

CHAPTER II

LITERATURE REVIEW

A. Basic Theory

1. Repurchase Intention Decision

One of the effects of buying a product is repurchase. Repurchase Intention is the intention to repurchase a product twice or more, both for the same and different products (Zhilin et al, 2009). This repurchase includes 2 characteristics, namely intention and behavior. Repurchase intention is closely related to consumer attitudes toward objects and consumer attitudes towards previous behavior.

Purchase intention is the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumers intention while selecting the product and the ultimate decision depends on consumers intention with large external factors (Kotler, 2001). According to Kotler and Keller (2009) interest to buy (purchase intention) is the tendency of consumers to buy a brand or take action related to the purchase of which is measured by the level of possibility that consumers make purchases. According to Wicaksono (2016) buying interest is obtained from a process of learning and thought processes that form a perception.

Customers repurchase intention is defined as the customer's preference and probability in consuming the previous service again in the future (Kotler P.,2012). Repurchase intention is the intention to repurchase a product twice or more (Fileri & Lin, 2017). In reaching a level where consumers want to repurchase a product, it means that the company or product provider must meet consumer expectations. Satisfied consumers can make repeat purchases compared to dissatisfied consumers. Thus, repurchase intention is the desire of consumers to repurchase a

product in the form of goods or services that have previously felt the benefits and quality.

According to Fang (2014) defines repurchase intention as the tendency of customers to buy products from the same manufacturer over a long period of time. Stated that another common term for repurchase is retention, which is often considered one of the most important variables in relationship marketing(Wu, 2014). For companies to repurchase intentions is also an important thing to be a concern, especially in an effort to increase sales of products and services. This is in line with (Line, 2014), who said that repurchase intention might not only be the tendency to repurchase the product, but also includes the intention to recommend the product to relatives and friends.

Furthermore, stated that repurchase intention of customers depends on the value obtained in their previous transactions, such as performance that matches criteria (benefits), competition, cost considerations and have a relationship with customer satisfaction (Hsu, 2014). The decision by the customer to repurchase from the same service provider depends on their past experience, their perception of the value (benefits) of the previous meeting as well as their expectations of future business relationships. According to Liang (2018) in a competitive business environment, efforts to achieve excellence and maintain repurchase intentions, as well as avoiding product switching behavior are very important. In other words, the process of looking after actual customers is easier than getting new ones. Therefore every company wants to keep its relationship with actual customers and hope to increase their repurchase intentions.

Consumer behavior is a process that occurs to consumers when he decides to buy, what to buy, where and how to buy it. According to Kotler (2005) states that consumer buying behavior influenced by the following factors :

- 1) Cultural Factors

Cultural factors have the most wide spread influence. Culture, sub-culture and social class are very important for purchase behavior. Culture is a determinant of desire and the most basic behavior. Sub culture includes nationality, religion, racial group and geographical area. Meanwhile, social class is a relatively homogeneous and permanent division of society, which are arranged hierarchically and which the members adhere to similar values, interests and behaviors. Not only social class reflects income, but also other indicators such as work, education, and area of residence.

2) Social Factors

Apart from cultural factors, consumer behavior is influenced by social factors such as reference group, family, and role and status social community.

a. Reference Group

A person's reference group consists of all the groups around individuals who have direct or indirect influence directly to the individual's behavior (Kotler P., 2007). Reference groups influence personal standing and concepts someone because individuals usually desire to behave the same as the reference group (Kotler P., 2007).

b. Family

The family itself is usually the source of internal orientation behavior. Children will tend to behave in the same way as parents the moment they see the behavior their parents bring benefits or benefits (Kotler P., 2007).

c. Role and status in society

Roles are activities that are expected to be carried out refers to the people around him. Medium status is general public recognition according to that role run. Each individual and the status it bears will affect their behavior (Kotler P., 2007).

3) Personal Factors

The buyers' decision is also influenced by personal characteristics. These characteristics include age and stage of the life cycle, occupation, economic circumstances, lifestyle, and personality and self-concept buyer.

a. Age and Life Cycle Stage

Individuals in buying goods or services are usually adjusted with their changing age. Consumption patterns that are formed also differ between individuals of different ages (Kotler P., 2007).

b. Work

Individual work certainly influences behavior individual purchases. The income they earn from work that is an important determinant in their purchasing behavior (Kotler P., 2007).

c. Lifestyle

Lifestyle is a pattern of one's life as such reflected in their activities, interests and opinions. Lifestyle will greatly affects the patterns of action and behavior of individuals (Kotler P., 2007).

d. Personality

Personality is a distinct psychological characteristic of someone who causes relatively consistent responses and stay on the environment (Kotler P., 2007).

E. Psychological Factors

A persons purchase choice is influenced by four psychological factors main. These factors consist of motivation, perception, learning, and beliefs and attitudes. Need will be motive if he is pushed up to that stage of intensity adequate. Motive is a sufficient need to push someone acting. Perception is a process used by individuals to choose, organize, and interpret input information to create a picture of the world that has meaning. Perceptions can vary widely between individuals and individuals others who experience the same reality.

The purchase decision process is part of consumer behavior. There are several stages by consumers in making the purchase decision process. These stages will result in a decision to buy or not. After buying a product the consumer will feel satisfied or dissatisfied with the product he bought. If consumers are satisfied then they will make a repeat purchase, whereas if consumers feel dissatisfied, they will switch to other brands. Kotler and Keller (2016: 195) state that the purchase decision process consists of five stages as follows:

1. Problem recognition.

The buying process starts when the buyer recognizes the problem or needs to be triggered by internal or external stimuli. With one internal stimulus one's normal needs.

2. Information search.

Interested consumers may or may not be looking for more information. If the consumer's drive is strong and a satisfying product is near, he might buy it later. If not, consumers can store their needs in memory or search for information related to

3. Evaluation of alternatives

That is how consumers process information to arrive at brand choices.

4. Purchase decision.

Generally, consumer purchase decisions will buy the most preferred brand, but two factors can come between purchase intention and purchase decision.

5. Postpurchase behavior.

After purchase, consumers may experience dissonance from seeing certain disquieting features or hearing good things about other brands postpurchase behavior purchase decision evaluation of alternatives Information search problem recognition and will be wary of information that supports the decision.

2. Product Quality

Product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, ease, operation and improvement as well as other attributes. When a product has been able to perform its functions, it can be regarded as a good quality product (Kotler & Armstrong, 2008).

According to Kotler (2008), most products are provided on one of four quality levels: low quality, medium average quality, good quality, and excellent quality. Some of the above attributes can be measured objectively. However, from the point of marketing, quality must be measured from the buyer's perception about the quality of the product. Kotler & Armstrong (2008) say that product quality is a potential strategic weapon to beat competitors. So only the company with the best product quality will grow rapidly, and in the long run the company will be more successful than the other company.

According to Tjiptono (2008: 25), quality reflects all dimensions of product offerings that produce benefits for customers. The quality of a product in the form of goods or services is determined through its dimensions. According to Bowo, Hoyyi, and Mukid (2013) product quality is a relative measure of a good or service that can give you an idea of how far the level of excellence of a product is able to meet customer desires. The quality of products is the understanding that the products offered by sellers have more selling points that are not owned by a competitor product. Therefore, companies are trying to focus on the quality of the product and compare it with the products offered by competing companies.

If a company wants to maintain a competitive advantage in the market, then it must understand what aspects or dimensions are used by consumers to differentiate the products that it sells from competing products. The eight dimensions of product quality that are commonly used

by marketers, namely, performance, feature, conformance, reliability, durability, serviceability, aesthetic and perceived quality (Garvin, 2007).

a. Performance

The performance dimension is the main characteristic or function of a product. It also refers to the main benefits or properties of the products consumers buy, which is usually the first thing they consider.

b. Feature

The feature dimension refers to the additional characteristics or features that complement the basic benefits of a product. Features are options for consumers. If the main benefits are standard, then features are commonly added.

c. Reliability

The reliability dimension is the opportunity for a product to be free from failure when carrying out its functions.

d. Conformance

The conformance dimension is the suitability of product performance with the standards stated in a product. This is a 'promise' that must be fulfilled by the product. Products that have this dimension thus comply with the standards.

e. Durability

Endurance shows the age of a product, that is, the amount of use of a product before the product is replaced or damaged.

f. Serviceability

The quality of a product is determined on the basis of its ability to be repaired: easy, fast and competent. Products that can easily be repaired are of higher quality compared with those that are difficult to repair.

g. Aesthetic

Beauty concerns the appearance of products that can attract consumers. Aesthetic also refers to product design or packaging. Some brands improve their aesthetic to make their products appear more attractive in the eyes of consumers.

h. Perceived Quality

The perceived quality dimension refers to consumers' determination of image, brand or advertisement. Famous branded products are usually perceived to be of higher quality compared with those that are not heard. Consumers want products that have high conformance quality.

The Quality Product provided by the company is the right strategy to attract the attention of consumers. This is supported by research conducted by Anwar (2015) which shows that product quality influences purchasing decisions. Product quality is an action given by a company to win competition in the market by establishing a set of significant differences in the products or services offered to differentiate the company's products from its competitors' products, so that consumers can be seen or perceived that the quality products have added value expected by consumers.

Product quality is an act awarded by the company to win competition in the market by setting a set of meaningful differences on the product or service being offered for differentiate the companys product from the product competitors, so that it can be viewed or consumers perceive that the product is quality has added value expected by consumers. Companies that have products that always have innovation will make consumers unsaturated and have alternatives in making purchasing decisions and using a product (Putra, 2017).

This opinion is also supported by research conducted by Monalisa (2015) which revealed that product quality that is considered good by consumers will create purchasing decisions. Purchasing decisions will be made when consumers have chosen the right product to meet their needs. Purchasing decisions are the stages in the buyer decision-making process where consumers actually buy (Kotler & Armstrong, 2012). Thus it can be

concluded that there is a relationship between product quality and purchasing decisions.

3. Brand Equity

Although there are various definitions with different views of brand equity, all researchers mostly agree with the term “added value”. Brand equity is a set of brand assets and liabilities linked to a brand; its name and symbol, which add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers (Aaker, 2009). It means that brand equity is the added value that bonds with consumers.

Brand equity generates value for the company and the consumers. It creates value to the consumers by giving information to consumers, giving confidence in making decision, reinforcing buying, and contributing to self-esteem, such as confidence in using the brands. Brand equity gives value to companies by increasing marketing efficiency and effectiveness, creating brand loyalty, increasing profit margins and winning over the competition (Bagozzi, 1998). According to Aaker (1991; 2009), brand equity could be evaluated from brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets. Aaker categorized brand equity into two groups, which are consumer-based brand equity, consisting of the first four elements, and the second group is the other proprietary assets, such as patents, trademarks and channel relationships.

This paper focuses on consumer-based brand equity, which consists of brand awareness, brand association, and brand loyalty.

a. Brand Awareness

Brand awareness relates to how strong a brand is in the memory of consumers (Aaker, 2009). Brand awareness is the ability of a brand to appear in consumers mind when they are thinking about a category of a product (Kim & Kim, 2004). Brondoni (2001) believed that brand

awareness becomes a crucial point of difference between a certain brand and its competitors.

Ukpebor and Ipogah (2008) believe that brand awareness can be determined as the degree of consumer's familiarity towards a brand that can be measured through brand recognition, brand recall, and top of mind. Brand recognition is defined as consumers' ability to remember a certain brand with the help of something or someone to remember it, such as logo, slogan, tagline, advertising and packaging which often called as aided recall. The purpose of brand recognition is to reassure the brand and help the brand to be recognized by other people.

Brand recall is defined when consumers can easily retrieve the brand of a category from their mind without any help or clue (unaided recall). The purpose of brand recall is to position the brand in consumers' minds. Finally, top of mind is defined as the first brand that appears in consumers minds when they think about a product/service category, as they know and familiar about the brand. The purpose of top of mind is to position the brand to be the first brand in consumers' mind.

b. Brand Associations

Brand association is something in consumers minds or memories that connect to the brand including product attributes, consumers benefits, uses, life-styles, product classes, competitors and countries of origins (Aaker, 2009). Brand associations can provide a point-of-different, purchase reasons, positive attitudes, and feelings which may influence purchase behavior and satisfaction, reduce reasons to shift to other brands, and provide basis for brand loyalty (Touminen, 1991). Brand associations can be categorized into three types which are attributes, benefits and attitudes.

The first types of brand associations are brand attributes, which characterize a product or service. The attributes can be both product related attributes and non-product related attributes. Product related

attributes are those related to a products physical composition or a services requirements, varying in product or service category. Non-product related attributes are the external aspects of the product or service related to its purchase including price information, user imaginary, usage imaginary, and packaging information (Keller, 2012). Price information refers consumers belief about the price and value they get from the brands. User imaginary refers to the type of consumers use the brands. Usage imaginary refers to the ideas or type of situations in which the brand is used packaging information refers to information of the products in the packaging.

The second types of brand associations are brand benefits, meaning the associations of the brand is linked with the benefit of the brand itself which makes consumers attached to the brand. Benefits can be categorized into three types, functional benefits, experiential benefits, and symbolic benefits. Functional benefits are related with fairly basic motivations like safety needs or avoidance. Experiential benefits are related to how consumers feel when the products or services are being used. Symbolic benefits are the extrinsic benefits of products or service usage which are related to the needs for social approval or personal expression such as prestige and exclusivity (Keller, 2012).

The last type and the most abstract types of brand associations is brand attitudes, which are consumers complete evaluations of a brand. Brand attitudes provide the basis for consumers action and behavior related to the brand depending on the attributes and benefits of the brand itself (Keller, 2012).

c. Brand Loyalty

Aaker (1991) defined brand loyalty as a measurement of how consumers bond to a brand. Brand loyalty reflects whether consumers will change to other brand due to changing of prices or features.

Brand loyalty relates to consumers strong commitments to subscribe or purchase the same brand again in the future. It affects consumers vulnerability to shift its competitors (Sadat, 2009). A consumer is considered loyal to a brand when they do not easily shift a brand to another, even when the brand is not available in the store (Jalilvand, 2011). Kotler and Keller (2006) measure brand loyalty through repeat purchase (consumers loyalty towards a certain brand), retention (consumers resistance towards the brand), and referrals (consumers willingness to recommend the brand). Jalilvand, Samiei, and Mahdavinia (2011) measures through consumers first choice, preference, and unwillingness to shift to other brands. Agusli and Sondang (2013) measure through positive wording, recommendation, and repeated usage towards a brand.

loyalty is attached to consumer behavior to repurchase the brand as their first choice. Hence, it can be said that a brand should be able to become consumers primary choice so that consumers will repurchase the product. By having a brand loyalty, company can cut marketing cost and increase the number of purchase.

Many empirical studies have indicated that brand equity has an impact towards the purchase intention (Chang & Liu, 2009). Aaker (2009) also stated that brand equity has a positive impact towards the consumers purchase intention. According to Aaker (2009) and Keller (2003), brand equity's elements (e.g. brand awareness, brand associations, perceived quality, brand loyalty) influence the consumers purchase intention.

Brand awareness plays an important role in consumers purchase intention as it can increase the familiarity of consumers towards the brand, which can then lead to possible purchase. Brand associations affect the basis for purchase intention towards a brand as it helps consumers to obtain information, distinguish the brand, generates reasons to purchase, and creates positive values/attitudes to the firms

and their consumers. Finally, brand loyalty will make consumers attached to the brand. Consumers do not only repeat buying but also make them invulnerable to any brand changes such as change of price or product features. All these three dimensions are the construct of the brand equity. Therefore, brand equity will also significantly influence purchase intention depending on the three dimensions.

4. **Place**

Places include company activities that make products available to customers (Kotler P., 2007). The place is a location where minimarkets operate or carry out activities to produce goods or services that their economic aspects (Alma, 2007). Location is seen as a place of business that greatly affects consumers desire to come and shop (Sumarwan, 2004).

According to Tjiptono (2006), site selection requires careful consideration of the following factors:

- (1) Access, namely ease of reaching. For example, locations traversed or easily reached by public transportation facilities;
- (2) Visiability, namely a location or place that can be seen clearly from a normal viewing distance;
- (3) Traffic involves the following two main considerations:
 - (a) The number of people passing by can provide a great opportunity for impulse buying, that is, buyers decisions that often occur spontaneously, without planning, and or without going through special efforts;
 - (b) Traffic density and congestion can also be an obstacle;
- (4) The environment is the area around which supports the services offered. Based on the above notions of location is one of the most important in making purchasing decisions, because location is a factor that determines the success of a business, by choosing a strategic location.

The paper argues the significance importance of location factor in the development of entrepreneurship and small business in Nigeria and thus suggests that location factor should be given an urgent consideration as a vital factor that would positively affect small business performance (Minai & Lucky, 2011). The location variables are important determinants of expansion strategy, indispensable in analysing subsidiaries of MNEs even in hosts with stable political environment (Somlev & Hosbino, 2005).

5. Promotion

Promotion is an activity carried out by the company to communicate the benefits of the product and as a tool to influence consumers in purchasing or using services according to needs (Lupiyoadi, 2013). Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate the purchase of products immediately and increase the amount of goods purchased customers (Tjiptono, 2007).

Promotion is a kind of communication that provides a convincing explanation of potential consumers about goods and services in order to gain attention, educate, remind, and reassure potential customers (Alma B. , 2005). Promotion is a seller and buyer information communication that aims to change the attitudes and behavior of buyers, who previously did not know be familiar with so that buyers be given the product (Saladin & Oesman, 2002).

According to Kotler and Armstrong (2004:79) Promotion is an activity that communicates product advantages and persuade target customers are notification messages about a product and provides confidence in the benefits to buy it. The purpose of promotion is to get attention, educate, remind, and convince potential customers. From the opinion of some experts above, it can be concluded that promotion is a business that is used by companies in which there to prospective buyers, so that potential buyers can stimulate awareness, interest, take action

purchase (purchase), then evaluate the product (evaluate) the results of which are satisfaction or dissatisfaction (satisfaction).

According to Kotler and Keller (2016: 582) the understanding of each promotional tool is as follows:

a. Advertising

Any paid from non-personal presentation and promotion of ideas, goods, or services by sponsors identified through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (recordings, video recordings, videodisks, CDRoms, web pages), and display media (billboards, signs, posters).

b. Sales Promotion

Various short-term incentives to encourage trial or purchase of products or services including customer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and support displays), and business and sales promotion forces (contests for sale reps).

c. Event and Experience

Activities and programs designed to create company-sponsored daily or specifically related to brand interactions with consumers, including sports, arts, entertainment, and cause events and less formal activities

d. Public Relations and Publicity

A variety of programs directed internally for corporate or external employees for customers, other forms, government, and media to promote company image products or individual product communications.

e. Online and Social Media Marketing

Online activities and programs designed to engage customers or prospects and directly or indirectly increase awareness, improve image, or lead to sales of products and services.

f. Mobile Marketing (Market Movement)

A special form of online marketing that places communication on mobile consumer phones, smart phones, or tablets.

g. Direct and Database Marketing (Database Playback and Direct)

The use of mail, telephone, email fax, or the internet to communicate directly with or request responses or dialog from certain customers and prospects.

h. Personal selling (Face to Face Sales)

Face-to-face interaction with one or more prospective employees for the purpose of making presentations, answering questions, and procuring orders.

Every consumer has different characteristics and opinions of the products offered by marketer. A stimulus is needed that attracts consumers' attention so that consumers can immediately inside make a purchase decision. In the purchase decision process, at the recognition and the information search stage, the sales promotional tool that is most effective is the free samples because it helps in reducing risk trials. Consumers will be more likely to take the risk of trying a sample rather than buying the whole product and being disappointed. They further suggested that, at the alternative evaluation and the purchase decision stage, coupons, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers.

B. Previous Study

The table below is summary of previous study related to the variable of quality product, brand equity, place, and promotion to repurchase intention decision.

Table II.1
Previous Study

No	Researcher	Title	Result
1	Ahmad A. Al-Tit	The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention	<ul style="list-style-type: none"> - There is an influence between service on customer satisfaction and hence consumer retention - There is an influence between food quality on customer satisfaction and hence customer retention
Sumber : Asian Social Science; Vol. 11, No. 23; 2015 (Ahmad A. Al-Tin, 2015)			
2	Herin Widyawati	Pengaruh <i>Buzz Marketing</i> , Harga, dan Lokasi Terhadap Keputusan Pembelian Pada Warunk Gacoan Solo	<ul style="list-style-type: none"> - There is an influence between buzz marketing on purchasing decisions. - There is an influence between price on purchasing decisions. - There is an influence between location on purchasing decisions.
Sumber : Jurnal Manajemen dan Bisnis (Herin Widyawati, 2019)			
3	Baruna Hadi Brata , Shilvana Husani , Hapzi Ali	The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta	<ul style="list-style-type: none"> - There is an influence between quality product on product purchase decision. - There is an influence between price on product purchase decision. - There is an influence between promotion on product purchase decision. - There is an influence between location on product purchase decision.
Sumber : Saudi Journal of Business and Management Studies ISSN			

	2415-6671 (Baruna Hadi Brata, Shilvana Husani, Hapzi Ali, 2017)		
4	D.A. Harahap, Ratih Hurriyati, V.Gaffar, and D. Amanah	The Effect of Location and Product Completeness to Consumer Buying Decision of Small and Medium Enterprise Market	- There is an influence between location on buying decisions. - There is an influence between product completeness on buying decisions.
	Sumber : 2nd Global Conference on Business, Management, and Entrepreneurship (D.A. Harahap, Ratih Hurriyati, V.Gaffar, and D. Amanah, 2017)		
5	Aghi, B.D, Lawal, K.A.A, 'Ajibola, A.B.	Sales Promotion and Consumers Purchase Decision in the Beverage Industry in Nigeria	- There is sales promotion tools such as price discount, coupon discount, buy-one and get-one free and free sample which the beverage industry in Lagos state often deploy have significant relationship in consumer purchase decision.
	Sumber : Humanities, Management, Arts, Education & the Social Sciences Journal (Aghi, Lawal, & Ajibola, 2019)		

C. Hypotheses

Based on the theoretical basis that has been presented above, then in this study leads to 4 hypotheses that will be proposed, namely:

1. The impact of product quality on repurchase intention decision in Warunk Gacoan Solo.

In operate a culinary, one of the important things is product quality. A consumer will have a repurchase intention decision when they feel confident and satisfied with the quality of the product. The quality product provided by the company is the right strategy to attract the attention of consumers. This is

supported by research conducted by Anwar (2015) which shows that product quality influences purchasing decisions. Then, from this description can be conveyed the following hypothesis:

H₁: Product quality has a positive impact on repurchase intention decision.

2. The impact of brand equity on repurchase intention decision in Warunk Gacoan Solo.

Brand Equity has a high influence in terms of repurchase decision, as the identity of a company, and is a differentiator from one product to another. In research by Pradipta (2016), If there is no brand, the consumer must evaluate all products that don't have brand whenever they're about to do a purchase. The existence of brand equity makes a the brand becomes strong and can easily be for attract potential customers, so things this can give you trust and satisfaction the belief that consumers are satisfied by the product that makes it the consumer be loyal and will make a purchase reset. The emergence of a new brand on the market will be make consumers want to try to buy for the first time, the process is called trial buying process. From the description can be conveyed the following hypothesis:

H₂: Brand equity has a positive impact on repurchase intention decision.

3. The impact of place on repurchase intention decision in Warunk Gacoan Solo.

Location/Place represents an important part of the distribution channel. Good location and place ensures availability access quickly, and a large number consumers and strong enough to change shopping patterns and consumer purchases. Research conducted by Fifyanita Ghanimata (2012) stated that the location variable has a positive and significant effect on the decision purchase. From the description can be conveyed the following hypothesis:

H₃: Place has a positive impact on repurchase intention decision.

4. The impact of promotion on repurchase intention decision in Warunk Gacoan Solo.

Every consumer has different characteristics and opinions of the products offered by marketer. A stimulus is needed that attracts consumer's attention so that consumers can immediately inside make a purchase decision. According to the Permana (2017) research, promotion has an influence significant positive on purchasing decisions. From the description can be conveyed the following hypothesis:

H₄: Promotion has positive impact on repurchase intention decision.

D. Research Framework

The research design is a structured plan to map this paper. Which is framework used for all aspects of writing and research.

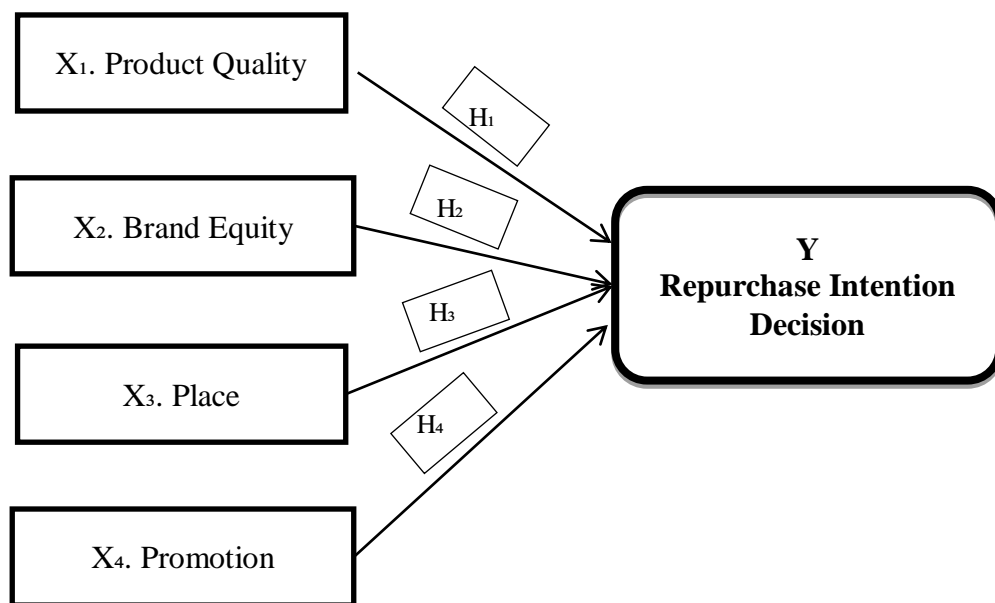


Figure II.1

Research Framework