CHAPTER IV

RESULT ANALYSIS AND DISCUSSION

This study investigated the consumers of Warunk Gacoan Solo who consumed the product of food and beverage. In the analysis and discussion conducted on this study it can be explained the number of respondents is 182. With several tests, such as validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis test, t-test, f-test, and R^2-test. Here are the results:

A. Characteristics of Respondents

The respondent's description is used to identify the respondents classifications based on the results of the respondents' answers to the questionnaire that has been circulated. The respondents characteristics observed in this research are name, gender, age, occupation, time duration visited, and know information of Warunk Gacoan Solo. Further explanation of the characteristics is as follows:

1. Gender

Gender is the differencebiologically betweenfemale and male since a person was born. Thegender characteristicsof this study are as follows:

Table IV.1

Gender Characteristic of Respondents

No	Gender	Quantity	Precentage
1	Male	31	17.03 %
2	Female	151	82.97 %
	TOTAL	182	100 %

Source: primary data processed, 2020

Table VI.1 illustrate that there are 31 male respondents (17.03%) and 151 female respondents (82.97%). Based on this information it is

known that female respondents of consumer Warunk Gacoan Solo is dominate to make repurchase intention decision.

2. **Age**

Age is the age limit or description of a person. the limit is from the lowest age, namely 12 years and the highest age, namely over 30 years. the detailed explanation of age as follows:

Table IV.2

Age Characteristic of Respondents

No	Age	Quantity	Precentage
1	12 - 20 years	70	38.5 %
2	21 - 30 years	112	61.5 %
3	> 30 years	-	-
	TOTAL	182	100 %

Source: primary data processed, 2020

According to the table IV.2, shows that there are 70 people aged 12-20 years (38.5%), 112 people aged 21-30 years old (61.5%), and 0 people aged more than 30 years old. The most respondents of this research are the people who at the age of 21 – 30 years old, in which 61.5% from 182 respondents.

3. **Occupation**

Occupation or job is an activities carried out by humans aiming to fulfill their daily needs. The occupation characteristic of respondent of Warunk Gacoan Solo can be seen in the following table:

Table IV.3

Occupation Characteristic of Respondents

No	Occupation	Quantity	Precentage

1	Student	174	95.6 %
2	Entrepreneur	1	0.6 %
3	Government Employees	-	-
4	Others	7	3.8 %
	TOTAL	182	100 %

Source: primary data processed, 2020

The data in Table IV.3 shows that the number of students was 174 people (95.6%), Entrepreneurs were 1 person (0.6%) and the others were 7 people (3.8%). It can be concluded that the most consumer of Warunk Gacoan Solo is a student.

4. **Duration of Consumer at Warunk Gacoan Solo**

Duration of consumer is the duration of time or the number of times the consumer comes to consumed the product of food and beverage at the Warunk Gacoan Solo. The duration of consumer in this study are as follows:

Table IV.4

Duration of Consumer Respondents at Warunk Gacoan Solo

No	Duration of Cosumed	Quantity	Precentage
1	Once	19	10.4 %
2	Twice	16	8.8 %
3	More than 3 times	147	80.8 %
	TOTAL	182	100 %

Source: primary data processed, 2020

The data in Table IV.4 shows that there respondent consumed for once was 19 people (10.4%) and for twice was 16 person (8.8%). Also,

the number of respondents that consumed during more than 3 times was 147 person (80.8%).

5. **Source of Information about Warunk Gacoan Solo**

The source of information is where the consumer gets to know the information related about Warunk Gacoan Solo, which ultimately leads the consumer to make a repurchase decision. The source of information by consumer in this study are as follows:

Table IV.5

Source of Information at Warunk Gacoan Solo of Respondents

No	Source of Information	Quantity	Precentage
1	Friends	139	76.4 %
2	Media Social	25	13.7 %
3	Others	18	9.9 %
TOTAL		182	100 %

Source: primary data processed, 2020

According to the table IV.5, shows that consumers know information about Warunk Gacoan Solo through friends as much as 139 (76.4%), through social media as much as 25 (13.7%), and through others as much as 18 (9.9%). The most respondents of this research are the people who knows about Warunk Gacoan Solo, from their friends.

B. Research Instrument Test

1. Validity Test

A validity test is a test used to find out the data measuring instrument that can be used to measure what should be measured. The test is done by correlating between scores of each item question from the questionnaire of the five variables; they are quality product, brand equity, place, promotion, and repurchase intention decision. This study uses the Bivariate Pearson validity testing method. The instrument is said to be valid if the

product-moment R ($R_{calculated}$)> R_{table}. The R_{table} value of N = 182 respondents is 0.146. The following tables are the analysis of the data obtained.

a. Product Quality

Based on calculation, the results of the validity of the variable product quality are as follows:

Table IV.6

Validity Test of Product Quality (X_1)

No	$R_{calculated}$	R_{table}	Conclusion
1	0.629	0.146	Valid
2	0.691	0.146	Valid
3	0.658	0.146	Valid
4	0.646	0.146	Valid
5	0.673	0.146	Valid
Source: Primary data processed by SPSS			

Table IV.6 shows that the validity of the quality product variable instrument of 5 questions can be obtained $R_{calculated}$> R_{table} of 0.146, it means that the instruments of product quality (X_1) are valid.

b. Brand Equity

Based on calculation, the results of the validity of the variable brand equity are as follows:

Table IV.7

Validity Test of Brand Equity (X_2)

No	$R_{calculated}$	R_{table}	Conclusion
1	0.790	0.146	Valid
2	0.731	0.146	Valid
3	0.733	0.146	Valid
4	0.536	0.146	Valid
5	0.697	0.146	Valid
Source: Primary data processed by SPSS			

Table IV.7 shows that the validity of brand equity variable instrument of 5 questions can be obtained $R_{calculated} > R_{table}$ of 0.146, it means that the instruments of brand equity(X_2) are valid.

c. Place

Based on calculation, the results of the validity of the variable place are as follows:

Table IV.8

Validity Test of Place (X_3)

No	$R_{calculated}$	R_{table}	Conclusion
1	0.532	0.146	Valid
2	0.772	0.146	Valid
3	0.769	0.146	Valid
4	0.756	0.146	Valid
5	0.604	0.146	Valid
Source: Primary data processed by SPSS			

Table IV.8 shows that the validity of place variable instrument of 5 questions can be obtained $R_{calculated} > R_{table}$ of 0.146, it means that the instruments of place(X_3) are valid.

d. Promotion

Based on calculation, the results of the validity of the variable promotion are as follows:

Table IV.9

Validity Test of Promotion (X_4)

No	$R_{calculated}$	R_{table}	Conclusion
1	0.771	0.146	Valid
2	0.752	0.146	Valid
3	0.793	0.146	Valid
4	0.691	0.146	Valid

5	0.754	0.146	Valid
Source: Primary data processed by SPSS			

Table IV.9 shows that the validity of promotion variable instrument of 5 questions can be obtained $R_{calculated}> R_{table}$ of 0.146, it means that the instruments of promotion (X_4) are valid.

e. Repurchase Intention Decision

Based on calculation, the results of the validity of the variable repurchase intention decision are as follows:

Table IV.10

Validity Test of Repurchase Intention Decision (Y)

No	$R_{calculated}$	R_{table}	Conclusion
1	0.737	0.146	Valid
2	0.812	0.146	Valid
3	0.768	0.146	Valid
4	0.754	0.146	Valid
Source: Primary data processed by SPSS			

Table IV.10 shows that the validity of repurchase intention decision variable instrument of 4 questions can be obtained $R_{calculated}> R_{table}$ of 0.146, it means that the instruments of repurchase intention decision (Y) are valid.

2. Reliability Test

After testing the validity of these variables (product quality, brand equity, place, promotion, and repurchase intention decision), then reliability testing can be done. The results of the reliability analysis can be shown by the value of alpha (α). Deciding the reliability of a variable is determined by the assumption that if the alpha cronbach value > 0.6 then the item or variable in this study is reliable.

The following summarizes results of the test that show alpha value on the quality product (X_1), brand equity (X_2), place (X_3), promotion (X_4), and repurchase intention decision (Y).

Table IV.11

Reliability Test

Variable	Alpha Cronbach	Role of Tumb	Conclusion
Product Quality	0.665	0.60	Reliable
Brand Equity	0.740	0.60	Reliable
Place	0.722	0.60	Reliable
Promotion	0.805	0.60	Reliable
Repurchase Intention Decision	0.755	0.60	Reliable

Source: Primary data processed by SPSS

According to the value of Alpha Cronbach in the table IV.11, the value of AC for product quality is 0.665, which the value is more than 0.60. The value of AC for brand equity is 0.740, which value is more than 0.60. The value of AC for place is 0.722, which value is more than 0.60. The AC for promotion is 0.805, which value is more than 0.60. The AC for repurchase intention decision is 0.755, which value is more than 0.60.

These all outcomes show that the entire things from all factors which are mentioned in each of variable product quality, brand equity, place, promotion, and repurchase intention decision are reliable.

C. Classic Assumption Test

1. Normality Test

Normality test is used to determine whether the residual value is normally distributed or not. A good regression model is to have a residual value that is normally distributed. In this test, the researcher used the Kolmogorov-Smirnov One-Sample Test by comparing Asymptotic Significance (probability) with a significance level. If Asymptotic Significance (probability) > significance level (α) means the sample data comes from a normal distribution.

Table IV.12

Normality Test

	Asymp. Sg (2-tailed P)	Result	Conclusion
Unstandardized Residual	0.073	P > 0.05	Normal

Source: Primary data processed by SPSS

Table IV.13 shows that the Asymptotic Significance from the data is 0.073 and more than 0.05, which means that the data has a normal distribution or it is assumed that the data can represent the population of this research.

2. Multicollinearity Test

The multicollinearity test aims to determine whether there is an inter-correlation between independent variables. Multicollinearity test is conducted by looking at the value of the Variance Inflation Factor (VIF) and tolerance that can identify the presence or absence of multicollinearity problems. If the VIF value <10 or tolerance value> 0.10, the regression model used in this study is considered to have no multicollinearity problem.

Table IV.13

Multicollinearity Test

Variable	Tolerance	VIF	Conclusion
Product Quality	0.505	1.982	Non - Multicollinearity
Brand Equity	0.508	1.968	Non - Multicollinearity
Place	0.699	1.431	Non - Multicollinearity
Promotion	0.536	1.867	Non - Multicollinearity

Source: Primary data processed by SPSS

Refers to the result of the Multicollinearity Test, the tolerance of independent variables that product quality is 0.505, brand equity is 0.508, place is 0.699 and promotion is 0.536. Their values of tolerance are more than 0.01. Besides, the value of the VIF from quality product is 1.982, brand equity is 1.968, place is 1.431, and promotion is 1.867, whether is less than 10.00. It means that is no multicollinearity among product quality, brand equity, place, promotion or called non-multicollinearity.

3. Heteroscedasticity Test

Heteroscedasticity is used to examine whether there is a difference in the residual variance of the observation period to another period of observation. The heteroscedasticity test aims to test whether in the regression model, there is an unequal variance from residual observations to other observations. In this study, the researcher tested heteroscedasticity using the Glejser method. If the significant value is > 0.05, so there is no symptom of heteroscedasticity in the regression model, and if significance value < 0.05, there is heteroscedasticity symptoms in the regression model.

Table IV.14

Heteroscedasticity Test

No	Variable	Significance	Significance Level	Conclusion
1	Product Quality	0.537	0.05	Non - Heteroscedasticity
2	Brand Equity	0.616	0.05	Non - Heteroscedasticity
3	Place	0.182	0.05	Non - Heteroscedasticity
4	Promotion	0.117	0.05	Non - Heteroscedasticity

Source: Primary data processed by SPSS

In accordance with the data in the table IV.14 of product quality is 0.537, brand equity is 0.616, place is 0.182, promotion is 0.117 and all variables is more than 0.05 it means that the data is homokedasticity or no heterocedasticity.

D. Multiple Linear Regression

Multiple linear regression analysis is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The equations of multiple linear regression analysis as follows :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information:

Y = Purchase Retention Decision

a = constant

X_1 = Product Quality

X_2 = Brand Equity

X_3 = Place

X_4 = Promotion

β_1 = Product Quality regression coefficient

β_2 = Brand Equity regression coefficient

β_3 = Place regression coefficient

β_4 = Regression coefficient Promotion

e = error

The results of data processing by spss are shown in the table below :

Table IV.15

Recapitulation Multiple Linear Regression

No	Variable	B Coefficient	T	Sig.	Conclusion
1	(Constant)	0.734	0.639	0.524	
2	Product Quality	0.191	2.851	0.005	Significance
3	Brand	0.243	4.175	0.000	Significance

	Equity				
4	**Place**	0.221	4.632	0.000	Significance
5	**Promotion**	0.125	2.263	0.025	Significance
6	**F Calculated**	53.760			
7	**F Sig.**	0.000			Significance
8	**R**	0.741			
9	**R Square**	0.549			

Source: Primary data processed by SPSS

From the data result of multiple linear regression analysis, shows taht the equation is :

$$Y = 0.734 + 0.191\ X_1 + 0.243\ X_2 + 0.221\ X_3 + 0.125\ X_4 + e$$

α = 0.734	If the value of Product Quality (X_1), Brand Equity (X_2), Place (X_3), and Promotion (X_4) is constant (0), so the repurchase intention decision has levels 0.734.
β₁ = 0.191	The value of Product Quality (X_1) coefficient regression is 0.191. It means that if product quality has increased 1％ and other variables are constant, then repurchase intention decision will increase by 0.191.
β₂ = 0.243	The value of Brand Equity (X_2) coefficient regression is 0.243. It means that if brand equity has increased 1% and other variables are constant, then repurchase intention decision will increase by 0.243.
β₃ = 0.221	The value of Place (X_3) coefficient regression is 0.221. It means that if Place has increased 1% and other variables are constant, then repurchase intention decision will increase by 0.221.
β₄= 0.125	The value of Promotion (X_4) coefficient regression is 0.125. It means that if Promotion has increased 1% and

	other variables are constant, then repurchase intention decision will increase by 0.125.

E. Hypotesis Test

1. *t*-test

t test is the test used for assessing the partial influence of the independent variable towards dependent variable. In addition according to t value, it can be acquired which one of the variables has the strongest impact on the dependent variable. The rules of decision-making in the t-test using the SPSS application have a significance level of 5% are follows. If the significance value is > 0.05, it means that the independent variable partially has no significant effect on the dependent variable. If the significance value is < 0.05, it means the independent variable partially has a significant effect on the dependent variable. For t-test in this study as follows :

a. Product Quality (X_1)

In the table IV.15 about results of multiple regression analysis shows that value of t Sig. for the variable of product quality is 0.005 and it's the value of t Sig. less than 0.05. It means that the variable of product quality has a significant effect on repurchase intention decision. It can be concluded that the H_1 was accepted.

b. Brand Equity (X_2)

In the table IV.15 about results of multiple regression analysis that value of t Sig. for the variable of brand equity is 0.000 and it's the value of t Sig. less than 0.05. It means that the variable of brand equity has a significant effect on repurchase intention decision. It can be concluded that H_2 was accepted.

c. Place (X_3)

In the table IV.15 about results of multiple regression analysis shows that value of t Sig. for the variable of place is 0.000 and it's the value of t Sig. less than 0.05. It means that the variable of place has a significant effect on repurchase intention decision. It can be concluded that H_3 was accepted.

d. Promotion (X_4)

In the table IV.15 about results of multiple regression analysis shows that value of t Sig. for the variable of promotion is 0.025 and it's the value of t Sig. less than 0.05. It means that the variable of promotion has a significant effect on repurchase intention decision. It can be concluded that H_4 was accepted.

2. F Test

A simultaneous test (F-Test) is used to know whether all the independent variables, are product quality (X_1), brand equity (X_2), place (X_3), and promotion (X_4) together have a positive and significant effect on the dependent variable repurchase intention decision (Y). If the significance value > 0.05, it means the independent variable cannot explain or does not affect the dependent variable. If the significance value is < 0.05, it means the independent variable can explain/influence the dependent variable.

Table IV.16

F Test Model

F	Sig.	Information
53.760	.000[b]	Significance

Source: Primary data processed by SPSS

From the information of ANOVA table, the F calculated is 53.760 and F table is 2.42 (df 1 (k)=4, df 2 (n-k)=178). When the F count is contrasted to F table esteem can be seen that the factual trial of the dispersion F count $>$ F table is $53.760 > 2.42$. The test result can be seen additionally centrality of the significance value $(0.000) < 0.05$, so Ho in this research is rejected or Hi is accepted. It means that the $H_1, H_2, H_3,$ and H_4 in this research are accepted.

F. Coefficient of Determination

The coefficient of determination measures the proportion of dependent variables capable of being explained by the independent variables observed. The value of R^2 has a range between 0-1. If R^2 equals 1 means the matched

regression line describes 1000% variation in the dependent variable. If R^2 equals 0, then the model does not explain any variation in the dependent variable.

Table IV.17

R Square Model

R	R Square	Adjusted R Square	Std. Error of the Estimate
.741[a]	.549	.538	1.42698

Source: Primary data processed by SPSS

From table IV.17 shows that calculation result of R^2 obtains coefficient of determination with the value is 0.549. It means that 54.9% variations in repurchase intention decision variables can be explained by product quality, brand equity, place, and promotion variables; meanwhile the rest of 45.1% is explained by other factors outside the model under study.

G. Discussion

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

According to the result of the test, it can be seen that the hypothesis was supported based in the table IV.15. The result of multiple linear regression shows product quality has 2.851 as the t value and 0.191 as the B value. For the results of t sig. = 0.005 < 0.05, it means the product quality variable value is less than 0.05. From these results stated that H_1 was accepted. It can be concluded that product quality has significant impact on repurchase intention decision at Warunk Gacoan Solo

This implication is supported by the research of Ahmad A. Al-Tit (2015). In their research, they stated that there is an influence between service and food quality (quality product) on customer satisfaction and hence consumer retention.

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

According to the result of the test, it can be seen that the hypothesis was supported based in the table IV.15. The result of multiple linear regression shows brand equity has 4.175 as the t value and 0.243 as the B value. For the results of t sig. = 0.000 < 0.05, it means the brand equity variable value is less than 0.05. From these results stated that H_2 was accepted. It can be concluded that brand equity has significant impact on repurchase intention decision at Warunk Gacoan Solo.

This implication is supported by the research of Santoso and Cahyadi (2014). In their research, based on the multiple regression test, brand equity (brand awareness, brand association, perceived quality, and brand loyalty) simultaneously has significant influence towards purchase intention. Moreover, it is found that only two out of four elements of brand equity individually have a significant influence towards purchase intention, namely brand association and brand loyalty whereas brand awareness and perceived quality do not have significant influence on purchase intention.

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

According to the result of the test, it can be seen that the hypothesis was supported based in the table IV.15. The result of multiple linear regression shows place has 4.632 as the t value and 0.221 as the B value. For the results of t sig. = 0.000 < 0.05, it means the place variable value is less than 0.05. From these results stated that H_3 was accepted. It can be concluded that place has significant impact on repurchase intention decision at Warunk Gacoan Solo.

This implication is supported by the research of Harahap et al (2017). In their research, location variable and product completeness partially positive have real effect to consumer buying decisions. Simultaneously both variables are also positive significant effect on consumer buying decisions.

H4 : Promotion has a positive impact on repurchase intention decision.

According to the result of the test, it can be seen that the hypothesis was supported based in the table IV.15, the result of multiple linear regression shows promotion has 2.263 as the t value and 0.125 as the B value. For the

results of t sig. $= 0.025 < 0.05$, it means the promotion variable value is less than 0.05. From these results stated that H_4 was accepted. It can be concluded that promotion has significant impact on repurchase intention decision at Warunk Gacoan Solo.

This implication is supported by the research of Aghi, Lawal, and Ajibola (2019). In their research, 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.