



## THE INFLUENCE OF THE BRAND IMAGE, THE QUALITY PRODUCT, AND CUSTOMER SATISFACTION ON REPURCHASING INTEREST IN SMALL AND MEDIUM BUSINESS SHOPS OF TRADITIONAL PRODUCTS IN SERANG

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### Abstract

*The purpose of this study was to examine the effect of Brand Image on repurchase intention, to test the effect of Product Quality on repurchase intention, to test the effect of Customer Satisfaction on repurchase intention, and to test the effect of Brand Image, Product Quality, Customer Satisfaction on repurchase interest. In Small and Medium Business Stores of Traditional Products in Serang, This research uses an explanatory quantitative approach. The number of samples in this study was 85 respondents. The results of this study in hypothesis 1 obtained the results  $t_{count} > t_{table}$  ( $2,362 > 1,989$ ) with a significance level of 0.02 ( $0.02 < 0.05$ ). Hypothesis 2 obtained the results  $t_{count} > t_{table}$  ( $2,398 > 1,899$ ) with a significance level of 0.02 ( $0.02 < 0.05$ ). Hypothesis 3 obtained the results  $t_{count} > t_{table}$  ( $2,659 > 1,989$ ) with a significance level of 0.01 ( $0.01 < 0.05$ ). Hypothesis 4 obtained the results  $F_{count} > F_{table}$  ( $7.566 > 2.717$ ) with a significance level of 0.00 ( $0.00 < 0.05$ ), which means that there is a significant influence between brand image, product quality, and customer satisfaction. The conclusion of this study on hypothesis 1 to hypothesis 4 is that there is a significant influence on the purchase intention of Small and Medium Enterprises Traditional Products in Serang City.*

**Keywords:** Brand Image, Product Quality, Customer Satisfaction, Repurchase Interest

### INTRODUCTION

In this global era, advances in technology and information have increased needs, wants, and lifestyles. Companies are competing to create products to meet consumers' diverse needs and desires so that they can provide better value than their competitors and maintain the viability of the company, including in the retail industry, one of which is a shop. Stores or distribution stores in Indonesia can now be said to be overgrown in the fashion world.

A store or distribution store (distribution store) is a store that sells various types of clothing and accessories, where there are brands available, and there are several local or domestic brands, both deposited and self-produced. Currently, competition in Small and Medium Business Stores for Traditional Products is getting more demanding, and many new products are emerging. Therefore, it indirectly affects a company's business in maintaining business continuity. This demand causes every company to be required to be able to produce products desired by consumers so that it can satisfy and retain consumers. This condition is in line with the growing public awareness of fashion which has led to the fulfillment of a lifestyle in clothing, so it can say that the need for clothing today is not only to cover the body but also as a means of communicating and showing the lifestyle and identity of the wearer. The development of the fashion business can also be seen in the many outlets and distributions that sell various types of clothing. Although it is clear here that distributions are centered on marketing their products, they cannot separate from buyers directly or indirectly in the process and buying and selling activities.

Small and Medium Enterprises Shop for Traditional Products is an independent clothing company, a home industry-based creative industry including clothing that is done independently (indie). In general, distributions are small and medium industries (IKM) that feature independent brands and are then developed by young people. The products sold or produced by distributions are attempted not to be mass-produced so that the distinctive value of the product is maintained. Must-have distro characteristics that can be highlighted so that it has an attraction for customers. There are many methods to attract consumer buying interest between accurate pricing, good material selection, attractive place, and excellent customer service.

Small and Medium Business Stores Traditional products using information technology and selling through e-commerce can be used as solutions to help companies develop their companies and

deal with business pressures. The high business pressure that arises due to the high level of competition requires companies to be able to respond.

Using e-commerce can increase cost efficiency and company productivity to increase the company's ability to compete. However, not all distributions pay attention to customer satisfaction. Customer satisfaction is essential to improving customer-focused products and services. The voice of the customer can be a valuable input for management in mapping out which areas should be prioritized. Distribution businesses need to pay attention and understand what customers need. Unfortunately, not all distributions pay attention to customer satisfaction. It can happen because the distribution does not innovate in the design of the products issued or the service conditions that make consumers less comfortable.

The problems in Traditional Small and Medium Business Stores related to the influence of Brand Image, Marketing Strategy, and Product Quality indicate that some consumers say that the Small and Medium Business Store brand of Traditional Products is quite well known in Serang City. Many people have used it, but the design issue is not much different from the previous design, and the Marketing Strategy of some consumers said that Small and Medium Business Stores for Traditional Products rarely held discounts at offline stores, values were more often owned in e-commerce even though consumers wanted to try it first before buying, and the quality of the product was mostly Consumers say that there are many brands of Small and Medium Business Shops for Traditional Products, especially with lower prices than competitors. Small and Medium Business Shops for traditional products also have suitable quality materials that are not inferior to their competitors. That is what makes consumers continue to buy and sell. Repurchase at Traditional Small and Medium Business Stores

It is vital to increase brand image, product quality, and customer pleasure, which will refer to repurchase interest, for this Traditional Small and Medium Business Store to continue advancing and surviving. It can be accomplished by referring to repurchase interest. Because a consumer's faith in Traditional Small and Medium Business Stores is contingent on the brand image of those stores, business actors must uphold the brand image. Not only must the brand image be considered to retain consumers, but we must also pay attention to the quality of the product to maintain and make a difference between each distribution. The unique design characteristics of distribution and design management develop the distribution's image and attract consumers always to visit and buy the latest designs at Traditional Small and Medium Business Stores. Customer satisfaction is essential to improving customer-focused products and services. Customer voices can be valuable input for distro owners in mapping out which areas should be prioritized. Therefore, distribution businesses need to pay attention and understand what customers need. Unfortunately, not all distributions pay attention to customer satisfaction. This situation can happen because the clothing design does not vary, the service is good, or the clothing material makes the customer less comfortable.

The following is the brand image in Traditional Small and Medium Business Stores in Serang City based on the results of distributing questionnaires conducted by the author as follows:

Table 1 Brand Image in Traditional Small and Medium Business Stores

No	Indicator	Brand Image		
		Standard Value	Perception Value	Percentage (%)
1	Small and Medium Business Stores Traditional Products are easy to remember.	21	26	86%
2	The reputation of the Small and Medium Business Stores for Traditional Products is good in the eyes of the public	21	16	53%
3	Quality products sold.	21	26	86%
4	Brands Traditional Products provide comfort when used for daily needs.	21	28	93%

Source: Data processed from the results of instrument trials, 2022

It is based on the table above with calculations according to Zikmun et al., with a sample of 6 respondents. The scale is 1 to 4, the highest value is 30, and the lowest is 6. Therefore, a matter of 21 is the benchmark for both high value and perceived value ( $30/2 + 6 = 21$ ). By adhering to the standard

reference value of 21, this scale indicates that the level of brand image in Traditional Small and Medium Business Stores is still not optimal. This result can be seen in the table above, where there is 1 (one) value with a low perceived value, namely reputation. On Indicator No. 2, the perceived value is less than the standard value of 20. In contrast, the average value of 21 indicates that the community feels that the Small and Medium Business Shop for Traditional Products is not better than its competitors. Because in distribution circles, there are still many distributions that are bigger and more widely known to people so that they get a better reputation in the eyes of the public.

This distribution circle indicates that the Traditional Small and Medium Business Stores in Serang City have not been able to provide brand trust that is in line with consumer expectations and desires. Consumers will feel confident with the brand if the brand is already big or is everywhere. The following is the quality of the products at the Traditional Small and Medium Business Stores in Serang City based on the results of distributing questionnaires conducted by the author as follows:

Table 2 Product Quality in Small and Medium Business Stores of Traditional Products

No	Indicator	Product quality		
		Standard Value	Perception Value	Percentage (%)
1	Size/product size is suitable for Asian people.	21	26	86%
2	Product quality following the catalog/photos.	21	28	93%
3	The product has a long service life when used.	21	19	63%

Source: Data processed from the results of instrument trials, 2022

It is based on the table above with calculations according to Zikmun et al., with a sample of 6 respondents. The scale is 1 to 3, the highest value is 30, and the lowest is 6. So the standard of high value and perceived value is 21 ( $30/2 + 6 = 21$ ). By adhering to the standard reference value of 21, this scale indicates that the level of product quality in Traditional Small and Medium Business Stores is still not optimal. This result can be seen in the table above, where there is 1 (one) value with a low perception value, namely resilience.

On Indicator No. 3, the perceived value is less than the standard value of 19, while the expected value of 21 indicates that consumers feel the product does not have a long service life when used. Because every consumer is different, when it comes to caring for clothes that are often washed, the color and quality of the clothes will change so that the service life will be less. This result indicates that the Traditional Small and Medium Business Stores in Serang City have not been able to provide quality products that meet consumer expectations and desires. However, consumers will be satisfied with the quality of the product if the product is safe to use in the long term. The following is customer satisfaction at Traditional Small and Medium Business Stores in Serang City based on the results of distributing questionnaires conducted by the author as follows:

Table 3 Customer Satisfaction in Traditional Small and Medium Business Stores

No	Indicator	Customer satisfaction		
		Standard Value	Perception Value	Percentage (%)
1	The services provided follow consumer expectations.	21	25	83%
2	Products that live up to the high standards set by customers.	21	20	66%
3	The service and comfort provided are in line with expectations	21	19	63%
4	Desire to repurchase the products of Small and Medium Enterprises Traditional Products	21	26	86%
5	I was happy with the services provided and willing to recommend the products of Small and Medium Enterprises Traditional Products to the closest people.	21	28	93%
6	Consumers are not satisfied with the product design issued	21	17	56%

Source: Data processed from the results of instrument trials, 2022

It is based on the table above with calculations according to Zikmun et al., with a sample of 6 respondents. The scale is 1 to 6, the highest value is 30, and the lowest is 6. So the standard of high value and perceived value is 21 ( $30/2 + 6 = 21$ ). By adhering to the standard reference value of 21, this scale indicates that the level of customer satisfaction in Traditional Small and Medium Business Stores is still not optimal. This result can be seen in the table above, where there are 3 (three) values with low perceived values, namely the dimensions of customer satisfaction, confirmation of expectations, and customer dissatisfaction.

On Indicator No. 2, the perceived value is less than the standard value of 20. In contrast, the average value of 21 indicates that consumers feel the purchased product does not always meet consumer expectations. Because each product has different ingredients and consumer tastes are different. On Indicator No. 3, the perceived value is less than the standard value, 19, while the expected value is 21, indicating that the service and comfort provided are not in line with consumer expectations, Because some customers aren't happy with the standard service. Finally, on Indicator No. 6, the perceived value is less than the average value of 18. In contrast, the expected value of 21 indicates that consumers are not satisfied with the product designs issued by Small and Medium Business Shops for Traditional Products because the designs published are not much different from the previous designs.

It indicates that the Traditional Small and Medium Business Stores in Serang City cannot provide satisfaction according to customer expectations and desires. However, customers will be satisfied with the services obtained. The following are repurchase interests at Traditional Small and Medium Business Stores in Serang City based on the results of distributing questionnaires conducted by the author as follows:

Table 4 Repurchase Interest in Small and Medium Business Stores of Traditional Products

No	Indicator	Repurchase Interest		
		Standard Value	Perception Value	Percentage (%)
1	Small and Medium Business Stores Traditional Products are always my choice when buying clothes.	21	25	83%
2	Want to recommend the products of Small and Medium Enterprises Traditional Products to the closest people.	21	26	86%
3	Consumers prefer to buy clothes for Small and Medium Enterprises with Traditional Products than competing brands.	21	25	83%
4	Gather information first before buying a product.	21	19	63%

Source: Data processed from the results of instrument trials, 2022

It is based on the table above with calculations according to Zikmun et al., with a sample of 6 respondents. The scale is 1 to 4, the highest value is 30, and the lowest is 6. Therefore, a matter of 21 is the benchmark for both high and perceived value ( $30/2 + 6 = 21$ ). By adhering to the standard reference value of 21, this scale indicates that the level of repurchase interest in Traditional Small and Medium Business Stores is still not optimal. It can be seen in the table above, where there is 1 (one) value with a low perception value, namely exploratory interest.

On Indicator No. 4, the perceived value is less than the standard value, 19, while the expected value is 21, indicating that consumers feel that they collect information before buying a product. Will be purchased. It suggests that the Traditional Small and Medium Business Stores in Serang City have not been able to provide the trust that matches the expectations and desires of customers. So customers must find out before buying.

## METHOD

The research method used in this research is explanatory quantitative research, which explains the influence between the independent variables (brand image, product quality, and customer satisfaction) and the Dependent Variable (repurchase interest).

The approach used in this study is a quantitative approach at the casual level of explanation, which is to explain the causal relationship between variables through hypothesis testing using statistical calculations. In this study, the authors want to describe the extent of the influence of brand image, product quality, and customer satisfaction on repurchase interest in Small and Medium Enterprises Traditional Products Shops in Serang City.

The population in this study is the consumers of Small and Medium Business Shops for Traditional Products in Serang City, the total population is infinite, or the number is unknown. If the population is unknown, (Hair, 2016 et, nd) recommend a minimum sample size of 5 (five) times the number of indicators or statement items contained in the questionnaire. The number of samples in this study was 85 respondents. The sampling technique using non-probability sampling following this study is based on random selection. That technique chooses anyone who is found in that place to be used as a sample if it is seen that the person who happens to be suitable as a data source.

Following the object of research, the variables that exist in the study are the effect of brand image, product quality, and customer satisfaction on repurchase interest in Small and Medium Enterprises and Traditional Products Shops in Serang.

1. Brand Image as an independent variable (Independent Variable) is called the  $X_1$  Variable, which affects the Y variable, the dependent variable.
2. Product quality as an independent variable (Independent Variable) is called the  $X_2$  Variable, the results affecting the Y variable, namely the dependent VariableVariable.
3. Customer Satisfaction as an independent variable (Independent Variable) is called the  $X_3$  Variable, which results in the problem affecting the Y variable, the dependent variable (Dependent Variable).
4. I am buying interest as a variable Y (Dependent Variable) or dependent VariableVariable, influenced by variables  $X_1$ ,  $X_2$ , and  $X_3$ , which is independent (Independent VariableVariable).

The data collection instrument in this study was a questionnaire, according to (Sugiyono (2014), nd) stated that "The research instrument is a data collection tool used to measure the observed natural and social phenomena ."With a Likert Scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items in the form of questions or statements.

The data analysis methods used are validity, reliability, classical assumption, multiple regression analysis, coefficient of determination, and hypothesis test.

## RESULTS AND DISCUSSION

### Validity test

The validity tests are as follows:

Table 5 Test of Brand Image Variable Validity ( $X_1$ )

No	$r_{\text{count}}$	$r_{\text{table}}$ (n=85)	Decision
CM_1	0.368	0.213	Valid
CM_2	0.627	0.213	Valid
CM_3	0.476	0.213	Valid
CM_4	0.594	0.213	Valid
CM_5	0.584	0.213	Valid
CM_6	0.657	0.213	Valid
CM_7	0.451	0.213	Valid
CM_8	0.402	0.213	Valid
CM_9	0.395	0.213	Valid
CM_10	0.459	0.213	Valid

Source: SPSS 22 Data Processing Results

Based on table 5, in testing the validity of each statement item that the respondents have questioned, it is known that the Brand Image variable ( $X_1$ ) has a correlation above 0.213 for the whole answer. For this reason, the author states that the statement items on the brand image variable are valid.

Furthermore, knowing the validity test of the product quality variable ( $X_2$ ) can be seen through the following description:

Table 6 Test of Product Quality Variable Validity ( $X_2$ )

No	r count	r table (n=85)	Decision
KP 1	0.518	0.213	Valid
KP_2	0.551	0.213	Valid
KP 3	0.619	0.213	Valid
KP 4	0.627	0.213	Valid
KP 5	0.503	0.213	Valid
KP 6	0.500	0.213	Valid
KP 7	0.515	0.213	Valid
KP 8	0.503	0.213	Valid
KP 9	0.395	0.213	Valid
KP 10	0.522	0.213	Valid

Source: SPSS 22 Data Processing Results

Based on table 6 on testing the validity of each statement item that will question the respondent, it is known that all product quality variable items ( $X_2$ ) have a correlation above 0.213 for the whole answer. For this reason, the author states that the statement items on the product quality variable are valid. Furthermore, knowing the validity test of the customer satisfaction variable ( $X_3$ ) can be seen through the following description:

Table 7 Validity Test of Customer Satisfaction Variables ( $X_3$ )

No	r count	r table (n=85)	Decision
KPP_1	0.510	0.213	Valid
KPP_2	0.562	0.213	Valid
KPP_3	0.586	0.213	Valid
KPP_4	0.562	0.213	Valid
KPP_5	0.487	0.213	Valid
KPP_6	0.467	0.213	Valid
KPP_7	0.326	0.213	Valid
KPP_8	0.452	0.213	Valid
KPP_9	0.558	0.213	Valid
KPP_10	0.443	0.213	Valid

Source: SPSS 21 Data Processing Results

Based on table 7 on testing the validity of each statement item that will question the respondent, it is known that all items of the customer satisfaction variable ( $X_3$ ) have a correlation above 0.213 for the whole answer. For this reason, the author states that the statement items on the Variable Variable of repurchase interest are valid. Furthermore, knowing the validity test of the repurchase interest variable (Y) can be seen through the following description:

Table 8 Validity Test of Repurchase Interest Variable (Y)

No	r count	r table (n=85)	Decision
MBU_1	0.593	0.213	Valid
MBU_2	0.422	0.213	Valid
MBU_3	0.506	0.213	Valid
MBU_4	0.272	0.213	Valid
MBU_5	0.551	0.213	Valid
MBU_6	0.558	0.213	Valid
MBU_7	0.319	0.213	Valid
MBU_8	0.517	0.213	Valid

No	r count	r table (n=85)	Decision
MBU_9	0.609	0.213	Valid
MBU_10	0.431	0.213	Valid

Source: SPSS 21 Data Processing Results

Based on table 8 on testing the validity of each statement item that will question the respondent, it is known that all items of the repurchase interest variable (Y) have a correlation above 0.213 for the whole answer. For this reason, the author states that the statement items on the VariableVariable of repurchase interest are valid.

### Reliability Test

The following are the results of reliability testing for the two research variables: product quality and employee performance.

Table 9 Reliability Test of Brand Image Variables ( $X_1$ )

#### Reliability Statistics

Cronbach's Alpha	N of Items
.644	10

Source: SPSS 21 Data Processing Results

Table 10 Reliability Test of Product Quality Variables ( $X_2$ )

#### Reliability Statistics

Cronbach's Alpha	N of Items
.701	10

Source: SPSS 21 Data Processing Results

Table 11 Customer Satisfaction Variable Reliability Test ( $X_3$ )

#### Reliability Statistics

Cronbach's Alpha	N of Items
.648	10

Source: SPSS 21 Data Processing Results

Table 12 Reliability Test of Repurchase Interest Variable (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.626	10

Source: SPSS 21 Data Processing Results

Table 13 Recapitulation of Reliability Test Values

Variable	Cronbach's Alpha. value	The scale of thumb, annually	Conclusion
Brand Image ( $X_1$ )	0.644	0.60	Reliable
Product quality ( $X_2$ )	0.701	0.60	Reliable
Customer satisfaction ( $X_3$ )	0.648	0.60	Reliable
Interest to repurchase (Y)	0.626	0.60	Reliable

Source: Primary data processed by SPSS

It is based on table 13 on the results of reliability testing with Cronbach's Alpha with the provision that if the value of *Cronbach's alpha* > the correlation coefficient 0.6 (*scale of thumb, annually*), then the instrument is said to be reliable and can be used for further testing.

**Classic assumption test**

**Normality test**

The normality test is used to determine whether the residuals studied are normally distributed or not.

Table 14 Normality Test of *One Sample Kolmogorov Smirnov*

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		85
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	3.48868035
	Absolute	.039
Most Extreme Differences	Positive	.027
	negative	-.039
Kolmogorov-Smirnov Z		.364
asymp. Sig. (2-tailed)		.999
a. Test distribution is Normal.		
b. Calculated from data.		

Source: SPSS 21 Data Processing Results

Based on table 14 on the normality test with *the Kolmogorov-Smirnov*, the significance value ( *Asymp Sig. 2-tailed* ) from the normality test of the data is obtained at 0.999, and this means that the residual information is generally distributed because the significance is above 0.05.

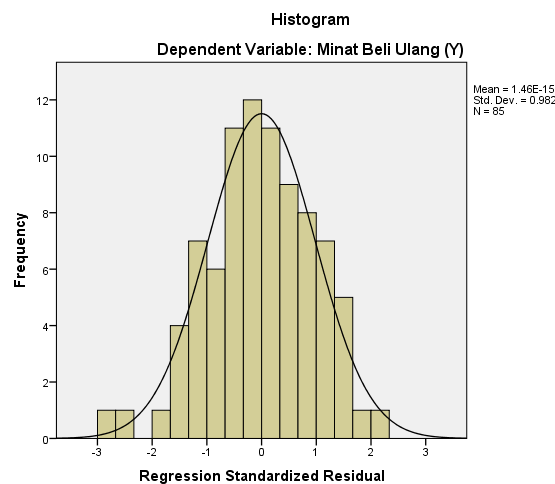


Figure 1 Histogram Normality Test

Based on Figure 4.1, it can see that the distribution pattern is regular because the curve forms a bell.

**Multicollinearity Test**

To determine whether there is multicollinearity between variables. One of them is by looking at the *Variance Inflation Factor* (VIF) value of each of the dependent independent variables, as shown in the following table:

Table 15 Multicollinearity Test

**Coefficients<sup>a</sup>**

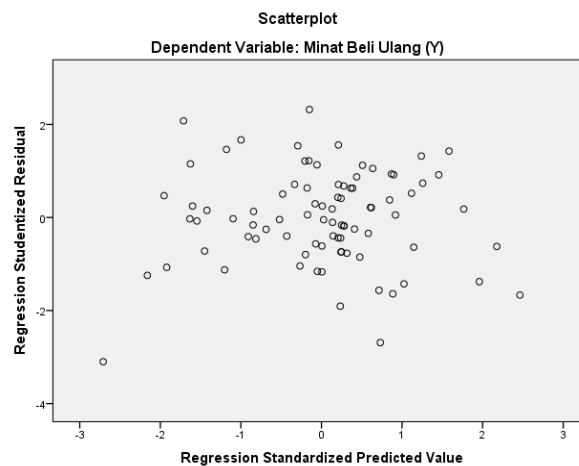
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image (X <sub>1</sub> )	.952	1.051
	Product Quality (X <sub>2</sub> )	.995	1.005
	Customer Satisfaction (X <sub>3</sub> )	.957	1.045
a. Dependent Variable: Repurchase Interest (Y)			

Source: SPSS 21 Data Processing

Based on table 15 on the multicollinearity test, it can be seen that the *Variance Inflation Factor* (VIF) values were obtained at 1,051 ( $X_1$ ), 1,005 ( $X_2$ ) and 1,045 ( $X_3$ ) and *Tolerance* obtained 0,952 ( $X_1$ ), 0,995 ( $X_2$ ) and 0,957 ( $X_3$ ). The result of the decision for the multicollinearity test is if the  $VIF < 10$  and the *tolerance value*  $> 0.10$ , it means that there is no multicollinearity; it can conclude that the model used does not contain multicollinearity symptoms.

### Heteroscedasticity Test

The method used to determine whether or not heteroscedasticity occurs in the residual value in the model below is to compare the significant weight with the basis of customer satisfaction, which is 0.05, to know the variance inequality and residual from one observation to another. It is done to determine whether heteroscedasticity occurs in the residual value.



Source: SPSS 21 Data Processing  
Figure 2 Heterodasticity Test

Table 16 Heteroscedasticity Test with *Glejser. Test*  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,631	4.296		.612	.542
1 Brand Image ( $X_1$ )	.057	.061	.106	.946	.347
Product Quality ( $X_2$ )	.036	.062	.064	.579	.564
Customer Satisfaction ( $X_3$ )	-.089	.070	-.142	-1.274	.206

a. Dependent Variable: ABSRES1

Source: SPSS Output Results 21.0

Based on table 16 above, it is known that the value of  $sig > a$  ( 0.05 ) all variables are homoscedastic as evidenced by the significance value of the *glejser test* on the brand image variable of 0.347, product quality variable 0.564 and customer satisfaction variable of 0.206. this result shows that there is no heteroscedasticity in the regression model in this study, and the independent variables can state not to have heteroscedasticity.

### Multiple Linear Regression Test

Furthermore, to find out the predictions between the *independent variables*, namely customer satisfaction and product quality, on the dependent VariableVariable, namely repurchase interest using the SPSS 210 program, the output of multiple regression coefficients is as follows:

Table 17 Multiple Regression Test  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.818	7.059		1,249	.215
1 Brand Image (X <sub>1</sub> )	.235	.099	.238	2,362	.021
Product Quality (X <sub>2</sub> )	.245	.102	.236	2,398	.019
Customer Satisfaction (X <sub>3</sub> )	.307	.115	.267	2,659	.009

a. Dependent Variable: Repurchase Interest (Y)

Source: SPSS 21 Data Processing

Based on table 17 in the multiple regression test, the following equation can be formed:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e \text{ dan } Y = 8.818 + 0.235.X_1 + 0.245.X_2 + 0.307.X_3 + e$$

Where :

Y = Dependent Variable (Repurchase Interest)

a = Constant

b<sub>1</sub> b<sub>2</sub> = Regression Coefficient

X<sub>1</sub> = Independent Variable (Brand Image)

X<sub>2</sub> = Independent Variable (Product Quality)

X<sub>3</sub> = Independent Variable (Customer Satisfaction)

Based on the obtained regression line equation, the regression model can be interpreted as follows:

1. Customer satisfaction coefficient constant = 8.818. This result means that if the value of the brand image (X<sub>1</sub>), product quality (X<sub>2</sub>), and customer satisfaction (X<sub>3</sub>) is equal to zero, then the level or amount of repurchase interest (Y) is 8.818 units.
2. Customer satisfaction coefficient b<sub>1</sub> = 0.235 means that if the value of the brand image (X<sub>1</sub>) has increased by 1 unit, while other independent variables are fixed, the repurchase interest variable (Y) will increase by 0.235 units.
3. Customer satisfaction coefficient b<sub>2</sub> = 0.245. This result explains if the value of product quality (X<sub>2</sub>) has increased by 1 unit. At the same time, other independent variables are fixed, then the level of repurchase interest variable (Y) has increased by 0.245 units.
4. Customer satisfaction coefficient b<sub>3</sub> = 0.307. This result explains if the value of customer satisfaction (X<sub>3</sub>) has increased by 1 unit. At the same time, the other independent variables are fixed, then the level of repurchase interest variable (Y) has increased by 0.307 units.

### Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination shows how many percent of the variation (up and down) of the dependent VariableVariable can be explained or explained by the interpretation of the independent VariableVariable. The coefficient of determination is the correlation coefficient and is expressed in percent.

Table 18 Coefficient of Determination

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.468 <sup>a</sup>	.219	.190	3.55270
a. Predictors: (Constant), Customer Satisfaction (X <sub>3</sub> ), Product Quality (X <sub>2</sub> ), Brand Image (X <sub>1</sub> )				
b. Dependent Variable: Repurchase Interest (Y)				

Source: SPSS 21 Data Processing

Table 18 Coefficient of Multiple Determination R 0.468 indicates that the influence of the value of 0.468 according to the table of the coefficient of determination is in the class interval 0.400 - 0.599, which suggests that the impact of the coefficient of determination is quite strong. Based on table 4.14,

the value of the Adjusted R Square Coefficient of Determination is 0.190. This result can interpret that the variable Brand Image ( $X_1$ ), Product Quality ( $X_2$ ), and Customer Satisfaction ( $X_3$ ) affect 19.00 % of Repurchase Interest (Y) while other factors influence the remaining 81%.

### Statistical Hypothesis Testing

#### Hypothesis 1

Brand Image Against Repurchase Interest in Traditional Small and Medium Business Stores in Serang City.

$H_{01}$  = There is no significant effect between Brand Image on Repurchase Interest in Traditional Small and Medium Business Stores in Serang City.

$H_{a1}$  = There is a significant influence between Brand Image on Repurchase Interest in Traditional Small and Medium Business Stores in Serang City.

#### Hypothesis 2

Product Quality Against Repurchase Interest at Traditional Small and Medium Business Stores in Serang City.

$H_{02}$  = There is no significant effect of Product Quality on Repurchase Interest in Traditional Small and Medium Business Stores in Serang City.

$H_{a2}$  = Product Quality significantly affects Repurchase Interest in Small and Medium Business Shops of Traditional Products in Serang City.

#### Hypothesis 3

Customer Satisfaction with Repurchase Interest at Traditional Small and Medium Business Stores in Serang City.

$H_{03}$  = There is no significant effect between Customer Satisfaction on Repurchase Interest at Traditional Small and Medium Business Stores in Serang City.

$H_{a3}$  = There is a significant influence between customer satisfaction on repurchase intention at traditional small and medium business stores in Serang City.

#### Hypothesis 4

Brand Image, Product Quality, and Customer Satisfaction with Repurchase Interest at Traditional Small and Medium Business Stores in Serang City.

$H_{04}$  = There is no significant effect between Brand Image, Product Quality, and Customer Satisfaction on Repurchase Interest in Traditional Small and Medium Business Stores in Serang City.

$H_{a4}$  = There is a significant influence between Brand Image, Product Quality, and Customer Satisfaction on Repurchase Interest in Traditional Small and Medium Business Stores in Serang.

### Research Hypothesis Testing Results

#### t-test (Partial)

To test whether the hypothesis initially set is accepted or rejected by comparing the t - count with the t-table. The results obtained from SPSS version 21 are as follows:

Table 19 t-test (Partial) Effect of Brand Image ( $X_1$ ) on Repurchase Interest (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.818	7.059		1,249	.215
1 Brand Image ( $X_1$ )	.235	.099	.238	2,362	.021
Product Quality ( $X_2$ )	.245	.102	.236	2,398	.019
Customer Satisfaction ( $X_3$ )	.307	.115	.267	2,659	.009

a. Dependent Variable: Repurchase Interest (Y)

Source: SPSS 21 Data Processing

The following is the development of the proposed hypothesis as follows:

**1. Testing Hypothesis 1 on the Effect of Brand Image (X<sub>1</sub>) on Repurchase Interest (Y)**

Based on table 19, the calculation results obtained a  $t_{count}$  of 2,362. In contrast, the t-table with the provisions on degrees of freedom (DK) =  $n-3$  ( $85-3 = 82$ ) then obtained a t-table of 1.989 so that the results of  $t_{count} > t_{table}$  ( $2.362 > 1.899$ ) with a significance level of 0.02 ( $0.02 < 0.05$ ) it can be concluded that there is a significant influence of brand image on the purchase intention of Small and Medium Enterprises Traditional Products in Serang City, this means that if the brand image increases, it will increase repurchase interest in the products of Small and Medium Business Shops for Traditional Products in Serang City.

**2. Testing Hypothesis 2 on the Effect of Product Quality (X<sub>2</sub>) on Repurchase Interest (Y)**

Based on table 19, it is obtained that the  $t_{count}$  is 2.398 while the t-table with the provisions on degrees of freedom (DK) =  $n-3$  ( $85-3 = 82$ ) then obtained a t-table of 1.989 so that the results of  $t_{count} > t_{table}$  ( $2.398 > 1.899$ ) with a significance level of 0.02 ( $0.02 < 0.05$ ) it can be concluded that there is a significant effect of product quality on the purchase intention of Small and Medium Enterprises Traditional Products in Serang City, this means that if product quality increases, it will increase repurchase interest in the products of Small and Medium Business Shops for Traditional Products in Serang City.

**3. Testing Hypothesis 3 on the Effect of Customer Satisfaction (X<sub>3</sub>) on Repurchase Interest (Y)**

Based on table 19, the calculation results obtained that the  $t_{count}$  is 2.659 while the t-table with the provisions on degrees of freedom (DK) =  $n-3$  ( $85-3 = 82$ ) then obtained a t-table of 1.989 so that the results of  $t_{count} > t_{table}$  ( $2,659 > 1.989$ ) with a significance level of 0.01 ( $0.01 < 0.05$ ) it can be concluded that there is a significant influence of customer satisfaction on the purchase intention of Small and Medium Enterprises Traditional Products in Serang City, this means that if Increased customer satisfaction will increase repurchase interest in the products of Small and Medium Business Shops for Traditional Products in Serang City.

**F Test (Simultaneous)**

Hypothesis 4 on the effect of customer satisfaction (X<sub>1</sub>) and product quality (X<sub>2</sub>), and customer satisfaction (X<sub>3</sub>) on repurchase interest (Y). In the F test to prove whether the independent variables simultaneously or simultaneously influence the dependent VariableVariable, the F test is carried out as follows:

Table 20 F Test (Simultaneous)

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	286,469	3	95.490	7.566	.000 <sup>b</sup>
	Residual	1022,355	81	12.622		
	Total	1308.824	84			

a. Dependent Variable: Repurchase Interest (Y)

b. Predictors: (Constant), Customer Satisfaction (X<sub>3</sub>), Product Quality (X<sub>2</sub>), Brand Image (X<sub>1</sub>)

Source: SPSS 21 Data Processing

Based on the table above, the calculated  $F_{test} = 7.566$  while the  $F_{table}$  value is obtained at Degrees of Freedom (DK) =  $n-k-1$  or  $85-3-1 = 81$  of 2.717 so that the results of  $F_{arithmetic} > F_{table}$  ( $7.566 > 2.717$ ) with a significance level of 0.00 ( $0.00 < 0.05$ ) which means that there is a significant influence between brand image, product quality and customer satisfaction together on repurchase interest in Traditional Small and Medium Business Store products in Serang.

**DISCUSSION OF RESEARCH RESULTS**

**Testing Hypothesis 1 on the Effect of Brand Image (X<sub>1</sub>) on Repurchase Interest (Y)**

The test results on hypothesis 1 obtained the results of  $t_{count} > t_{table}$  ( $2,362 > 1,989$ ) with a significance level of 0.02 ( $0.02 < 0.05$ ), it can be concluded that there is a significant influence of brand image on the purchase intention of Small and Medium Enterprises Traditional Products in Serang City,

this means that if the brand image increases, it will increase repurchase interest in the products of Small and Medium Business Shops for Traditional Products in Serang City.

Brand image is a representation of the overall perception of the brand. Therefore, brand image plays a vital role for the company. The company's goal is to create an ever-increasing customer buying interest in the products it produces.

In the book Sangadji and Sopiah (2013), Kotler says that product attributes are not related to the product's function but rather to the product's image in the eyes of consumers. A positive or negative image is more easily recognized by consumers, so producers always try to maintain, improve, and enhance the brand image of their products in customers' eyes. In creating a good image for customers, companies must carry out various strategies to make new opportunities in the eyes of customers by creating a brand image that can be accepted by customers and produce a positive thing in the minds of customers to build customer confidence in the products sold by the company. Brand image is something important in creating customer buying interest. A good brand image is a brand image that makes a positive value for a brand so that customers will always think positively about the brand and generate buying interest in meeting customer needs. The company highly desires a good brand image. If the product's brand image has a positive value in the eyes of customers, it will lead to high repurchase interest in the effects desired by consumers. The results of this study are consistent with research by Fakaubun (2019) and Fandiyanto and Kurniawan (2019), which state that brand image affects repurchase interest.

### **Testing Hypothesis 2 on the Effect of Product Quality ( $X_2$ ) on Repurchase Interest (Y)**

The test results on hypothesis 2 obtained the results of  $t_{\text{count}} > t_{\text{table}}$  ( $2.398 > 1.899$ ) with a significance level of 0.02 ( $0.02 < 0.05$ ), it can be concluded that there is a significant effect of product quality on the purchase intention of Small and Medium Enterprises Traditional Products in Serang City, this means that if product quality increases, it will increase repurchase interest in the products of Small and Medium Business Shops for Traditional Products in Serang City.

Quality can be expressed as the expectations and perceptions of consumers that are as good as actual performance. Product quality must be as promised by all activities in the marketing mix. Because it can increase customer interest in purchasing the product in question, the quality of this product must communicate correctly to potential customers.

Product attributes distinguish a product from other products, such as brand, performance, style, and reputation (Simamora, 2011). Products can be used as a unique attraction for consumers in making repeat purchases because the heart of a product can reflect its usability and appearance. Good product attributes will produce final results that can affect consumer perceptions. Consumers will feel that the product has more advantages than similar products, so the product will have added value and is worth buying again. The results of this study follow the research of Mulyani *et al.* (2015) and Mahendra and Rinawati (2020). They stated that their research on product quality affected repurchase interest.

### **Testing Hypothesis 3 on the Effect of Customer Satisfaction ( $X_3$ ) on Repurchase Interest (Y)**

The results of the test on hypothesis 3 obtained the results of  $t_{\text{count}} > t_{\text{table}}$  ( $2.659 > 1.989$ ) with a significance level of 0.01 ( $0.01 < 0.05$ ). It can be concluded that there is a significant effect of customer satisfaction on the purchase intention of Small and Medium Enterprises Traditional Products in Serang City. It means increased customer satisfaction will increase repurchase interest in the products of Small and Medium Business Shops for Traditional Products in Serang.

The fulfillment of high consumer expectations of the company's performance will also result in a high value of consumer satisfaction. If consumer satisfaction is high, then the tendency of consumers to create consumer desires and make repeat purchases, and vice versa. If consumer expectations are not fully met, customer satisfaction is not achieved, and the probability of consumers leaving will be higher. The increasing interest in consumer repurchase will give the company high profits that can maintain its survival. After consumers are satisfied, the company's task is not only to achieve satisfaction but also to continue to build and maintain the highest value of satisfaction provided by consumers by improving service quality and adding the best features to make it easier for consumers to make transactions.

Consumer satisfaction in business is considered one of the dimensions of market performance because the increase has the potential to increase short-term and long-term sales growth and market share as a result of repeat purchases (Tjiptono, Chandra, & Adriana, 2008). Repurchase interest can occur because of the satisfaction felt by consumers in consuming the products that have been purchased. The results of this study follow the research of Imran (2018) and Pastikarani and Astuti (2016), which state that customer satisfaction has a significant effect on repurchase interest.

#### **Testing Hypothesis 4 on the Effect of Brand Image ( $X_1$ ), Product Quality ( $X_2$ ), and Customer Satisfaction ( $X_3$ ) on Repurchase Interest ( $Y$ )**

The test results on hypothesis 4 obtained the results of  $F_{\text{arithmetic}} > F_{\text{table}}$  ( $7.566 > 2.717$ ) with a significance level of 0.00 ( $0.00 < 0.05$ ), which means that there is a significant influence between brand image, product quality, and customer satisfaction together. The same applies to buying interest in traditional Small and Medium Business Store products in Serang City.

Kotler and Keller (2016) state that a brand indicates a level of quality so that satisfied buyers can choose the product again. Santosa (2017) argues that a good brand image makes consumers believe in the results of the product. Therefore, a good idea becomes a benchmark for consumers to judge the outcome. Furthermore, it can cause consumers to consider repurchasing a product. It is supported by the theory of Romeo and Gomez in Sutopo (2017) that consumers make purchases based on the brand image that is formed in their minds.

Quality is formed from the consumer's point of view of the good or bad quality of a brand or product. Quality can affect repurchase intention. Therefore, perceived quality is one of the critical dimensions of brand equity. The theory put forward by John F. Welch Jr in Kotler and Keller (2016) is that quality guarantees customer loyalty as a defense in the face of global competition and as a way to maintain income.

Satisfaction felt by consumers usually depends on the quality of the product, so it is essential to meet consumer wants and needs. Product quality can affect repurchase interest if consumers are satisfied with the product. According to Kottler and Keller (2016), consumer satisfaction is a feeling felt by someone, happy or disappointed, that arises after comparing a product's perceived performance to the expectations they have. The results of this study follow the research of Hermanto and Saputra (2019), which states that brand image and product quality have a simultaneous influence on consumer buying interest.

#### **CONCLUSION**

From the description and discussion in previous chapters related to the influence of Brand Image ( $X_1$ ), Product Quality ( $X_2$ ), and Customer Satisfaction ( $X_3$ ) on Repurchase Interest ( $Y$ ), it can be concluded as follows. Namely, the results of testing on hypothesis 1 obtained the results of  $t_{\text{count}} > t_{\text{table}}$  ( $2,362 > 1,989$ ) with a significance level of 0.02 ( $0.02 < 0.05$ ). It can be concluded that there is a significant influence of brand image on the purchase intention of Small and Medium Enterprises Traditional Products in the City. Attack. The test results on hypothesis 2 are obtained  $t_{\text{count}} > t_{\text{table}}$  ( $2,398 > 1,989$ ) with a significance level of 0.02 ( $0.02 < 0.05$ ), it can be concluded that there is a significant effect of product quality on buying Interest in Toko Usaha products. Small and Medium Traditional Products in Serang City. The test results on hypothesis 3 obtained the results of  $t_{\text{count}} > t_{\text{table}}$  ( $2,659 > 1,989$ ) with a significance level of 0.01 ( $0.01 < 0.05$ ), it can be concluded that there is a significant effect of customer satisfaction on the purchase intention of Small Business Store products. And Medium Traditional Products in Serang City. The results of the test on hypothesis 4 obtained the results of  $F_{\text{count}} > F_{\text{table}}$  ( $7.566 > 2.717$ ) with a significance level of 0.00 ( $0.00 < 0.05$ ), which means that there is a significant influence between brand image, product quality, and customer satisfaction together on repurchase interest in Traditional Small and Medium Business Store products in Serang. The results of this study indicate that customer satisfaction has the most dominant influence on repurchase interest. This situation means that stores must pay more attention to customer satisfaction by increasing and improving product quality and service quality.

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