of examiners) 

Dean of the Faculty of Economics and Business

Muhammadiyah University of Surakarta



## **DECLARATION OF AUTHENTICITY**

I, the undersigned below:

Name : Rizky Amalia Nurrahma

NIM : B101173212

Study Program : Management Double Degree

Thesis Title : The Effect of Product Quality, Brand Equity, Place, and  
Promotion Towards Repurchase Intention Decision of Warunk  
Gacoan Solo

Certify that the thesis that I make and submit this is the result of my own work, except the quotations and summaries that all of which I have already explained the sources. If in the future it proven and or can be proven that this thesis is a copy, then I am willing to accept any sanctions from the Faculty of Economics and Business of the degree and certificate given by University of Muhammadiyah Surakarta is cancelled.

This statement truly made with sincerely.

Sukoharjo, 07 February 2021

Who makes a statement,



Rizky Amalia Nurrahma

## **MOTTO**

“Taatlah kepada Allah dan Rasul-Nya dan janganlah kamu  
membantahnya, yang menyebabkan kamu menjadi gentar dan  
hilang kekuatanmu dan bersabarlah.

Sesungguhnya Allah bersama dengan orang-orang yang sabar”

*(Q.S Al-Anfal: 46)*

“Balas dendam terbaik adalah menjadikan dirimu menjadi lebih baik”

*(Ali Bin Abi Thalib)*

“Sebaik-baik manusia adalah orang yang paling bermanfaat bagi  
manusia”

*(Hr. Ath-Thabrani)*

“Jangan lelah, lantas menyerah”

## **DEDICATION**

Syukr *Alhamdulillah*, this thesis researchers dedicate to:

1. Almighty Allah SWT, all the easiness come from Him and I can do nothing without Him.
2. My Beloved Family (Father, Mother, Sister, and Brother), always support me no matter what happens.
3. My Best Friends who always beside me to accompany me.
4. Readers of this research.

## **ABSTRACT**

The development of the culinary industry has developed rapidly. It can be seen from the number of culinary businesses today that are developing with high creativity and innovation in order to get consumers. Therefore, the aim of this study was to analyze the effect of product quality, brand equity, place and promotion on repurchase decisions at Warunk Gacoan Solo. This type of research is quantitative. The data source of this research is primary data with a questionnaire using convenience sampling with 182 respondents.

This research method is multiple linear regression. Based on the results of the analysis and discussion of the resulting data, the effect of product quality, brand equity, place, and promotion on repurchase decisions shows that: (1) product quality has a significant effect on repurchase intention decision, (2) brand equity significantly affects repurchase intention decision, (3) place has a significant effect on repurchase intention decision, and (4) promotion significantly affects repurchase intention decision. Based on the results of the F test, the variables of product quality, brand equity, place, and promotion have a significant effect simultaneously on the repurchase decision process.

*Keywords: Product Quality, Brand Equity, Place, Promotion, Repurchase Intention Decision*

## ABSTRAKSI

Perkembangan industri kuliner mengalami perkembangan yang cukup pesat. Hal tersebut dapat dilihat dari banyaknya bisnis kuliner saat ini yang berkembang dengan kreatifitas dan inovasi yang tinggi guna memperoleh konsumen. Oleh karena itu, tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas produk, ekuitas merek, tempat dan promosi terhadap keputusan pembelian kembali di Warunk Gacoan Solo. Jenis penelitian ini adalah kuantitatif. Sumber data penelitian ini adalah data primer dengan kuesioner menggunakan convenience sampling dengan 182 responden.

Metode penelitian ini adalah regresi linier berganda. Berdasarkan hasil analisis dan pembahasan data yang dihasilkan pengaruh kualitas produk, ekuitas merek, tempat, dan promosi terhadap keputusan pembelian kembali menunjukkan bahwa: (1) kualitas produk berpengaruh signifikan terhadap keputusan pembelian kembali, (2) ekuitas merek secara signifikan mempengaruhi keputusan pembelian kembali, (3) tempat berpengaruh signifikan terhadap keputusan pembelian kembali, dan (4) promosi secara signifikan mempengaruhi keputusan pembelian kembali. Berdasarkan hasil uji F variabel kualitas produk, ekuitas merek, tempat, dan promosi memiliki pengaruh signifikan secara simultan terhadap proses keputusan pembelian kembali.

*Kata kunci: Kualitas Produk, Ekuitas Merek, Tempat, Promosi, Keputusan Pembelian Kembali*



## FOREWORD

*Assalamualaikum Wr. Wb.*

*Alhamdulillah* *abil'amin*, I would say thanks to Allah SWT for all his gift and bless. Best regards also to prophet Muhammad SAW for being role model to all moslem in universe. So that I can complete this thesis to attain a Bachelor of Economic Degree in Universitas Muhammadiyah Surakarta.

In the process of drafting and preparation of this thesis author realized that thesis is far from perfect, because the perfection owner is only Allah SWT, but with effort, hard work, prayers, and never ending support given by families, friends and faculty supervisor. I say thanks to the people who have helped me in the preparation of thesis:

1. Dr. H. Sofyan Anif, M.Sc as the Chancellor of the Muhammadiyah University of Surakarta and all the leaders of the Surakarta Muhammadiyah University.
2. Mr. Dr. H. Syamsudin, M.M as Dean of the Faculty of Economics and Business, Muhammadiyah University, Surakarta.
3. Mr. Imronudin, S.E, M.Sc., Ph.D., as Chairman of the Management Department of the Faculty of Economics and Business, Muhammadiyah University, Surakarta.
4. Mr. Kussudyarsana, S.E., M.Sc., Ph.D, as a supervisor who has guided me in completing this thesis.
5. The entire lecture in Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, majoring in special management that guides and transmits its knowledge to students and has helped in the academic and administrative fields of students.
6. Dear mother, father, and my beloved family who always provide love and support in both spiritual and material and are never bored in praying and advising for the success of the writer.
7. All my friends and all the parties that I cannot mention one by one do not yet have an article in this thesis.

This thesis still has many shortcomings both from renewal and presentation. For this reason, all the suggestions and criticisms made may be useful for further research. Hopefully this thesis is useful for all those who need it and be successful early in the future. Aamiin.

*Wassalamu'alaikum Wr. Wb.*

Sukoharjo, 07 February 2021

Author  


Rizky Amalia Nurrahma

## LIST OF CONTENTS

COVER	
APPROVAL PAGE .....	ii
DECLARATION OF AUNTHENTICITY .....	iii
MOTTO.....	iv
DEDICATION .....	v
ABSTRACT .....	vi
ABSTRAKSI.....	vii
FOREWORD .....	viii
LIST OF CONTENTS.....	x
LIST OF TABLE.....	xii
LIST OF PICTURE.....	xiii
CHAPTER I INTRODUCTION .....	1
. A. Background .....	1
B. Research Problems .....	4
C. Research Purposes .....	4
D. Benefits of Research .....	5
CHAPTER II LITERATURE REVIEW .....	6
A. Basic Theory .....	6
B. Previous Study.....	21
C. Hypotheses .....	23
D. Research Framework .....	25
CHAPTER III RESEARCH METHODOLOGY.....	26
A. Research Design.....	26
B. Operational Definition of Variables .....	26
C. Population and Sample.....	34
D. Source of Data.....	35
E. Data Collection Methods .....	35
F. Research Instrument Test .....	36
G. Classical Assumption Test.....	37
H. Multiple Linear Regression Test.....	38
I. Hypothesis Test .....	39
J. Coefficient Determination .....	40
CHAPTER IV RESULT ANALYSIS AND DISCUSSION .....	41
A. Characteristics of Respondents .....	41
B. Research Instrument Test.....	44
C. Classic Assumption Test .....	48

D. Multiple Linear Regression.....	51
E. Hypothesis Test .....	53
F. Coefficient of Determination .....	54
G. Discussion .....	55
CHAPTER V CONCLUSION .....	58
A. Conclusion .....	58
B. The Implication of The Study .....	59
C. Research Limitations .....	59
D. Suggestion.....	60
BIBLIOGRAPHY .....	61

## LIST OF TABLE

Table II.1 Previous Study .....	22
Table III.1 Operational Definition of Variables .....	29
Table IV.1 Gender Characteristic of Respondents .....	41
Table IV.2 Age Characteristic of Respondents .....	42
Table IV.3 Occupation Characteristic of Respondents .....	42
Table IV.4 Duration of Consumer Respondents at Warunk Gacoan Solo .....	43
Table IV.5 Source of Information at Warunk Gacoan Solo of Respondents.....	44
Table IV.6 Validity Test of Product Quality (X1).....	45
Table IV.7 Validity Test of Brand Equity (X2).....	45
Table IV.8 Validity Test of Place (X3) .....	46
Table IV.9 Validity Test of Promotion (X4) .....	46
Table IV.10 Validity Test of Repurchase Intention Decision (Y) .....	47
Table IV.11 Reliability Test .....	48
Table IV.12 Normality Test.....	49
Table IV.13 Multicollinearity Test .....	49
Table IV.14 Heteroscedasticity Test .....	50
Table IV.15 Recapitulation Multiple Linear Regression.....	51
Table IV.16 F Test Model .....	54
Table IV.17 R Square Model .....	55

## LIST OF PICTURE

Picture II.1 Research Framework.....	25
--------------------------------------	----