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by 1 Perpustakaan UMSIDA

Submission date: 18-Apr-2024 01:56PM (UTC+0700)

Submission ID: 2353648783

File name: ARTIKELumsida_Anggywahyup192010200161.docx (162.16K)

Word count: 6451

Character count: 37207

2
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

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Abstract:

This research aims to determine the influence of marketing communications, service quality, price and product quality on repeat purchases of Mie Gacoan products in Sidoarjo This research uses quantitative research with hypothesis testing The sample used in this research was 96 respondents The analysis tool used in this research, namely the path analysis technique, was carried out using SmartPLS (Partial Least Square) software version 3.0 for Windows Primary data in this research was obtained from a questionnaire whose measurement used a Likert scale which was tested for validity and reliability The results of this research prove that (1) marketing communication influences repeat purchases, (2) service quality influences repeat purchases, (3) price influences repeat purchases, (4) product quality influences repeat purchases.

Keywords: *Communication Marketing, Service Quality, Price, Product Quality and Repeat Purchasing.*

Introduction

Today's people's lifestyle tends to prefer fast and practical food compared to home-cooked food that you have to make yourself This is due to advances in technology and increasingly busy lifestyles, so consumers prefer to save time by buying ready-to-eat food outside the home These lifestyle changes also influence consumer behavior in choosing where to eat Restaurants are popular places for business meetings, gathering with friends, colleagues or family, and also as a place for recreation (Rahmawati, 2023) This shows that restaurants not only function as places to eat, but also as places for socialization and social interaction.

In choosing food products, consumers are influenced by individual needs and desires as well as previous experiences with products they have tried (Alinda & Adinugraha, 2022)

² *The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo*

Consumers can become loyal to a food product if they feel satisfied with previous experiences and feel that the product meets their needs and desires, so that consumers are interested in making repeat purchases. Repurchase interest is the activity of repurchasing products that have been purchased previously (Andari & Mathori, 2023). ⁴ There are several factors that can influence consumer interest in making repeat purchases, one of which is marketing communication. One type of marketing activity is marketing communication, which aims to spread information to remind or influence consumers about a company or product so they will be more likely to accept, purchase, and stick with the product that the producer offers (Sembiring, 2023). This is supported by one theory which states that the marketing communications used is one of the factors that can influence consumers' interest in making repeat purchases (Kotler & Armstrong, 2016) And supported by the results of previous research which proves that marketing communication has an effect on repurchase intention (Sembiring, 2023), (Praja, 2022), (Bharotodiasto, 2020), (Dewi et al., 2022) and is in contrast to other previous research which proves that marketing communication has no effect on repeat purchases (Mardiyanto & Slamet, 2020).

Another factor that can influence consumer interest in making repeat purchases is service quality. Service quality has an important role in influencing consumer buying interest, because with good service consumers will be interested in making purchasing decisions (Andari & Mathori, 2023). ¹ This is supported by previous research which proves that service quality is one of the factors that can influence consumers' decisions to repurchase (Andari & Mathori, 2023), (Wijastuti & Cantika, 2021), (Sulastri, 2022), (Law & Fridayani, 2024), however, this is inversely proportional to previous research which proves that service quality has an insignificant impact on repeat purchases (N E Lestari, 2021).

Price is also a factor that can influence repurchase interest, because ⁴ price is an element of the marketing mix that is considered quite attractive for consumers in determining the decision to purchase a product (Ramdhani & Widyasari, 2022). Previous research has also proven that price influences consumers' interest in making repeat purchases (Ramdhani & Widyasari, 2022), (B Lestari & Novitaningtyas, 2021), (Suryati & Rahmat, 2020) ¹⁰ but this is inversely proportional to research conducted by Jiwandono who proves that price has no significant effect on repurchase decisions (Wijastuti & Cantika, 2021).

Product quality is another element that may have an impact on consumers' desire to make repeat purchases. The capacity of a product to fulfill its intended purpose encompasses various aspects such as longevity, dependability, precision, user-friendliness, and maintenance accessibility (Kotler & Armstrong, 2016). In this case, it is supported by the statement that the product quality determined by the company influences the success and course of purchasing activities carried out by the company and also influences the income or profits received by the company (Jiwandono et al., 2020). There are several previous studies that prove that product quality can influence consumer buying interest (Ramdhani & Widyasari, 2022), (Suryati & Rahmat, 2020), (Jiwandono et al., 2020), (Permatasari et al., 2022a), however This is inversely proportional to other previous research which proves that product quality has no effect on repurchase interest (Sartika, 2020).

This research was conducted on Mie Gacoan, where Mie Gacoan has been quite successful in developing the spicy culinary noodle business in Indonesia Born from the company PT Pesta Pora Abadi, which operates in Sidoarjo in 2020 Its presence in Sidoarjo and as part of the number one spicy noodle restaurant chain in Indonesia shows that Mie Gacoan has large market potential in Indonesia The people of Sidoarjo are happy about the operation of Mie Gacoan Even though it has many competitors, Mie Gacoan is always busy with buyers In fact, the queue for orders was snaking Especially after the spicy noodle restaurant officially obtained the MUI halal certificate in November 2022 known as a spicy noodle shop Some of the noodle variants include Mie Suit with a salty taste, Mie Hompimpa with a salty spicy sensation, and Mie Gacoan which tastes sweet and spicy Apart from that, there are also various dimsum available, such as fried dumplings, siomai, cheese shrimp, rambutan shrimp, shrimp spring rolls, and claws.

After making direct observations at the Mie Gacoan location, the dominant buyers of Gacoan noodles were young people from various circles Even though there are lots of buyers and long queues, this doesn't dampen their interest in buying Gacoan Noodles, because the prices are affordable to all levels of society, as well as the strategic location of Gacoan Noodles The large number of buyers who visit proves that **consumers are satisfied with the quality** and service of **the** restaurant and proves that consumers have a high interest in repeat purchasing Mie Gacoan in Sidoarjo Based on the information above, the author proposed research with the title "The influence of marketing communications, service quality, price, product quality on repeat purchases of Mie Gacoan products in Sidoarjo".

²
*The Influence of Marketing Communication, Service Quality, Price and
Product Quality on Repeat Purchases of Gacoan Noodle Products in
Sidoarjo*

Literature Review

Marketing Communications

In order to get the target market to accept, purchase, and remain devoted to the products being supplied, ⁸ marketing communication aims to inform, influence, persuade, and remind them of its offerings (Tjiptono, 2012). Another way to define marketing communication is as an activity that helps customers make decisions by facilitating communication between producers, intermediaries, marketers, and consumers (Sembiring, 2023) The indicators for marketing communications include (Afganshari, 2021):

1. Advertising, is an important strategy in building company or brand equity, because it is a powerful way of providing information to consumers as well as influencing their perceptions.
2. Direct Marketing, direct marketing is a type of marketing communication that can reach all audiences well and can help companies group them based on age, gender, geographic location, lifestyle, behavior and various other factors.
3. Internet Marketing, is marketing communication that utilizes the internet and has a role in the form of digital and social media, which usually uses the web, social media and e-commerce in its marketing strategy.
4. Sales Promotion, is a marketing activity that provides extra or intensive value to salespeople, distributors or final consumers and can immediately stimulate sales.

5. Public Relations, using publicity and various other tools including special tools of publication, participation in community activities, fundraising, special event sponsorship, and various public affairs activities to improve the company's brand image.
6. Personal Selling, a form of individual communication where the seller tries to help or persuade potential buyers to buy the company's products or services.

Service Quality

Service quality is also a factor that plays a role in the process of customer loyalty. Good service is one of the supporting factors in the process of creating customer satisfaction (Febriatu & Hadita, 2023). Service quality is a form of user suitability, or the extent to which a product succeeds in serving consumer satisfaction. Service quality is a form of effort to meet consumer needs and desires and the accuracy of delivery in balancing consumer expectations (Salsabila & Maskur, 2022). Service quality is also a factor that plays a role in the process of customer loyalty (Nugroho, 2022). Good service is one of the supporting factors in the process of forming customer satisfaction. Service quality is a form of user suitability, or the extent to which a product succeeds in serving consumer satisfaction. The quality of service provided by the company can influence the level of consumer satisfaction, with good service quality it can be a plus value for the company and have a competitive advantage with other companies to attract the attention of consumers. The occurrence of good interactions between consumers and companies greatly influences consumer satisfaction so that consumers think about making repeat purchases (Wahyudi, Kristianti, et al., 2020). The indicators of service quality include, among others (Afifah, 2020):

1. Empathy, regarding information about what consumers need at this time.

²
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

2. Responsiveness, is the company's ability to respond to requests and help consumers
3. Reliability, in this dimension we see whether the company is able to provide services to consumers as promised.
4. Tangibles, the company can provide evidence to consumers that they trust the services provided by the company.
5. Assurance, how the company behaves in making customers believe in the services provided.

Price

Price is a method used by businesses to manage their operations. It establishes the right base price for goods and services and has to decide on strategies for offering price breaks, covering freight expenses, and disclosing pertinent information (Permatasari et al., 2022). The current price is also the impact of one of the factors that influences consumers' repurchase decisions, namely the amount of money needed to get a total combination of products and services Price is part of the mix that has a significant effect on the sustainability of customer loyalty As a company manager, you must consider concepts in making prices, because price setting has a big impact on the sustainability of customer loyalty in the company so that it can influence consumer repeat purchases (Wahyudi, Kristanti, et al., 2020) The indicators of price are (Suryati & Rahmat, 2020):

1. Price affordability, this aspect is carried out by producers or sellers in accordance with consumer purchasing abilities.
2. Suitability of price to product quality, the aspect of pricing carried out by producers in accordance with the quality of the product that consumers can obtain,

3. Price competitiveness, price offers provided by producers are different and competitive with those provided by competitors or other producers.
4. Matching price with benefits, the aspect of determination made by producers that is in accordance with the benefits obtained by consumers from the products purchased.

Product Quality

Product quality is the product's ability to carry out its functions that can be offered on the market to get attention, demand, use or consumption (Tjiptono, 2012) And product quality is the level of the product or can be interpreted as the level that is considered good for consumers and companies in similar products (Kotler) The indicators of product quality include (Afifah, 2020):

1. Performance, is a characteristic of the operations and core products purchased, for example speed, ease and comfort in use.
2. Quality of Compliance, the extent to which design and operational characteristics meet previously established standards, for example operational characteristic standards.
3. Aesthetics, the attractiveness of a product that can attract customers to experience the product.
4. Reliability, namely the small possibility of damage or failure to use.
5. Perceived Quality, is the consumer's perception of the overall quality or superiority of a product.

Repeat Purchase

Repeat purchases are a real form of customer loyalty Repeat purchases are activities carried out by consumers who buy products more than once or continuously over time The satisfaction obtained by consumers can trigger these consumers to make repeat purchases, being loyal to the company's

2
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

products can make consumers tell good things to other consumers (Farahan & Lestari, 2023) The indicators for repeat purchases include (Fathiyyah, 2022):

1. Transactional interest, which stems from a strong sense of confidence in the business, is the propensity of customers to only purchase goods and services from the company.
2. Referential Interest, refers to customers' propensity to recommend their goods to others. After customers acquire knowledge and expertise with the goods, this interest develops.
3. Preferential Interest, This type of interest characterizes the actions of customers whose main preferences are for certain goods. Only in the event that the preferred product undergoes a change can these preferences be modified.
4. Exploratory Interest, This interest type characterizes the actions of customers who are always seeking information about the products they are considering as well as information to bolster the advantages of the offering.

8
Research Methods

This research uses a method with a quantitative approach, the quantitative method aims to measure and gain an understanding of the relationship between the variables studied [27] The following are the variables that will be tested in this research, including Marketing Communication (X1), Service Quality (X2), Price (X3), Product Quality (X4) and Repeat Purchases as a variable (Y) Primary data collection was carried out by distributing questionnaires, distributing questionnaires was carried out online using the Google Form platform This research uses a Likert scale with five response options starting from Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree This

research was conducted in Sidoarjo Regency with a focus on consumers who had purchased at Mie Gacoan.

4
Sampling in this study used a probability sampling technique using a random sampling method. The sampling method using random sampling technique is obtained from a random population, this approach focuses on sample selection based on chance meetings between researchers and individuals who are considered suitable as respondents or individuals who have made purchases more than once. However, it is important to note that until now, there is no definite data regarding the number of buyers of the Mie Gacoan in the Sidoarjo area, East Java. Therefore, information regarding accurate population size is still not available. With this consideration, the population in this study was identified as all consumers who had purchased Mie Gacoan in the Sidoarjo area, East Java. Because the exact population size is not known, the sampling technique is based on the Cochran formula (Supranto, 2004).

$$n = \frac{z^2 p q}{e^2}$$

Keterangan:

- n : Sample Size/Number of Respondents
- z : The confidence level required in the sample is 95% with a value of 1.96
- p : Chance of correct 50% (0.5)
- q : Chance of error 50% (0.5)
- e : margins of error

²
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

In this study, (e) a margin of error of 0.10 (10%) was used So the calculations in determining the sample in this study are as follows:

$$n = \frac{(1,96)^2 (0,5) (0,5)}{(0,1)^2} = 96,04$$

By using calculations based on this formula, the sample size was around 96.04 people However, this figure has been rounded to 96 respondents In this research, path analysis techniques were used.

¹¹ Using the path coefficient as a value to calculate the size of the direct and indirect relationship between the variables, the path analysis technique is employed in this study to examine how the cause and effect relationship between the variables is arranged in a temporary order (Ghozali, 2016). ¹¹ The ⁶ SmartPLS (Partial Least Square) software version 3.0 for Windows was used in this study to perform path analysis. Is an alternative to the SEM (Structural Equation Modeling) data processing approach which is covariance-based and becomes variant-based Data analysis on SmartPLS can be carried out in several stages, namely, Outer Model Analysis which consists of convergent validity, discriminant validity, composite reliability, Average variance extracted, and collinerity statistics (VIF) tests The second is the Inner Model analysis which consists of the R-Square test and bootstrapping test for hypothesis testing With the following conceptual framework:

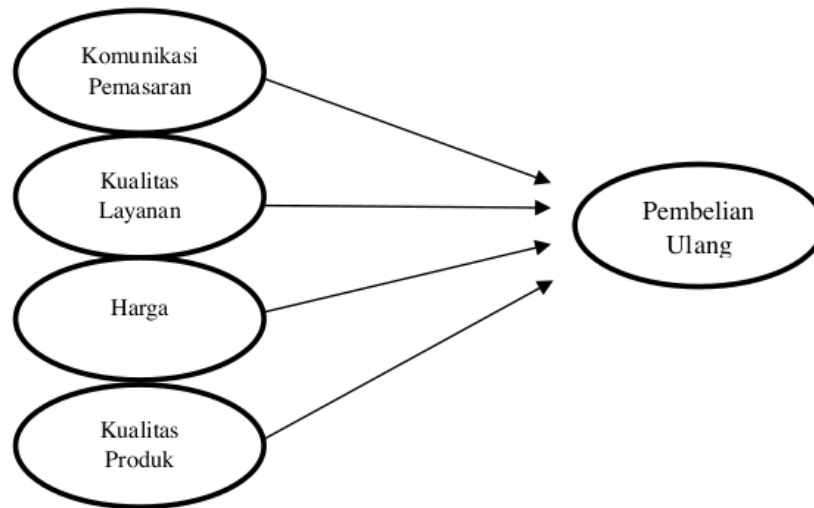


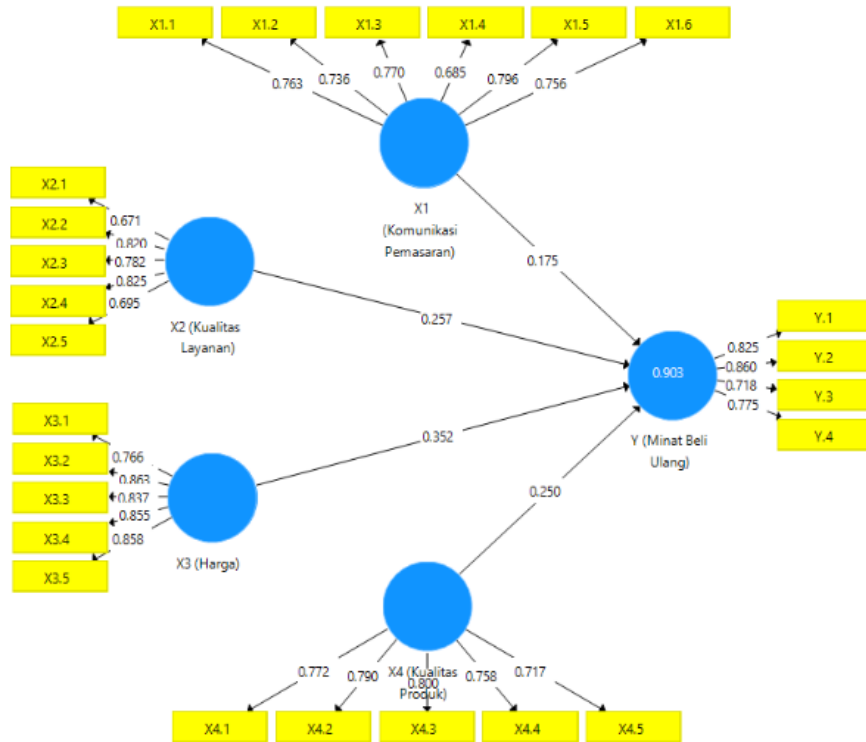
Figure 1 Conceptual form of research

Results and Discussion

Outer Model

In this study, Smart PLS (Partial Least Square) software was employed for data analysis. A schematic model of the outer model measurements is as follows:

2
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo



1
Gambar 2 (Outer Model)

The association between latent variables and all indicators is explained by this model. Stated differently, this external model explains the relationship between variables. There are multiple tests in the outer model, such as:

Validity Test

Covergent Validity

1
 Convergent validity is one of the tests contained in the outer model. In convergent validity, an indicator can be said to meet the requirements if the outer loading value is > 0.7 . However, if the outer loading value is 0.5 or 0.6, it can be considered to fulfill the requirements of convergent validity (Ghozali,

2016) The following are the values of the indicators obtained from convergent validity testing:

Table 1 Outer Loading

Idikator	CM (Communication Marketing)	SQ (Service Quality)	P (Price)	PQ (Product Quality)	RP (Repeat Purchasion)
7 CM.1	0,763				
CM.2	0,736				
CM.3	0,770				
CM.4	0,685				
CM.5	0,796				
CM.6	0,756				
SQ.1		0,671			
SQ.2		0,820			
SQ.3		0,782			
SQ.4		0,825			
7 SQ.5		0,695			
P.1			0,766		
P.2			0,863		
P.3			0,837		
P.4			0,855		
5 P.5			0,858		
PQ.1				0,772	
PQ.2				0,790	
PQ.3				0,800	
PQ.4				0,758	
PQ.5				0,717	
RP.1					0,825
RP.2					0,860
RP.3					0,718
RP.4					0,775

Source: Smart PLS Output, Data processed 2024

It is evident from the data in the above table that the average outer loading value of each study variable indicator is less than 0.7. Nonetheless, a few of indicators also have outer loading values greater than 0.7. In order to satisfy

2
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

the criterion for convergent validity, an outer loading value between 0.5 and 0.6 is deemed sufficient. (Ghozali, 2016).

Discriminant validity

The cross-loading values are used in this discriminant validity test. When an indicator's cross-loading value for each variable is **1** the highest when compared to other variables, it can be said to satisfy the criteria of discriminant validity.

Table 2 Cross Loading

Indikator	X1 (Communication Marketing)	X2 (Service Quality)	X3 (Price)	X4 (Product Quality)	Y (Repeat Purchasion)
CM.1	0,763	0,654	0,580	0,635	0,677
CM.2	0,736	0,626	0,627	0,555	0,663
CM.3	0,770	0,654	0,591	0,654	0,658
CM.4	0,685	0,582	0,502	0,558	0,564
CM.5	0,796	0,626	0,487	0,677	0,629
CM.6	0,756	0,584	0,424	0,631	0,615
SQ.1	0,471	0,671	0,603	0,540	0,557
SQ.2	0,732	0,820	0,738	0,712	0,817
SQ.3	0,577	0,782	0,525	0,625	0,680
SQ.4	0,634	0,825	0,609	0,672	0,683
SQ.5	0,705	0,695	0,556	0,692	0,648
P.1	0,484	0,578	0,766	0,510	0,618
P.2	0,544	0,671	0,863	0,551	0,703
P.3	0,586	0,632	0,837	0,571	0,709
P.4	0,613	0,652	0,855	0,585	0,735
P.5	0,733	0,788	0,858	0,807	0,836
PQ.1	0,677	0,629	0,481	0,772	0,667
PQ.2	0,626	0,584	0,490	0,790	0,630
PQ.3	0,590	0,658	0,505	0,800	0,674
PQ.4	0,695	0,689	0,641	0,758	0,667
PQ.5	0,569	0,710	0,680	0,717	0,702
RP.1	0,690	0,730	0,768	0,680	0,825
RP.2	0,711	0,759	0,781	0,716	0,860

RP.3	0,656	0,662	0,551	0,721	0,718
RP.4	0,635	0,706	0,642	0,666	0,775

Source: Smart PLS Output, Data processed 2024

It is evident from the following table that each indicator's cross loading value on the variable has the highest value when compared to the other variables. Thus, it can be said that all of the research's indicators have strong discriminant validity.

Reliability Test

Composite Reliability

This test is used to carry out tests in order to find out the reliability value of each indicator for each variable. The condition for this test is that the value obtained is greater than 0.6 (Ghozali, 2016). The following are the composite-reliability values of each variable used in this research:

Table 3 Composite Reliability

Variabel	Composite Reliability
<i>Communication Marketing</i>	0,886
<i>Service Quality</i>	0,873
<i>Price</i>	0,921
<i>Product Quality</i>	0,878
<i>Repaet Purchasion</i>	0,873

Source: Smart PLS Output, Data processed 2024

It is evident from the above table that all of the study's variables have composite reliability values greater than 0.6. In order to draw the conclusion that all variables have high reliability values, this demonstrates that each variable has satisfied composite reliability.

²
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

Average Variance Extracted (AVE)

Table 4 Average Variance Extracted (AVE)

Variabel	AVE
<i>Communication Marketing</i>	0,565
<i>Service Quality</i>	0,580
<i>Price</i>	0,700
<i>Product Quality</i>	0,590
<i>Repaet Purchasion</i>	0,634

Source: Smart PLS Output, Data processed 2024

It is clear from the preceding table that all variables have an ¹³ AVE value of greater than 0.50, indicating the reliability of each variable.

Multicollinearity Test

This test looks at the VIF value of each indicator in the test to determine whether the research data is multicollinear. The test condition states that each variable has no multicollinearity if the VIF value is less than 5, and vice versa if the VIF value is greater than 5. (Ghozali, 2016) The outcomes ³ of the collinearity statistics (VIF) test are as follows:

Table 5 Outer VIF Values

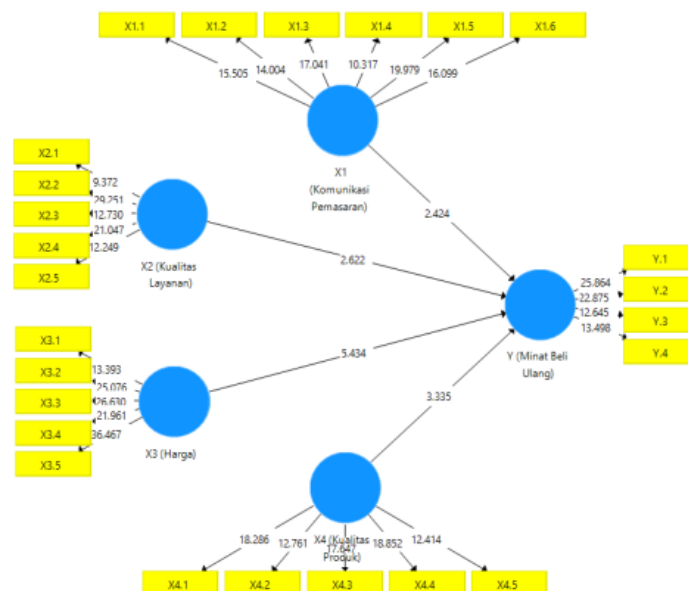
Indikator	VIF
CM.1	2,202
CM.2	2,029
CM.3	1,779
CM.4	1,657
CM.5	3,421
CM.6	2,843
SQ.1	1,396
SQ.2	1,902
SQ.3	2,121

SQ.4	2,225
SQ.5	1,558
P.1	2,084
P.2	2,957
P.3	2,403
P.4	2,532
P.5	2,522
PQ.1	1,976
PQ.2	2,277
PQ.3	1,883
PQ.4	1,676
PQ.5	1,530
RP.1	1,823
RP.2	2,084
RP.3	1,388
RP.4	1,611

Source: Smart PLS Output, Data processed 2024

The data table indicates that every variable indicator utilized in this study has a value less than 5, indicating the absence of multicollinearity in all of the indicators.

Model Struktural (*Inner Model*)



²
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

In assessing the model with Smart PLS, start by looking at the R-Square for each dependent latent variable. When the R-Square values are greater than 0.67, it indicates a strong relationship between the exogenous and endogenous variables. However, when the R-Square values are between 0.19 and 0.32 and 0.33-0.66, they fall into the medium and weak categories, respectively (Ghozali, 2016). Following is results R-square with use SmartPLS:

Table 6. R-Square

Variabel	R-Square
Repeat Purchasion (Y)	0.903

Source: Smart PLS Output, Data processed 2024

Based on Table on obtained mark R-Square variable Interest Buy Repeat (Y) as big as 0.903 Acquisition mark the explain that percentage big variable Performance Employee as big as 90.3% So can concluded that mark R-Square variable Y in category Good.

Hypothesis Test

In this study, hypothesis testing is done by examining ¹ the coefficient value. If the coefficient value is positive, the hypothesis can be stated to be true that there is a positive relationship. If the P-Values < 0.05 and the t-statistic > 1.96, ¹ the hypothesis can be considered to be significantly accepted. The following is ³ the hypothesis test obtained in this research:

Table 7. Bootstrapping

Variabel	Original Sample (O)	Sample Mean (M)	Sample Deviation (STDEV)	T Statisticsc (O/STDEV)	P-Values
CM→RP	0,175	0,191	0,072	2,424	0,016
SQ→RP	0,257	0,240	0,098	2,622	0,009
P→RP	0,352	0,354	0,065	5,434	0,000
PQ→RP	0,250	0,250	0,075	3,335	0,001

Source: Smart PLS Output, Data processed 2024

Testing in SmartPLS is carried out statistically on each hypothesized relationship. Hypothesis testing is carried out using the bootstrap method on samples. Testing with bootstrapping is also intended to minimize the problem of non-normality of research data. The following are the results of testing using bootstrapping from SmartPLS analysis:

1. The results of testing the first hypothesis show that the relationship between the marketing communication variable (X1) and repurchase interest (Y) shows a path coefficient value of 0.175 with a T-Statistics value of 2.424 > t-Table (1.960) and P-Values of 0.016 < 0 .05 From these results it can be concluded that marketing communication has an effect on work productivity, which means that Hypothesis 1 can be accepted.
2. The results of testing the second hypothesis show that the relationship between the service quality variable (X2) and repurchase interest (Y) shows a path coefficient value of 0.257 with a T-Statistics value of 2.622 > t-Table (1.960) and P-Values of 0.009 < 0 .05 From these results it can be concluded that service quality has an effect on work productivity, which means Hypothesis 2 can be accepted.
3. The results of testing the third hypothesis show that the relationship between the price variable (X1) and repurchase interest (Y) shows a path coefficient value of 0.352 with a T-Statistics value of 5.434 < t-Table

²
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

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(1.960) and P-Values of $0.000 > 0,05$ From these results it can be concluded that price has an effect on work productivity, which means Hypothesis 3 can be accepted.

4. The results of testing the fourth hypothesis show that the relationship between product quality (X2) and repurchase interest (Y) shows a path coefficient value of 0.250 with a T-Statistics value of $3.335 < t\text{-Table}$ (1.960) and P-Values of $0.001 > 0,05$ From these results it can be concluded that product quality influences repurchase interest, which means Hypothesis 4 can be accepted.

Discussion

Marketing communication influences interest in repurchasing Mie Gacoan products

Based on the results of testing marketing communication variables with repurchase interest, it is proven that marketing communication influences repurchase interest in Mie Gacoan products, which means that the marketing communication carried out by Mie Gacoan management has succeeded in attracting customers and gaining loyal customers, so that consumers are interested in repurchasing Konikasi. The marketing carried out by Mie Gacoan management includes, among other things, using various media such as television, radio, social media, etc. in advertising.

Marketing communication is built with six indicators, namely advertising, direct marketing, internet marketing, sales promotion, public relations, and personal selling. The contribution of the indicator most chosen by respondents is personal selling. This shows that respondents or consumers of Mie Gacoan feel that the service from Mie Gacoan is adequate. friendly, polite and

attractive. Indirectly, Mie Gacoan customers feel comfortable and are interested in buying Mie Gacoan products. Apart from personal selling, respondents are also quite enthusiastic about other marketing communication indicators. This proves that the marketing communication carried out is quite good and can be well received by customers. .

These results are in line with the theory which states that ⁹ marketing communication is a marketing activity that seeks to disseminate information, influence, persuade and remind the target market of its products so that they are willing to accept, buy and be loyal to the products offered (Tjiptono, 2012). The results of this research are also in line with previous research which proves that marketing communication has an effect on repurchase intention (Sembiring, 2023), (Praja, 2022), (Bharotodiasto, 2020), (Dewi et al., 2022) and is in contrast to research Other previous studies have proven that marketing communications have no effect on repeat purchases (Mardiyanto & Slamet, 2020).

Service quality influences interest in repurchasing Mie Gacoan products

¹ Based on the results of testing the service quality variable with repurchase interest, it is proven that service quality influences repurchase interest in Mie Gacoan products, which means that the better the quality of service provided can influence customers to repurchase.

Service quality is built on five indicators, namely empathy, responsiveness, reliability, tangibles, and assurance. The biggest contribution indicator chosen by respondents is assurance. This shows that the quality of service provided by Mie Gacoan is quite good, with attention to customer comfort and satisfaction. Apart from assurance, there are other indicators and respondents gave positive responses, which means that respondents liked the quality of service from Mie Gacoan.

²
The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

This is in line with the theory which states that service quality has an important role in influencing consumer buying interest, because with good service consumers will be interested in making purchasing decisions (Andari & Mathori, 2023). ¹ This is supported by previous research which proves that service quality is one of the factors that can influence consumers' decisions to repurchase (Andari & Mathori, 2023), (Wijiastuti & Cantika, 2021), (Sulastri, 2022), (Law & Fridayani, 2024), however, this is inversely proportional to previous research which proves that service quality has an insignificant impact on repeat purchases (N. E. Lestari, 2021).

Price influences interest in repurchasing Mie Gacoan products

¹ Based on the results of testing the price variable with repurchase interest, it is proven that price influences repurchase interest in Mie Gacoan products, which means that price is a consideration for customers when making purchasing decisions.

Prices are built using five indicators, namely price affordability, price suitability to product quality, price suitability to benefits, price matchability or competitiveness, price suitability. The biggest indicator contribution chosen by respondents is price affordability. This shows that the price of Mie Gacoan products is very affordable for all groups, especially for young people. With affordable prices, customers are interested in making purchasing decisions. Apart from price affordability, several indicators also received positive responses from respondents. This means that the price offered by Mie Gacoan is in accordance with the quality, in accordance with the benefits, in accordance with the capabilities and very in line with the income of the people in Sidoarjo.

8 This is in line with the theory which states that price is one element of the marketing mix which is considered quite attractive for consumers in determining the decision to buy a product (Ramdhani & Widyasari, 2022). Previous research has also proven that price influences consumers' interest in making repeat purchases (Ramdhani & Widyasari, 2022), (B. Lestari & Novitaningtyas, 2021), (Suryati & Rahmat, 2020) but this is inversely proportional to research conducted by Jiwandono who proves that price has no significant effect on repurchase decisions (Wijiastuti & Cantika, 2021). 4 10

Product quality influences interest in repurchasing Mie Gacoan products

Based on the results of testing product quality variables with repurchase interest, it is proven that product quality influences repurchase interest in Mie Gacoan products, which means that the better the quality of the product offered, the more it can influence customers to repurchase.

Product quality is built on five indicators, namely performance, quality of performance, aesthetics, reliability and proven quality. The biggest contribution indicator chosen by respondents is perceived quality. This shows that the quality of the products from Mie Gacoan is quality, made from quality ingredients, so that customers have trust or confidence to buy products from Mie Gacoan. Apart from that, other indicators of product quality also received positive responses from respondents, which means that the quality of Mie Gacoan products has a delicious taste and can be enjoyed by various groups, Mie Gacoan products have an attractive appearance, and the presentation is always fresh or fresh. warm when served.

8 This is in line with the theory which states that product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of operation and product repair (Kotler & Armstrong, 2016). In this case, it is supported by the statement that the product quality determined by the

The Influence of Marketing Communication, Service Quality, Price and Product Quality on Repeat Purchases of Gacoan Noodle Products in Sidoarjo

company influences the success and course of purchasing activities carried out by the company and also influences the income or profits received by the company (Jiwandono et al., 2020). There are several previous studies that prove that product quality can influence consumer buying interest (Ramdhani & Widyasari, 2022), (Suryati & Rahmat, 2020), (Jiwandono et al., 2020), (Permatasari et al., 2022a), however This is inversely proportional to other previous research which proves that product quality has no effect on repurchase interest (Sartika, 2020).

Conclusion

Based on the results of the discussion explained above, the following conclusions can be drawn from this research:

1. Marketing communication influences interest in repurchasing Mie Gacoan in Sidoarjo. Mie Gacoan customers repurchase interest is influenced by marketing communications, this shows that the marketing communications carried out by Mie Gacoan management are running well and on target, so they can influence customers repurchase interest.
2. Service quality influences interest in repurchasing Mie Gacoan in Sidoarjo. Mie Gacoan customers repurchase interest is influenced by service quality, this shows that the better the quality of service provided can influence customers to make repeat purchases.
3. Price influences interest in repurchasing Mie Gacoan in Sidoarjo. Mie Gacoan customers repurchase interest is influenced by price, this shows that price is an important aspect in the marketing mix, because price is a consideration for customers when making purchasing decisions.

4. Product quality influences interest in repurchasing Mie Gacoan in Sidoarjo. Mie Gacoan customers repurchase interest is influenced by product quality, this shows that if the quality of the product offered is better, it can influence customers to make repeat purchases.

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