

THE INFLUENCE OF CONVENIENCE AND PRICE ON REPURCHASE INTEREST AT RAMAYANA TEBING TINGGI SUPERMARKET

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Abstract

This study aims to determine the Effect of Convenience and Price on Repurchase Interest at the Ramayana Tebing Tinggi Supermarket. The analysis method used in this study is to use an instrument test, namely validity and reliability tests. Classic assumption tests, namely normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, determination coefficient analysis (R²), hypothesis tests, namely the T test and F test. The results of the study indicate that Convenience Affects Repurchase Interest at the Ramayana Tebing Tinggi Supermarket, Price Does Not Affect Repurchase Interest at the Ramayana Tebing Tinggi Supermarket, Convenience and Price Influence Simultaneously on Repurchase Interest at the Ramayana Tebing Tinggi Supermarket.

Keywords: *Convenience, Price, Repurchase Interest.*

INTRODUCTION

Ramayana supermarket is the largest supermarket in Indonesia, Ramayana Department Store was founded by Mr. Paulus Tumewu in 1974, starting from a simple clothing store on Jalan. H. Agus Salim, Central Jakarta. Paulus's business career in this retail business can be said to be inseparable from his own family background, most of whom are indeed struggling in the retail business. From the results of his hard work with his wife, Lie Cuan, Paulus managed to realize a store named Ramayana. At that time his store only employed around 40 workers. Paulus can be said to have started everything from the very beginning. Although it was still a small store at that time, Ramayana Supermarket had implemented the principle of self-service (self-service) even though on a small scale. Along with the shifting domestic economy, Indonesian consumers seemed to begin to recognize the concept of a department store.

In line with the presence of this Ramayana branch in 1978, Paulus also began to flag his business with the name PT. Ramayana Lestari Sentosa, Tbk. Until 2020, the number of retail branches owned by Ramayana Supermarket was 117 retail outlets until the end of 2020 during the Covid 19 pandemic, the number of retail outlets owned decreased by 19 outlets due to declining sales so that they were closed. When compared to other retail companies, Ramayana has the largest number of retail outlets that have closed retail outlets, which shows that purchasing decisions made by the public at Ramayana supermarkets, this can also be seen at Ramayan Supermarket in Tebing Tinggi City. From the results of observations conducted by researchers in Tebing Tinggi City, there are 2 supermarkets, namely Irian Supermarket and Ramayana Supermarket, but the number of visitors to Irian Supermarket is more than that of Ramayana Supermarket, which shows low purchasing decisions made by consumers.

Although the number of visitors is smaller, Ramayana Supermarket, which first opened in Tebing Tinggi City since 2008, has survived until now due to the high interest in repurchasing. According to (Sangadji, 2015), repurchase interest is an action from consumers to want to buy or not a product that has been previously purchased. Consumer purchase interest or repeat purchase interest is closely related to the motives that consumers have to make purchases or consume a particular product. The purchase motives are different for each consumer. If the product has attributes, is attractive and unique according to their level of need, then the product will be purchased by the consumer.

The results of observations conducted at the Ramayana Tebing Tinggi Supermarket showed that the low consumer repeat purchase interest was reflected in the small number of visitors. At times that are usually busy, such as weekends or holidays, the number of visitors to this supermarket still looks quiet compared to competitors such as Irian Supermarket which seems to have more visitors. Direct observations at the location showed that the parking area was often not full, even during peak hours. In addition, the atmosphere inside the store tends to be quiet, with only a few consumers shopping. This can also be seen from the queue at the cashier which is almost non-existent, indicating low purchasing activity. Several staff who were met confirmed that the number of visitors had decreased significantly in recent times. The decrease in repeat purchase requests can be caused by the convenience offered by Ramayana Supermarket, this is supported by research conducted by (Fakhry, 2023) which shows that convenience is one of the reasons consumers have an interest in repeat purchases of a product and shopping place.

Convenience is part of a person's perception of a technology or an object. According to (Werther, 2017) defines convenience as a level where a person believes that technology can be easily understood and easy to use. Meanwhile, according to Convenience is defined as an individual's belief that if they use a certain technology, they will be free from effort. Observations show that the strategic location of the supermarket in the city center makes it easy for consumers to visit the place, either by private vehicle or public transportation. In addition, the neat layout of the store with easy-to-find product categories makes consumers feel comfortable and efficient when shopping. Another form of convenience offered by Ramayan Supermaket to consumers is payment using debit cards, credit cards to QRIS scans from both banks and E-Commerce which are expected to attract repeat purchase interest. This is in contrast to research conducted by (Fakhry, 2023) which shows that convenience has an effect on repeat purchase interest, but inversely proportional to research conducted by (Ngongo & Lena, 2024) which shows that convenience does not affect repeat purchase interest. With the difference in observation results with previous research, further research is needed.

In addition to convenience, price is the main consideration that consumers pay attention to before buying a product. According to (Sudaryono, 2017), Price is an exchange value that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place. Based on the results of observations conducted at the Ramayana Supermarket Tebing Tinggi, it was found that the price factor has a significant influence on the low interest in repurchasing consumers. Many consumers feel that the price of products at the Ramayana Supermarket is relatively higher compared to other stores around Tebing Tinggi. This condition makes consumers reluctant to shop at that place again. Affordable prices can attract consumer interest in repurchasing, this is evidenced by the results of research conducted by (Algazali et al., 2024), where price affects repurchasing interest. However, research conducted by (Pratama & Andriana, 2023) shows that price is not the main factor in consumer repurchase interest in a product and shopping location. Based on the description of the theory and the results of observations made, researchers are interested in conducting further research to prove the relationship between convenience and price on repurchase interest at Ramayana Supermarket Tebing Tinggi. So the title of this study is The Influence of Convenience, and Price on Repurchase Interest at Ramayana Supermarket Tebing Tinggi.

LITERATURE REVIEW

Repurchase Interest

According to (Sangadji, 2015) repurchase interest is the action of consumers to buy or not a product that has been previously purchased. Consumer purchase interest or repurchase interest is closely related to the motives that consumers have to make purchases or consume a particular product. The purchase motives are different for each consumer. If the product has attributes, is attractive and unique that match the level of their needs, then the product will be purchased by consumers.

Ease

According to (Werther, 2017) defines ease as a level where someone believes that technology can be easily understood and easy to use. While According to Ease is defined as an individual's belief that if they use a particular technology, it will be free from effort.

Price

According to (Sudaryono, 2017), Price is an exchange value that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place.

METHOD

The research method used in this study is quantitative research. Quantitative research is a type of research whose specifications are systematic, planned and clearly structured from the beginning to the creation of the research design. The type of quantitative research, as stated by (Sugiyono, 2017), namely a research method based on the philosophy of positivism, is used to research a certain population or sample, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the hypothesis that has been set. This research is developmental, this research is a development of research conducted by (Palma, 2020) entitled The influence of product quality, convenience, and price on repurchase interest with satisfaction as an intervening variable (Study of fashion product customers through online stores in Surabaya). Furthermore, this research was conducted at the Ramayana Supermarket located at Jl. Surdiman, Tebing Tinggi City, North Sumatra Province. The population of this study is consumers of the Ramayana Supermarket whose number is unknown. According to (Sugiyono, 2017), a sample can be defined as part of the number and characteristics possessed by the population. Because the population of Ramayana Supermarket consumers is unknown, in this study the sample determination uses the Cochran Sugiyono Formula, (2017). So at least the researcher must take data from a sample of at least 96 respondents. The sample was taken using the accidental sampling method, According to (Sugiyono 2015) Accidental Sampling is a sampling technique based on coincidence, namely any consumer who accidentally meets the researcher, so that the sample used was accidentally found up to 96 respondents. The data analysis techniques used in this study are as follows:

Classical Assumption Test

Multiple linear regression testing can be carried out after the model of this study meets the requirements, namely passing the classical assumption. The requirements that must be met are that the data must be normally distributed, do not contain multicollinearity, and heteroscedasticity. For this reason, before conducting multiple linear regression testing, it is necessary to first carry out a classical assumption test. The classical assumption test consists of a normality test, a multicollinearity test, a heteroscedasticity test, and an autocorrelation test.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used to measure the influence between more than one independent variable on the dependent variable. To determine the influence of the independent variables with the following equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y	= Repurchase Interest
a	= Constants of the regression equation
$\beta_1 \dots \beta_2$	= Koefesien Regresi Variabel
X_1	= Ease
X_2	= Price
ε	= Confounding variables (residual error)

Hypothesis Testing

After obtaining the regression equation, it is necessary to conduct a hypothesis test to determine whether the regression coefficient obtained is significant, then the hypothesis is tested with the t-test (partial) and F-test (simultaneous)

t-test

The t-test is intended to determine the level of significance of the influence of each independent variable on the dependent variable with the assumption that the other independent variables do not change. According to Sugiyono, (2015), the criteria used are as follows:

- a. If $t_{\text{count}} > t_{\text{table}}$, then it can be concluded that the independent variables have a significant effect on the dependent variable
- b. If $t_{\text{count}} < t_{\text{table}}$, then it can be concluded that the independent variables do not have a significant effect on the dependent variable.

F Test

The test carried out is by testing the parameter b (correlation test) using the statistical F test. To test the effect of independent variables simultaneously on the dependent variable, the F test is used. For the F test, the criteria used are:

- a. The hypothesis is accepted if $F_{\text{count}} > F_{\text{table}}$, meaning that the independent variables simultaneously have a significant effect on the dependent variable.
- b. The hypothesis is rejected if $F_{\text{count}} < F_{\text{table}}$, meaning that the independent variables simultaneously do not have a significant effect on the dependent variable.

RESULTS AND DISCUSSION

Instrument Test

Measuring instruments in research are usually called research instruments. According to Sugiyono (2015), a research instrument is a tool used to measure natural or social phenomena that are observed. Instrument testing is carried out using 2 tests, namely the validity test and the reliability test. The results of the data processing carried out show that all statements in the r-count variable values are greater than the r-table and the Cronbach Alpha value is greater than 0.6. So that the questionnaire used in this study is valid and reliable.

Classical Assumption Test

Multiple linear regression testing can be carried out after the model of this study meets the requirements, namely passing the classical assumption. The requirements that must be met are that the data must be normally distributed, do not contain multicollinearity, and heteroscedasticity. From the results of data processing carried out in the normality test, the significance value (Monte Carlo Sig.) of all variables is 0.167, so that with a significance value (Monte Carlo Sig.) Of more than 0.05, it can be concluded that the data is normally distributed. Furthermore, in the multicollinearity test, it is known that the tolerance value of each variable is all greater than 0.10 and the VIF value is all less than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there is no correlation symptom in the independent variables. So it can be concluded that there is no multicollinearity symptom between independent variables in the regression model. The heteroscedasticity test aims to test whether the regression model has an inequality of variance from the residuals of one observation to another. A good regression model is one that is homoscedastic or does not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is with Glejser. The significance value of all variables is greater than 0.05 so that it can be concluded that there is no symptom of heteroscedasticity.

Multiple Linear Regression

Multiple linear regression testing explains the magnitude of the role of more than one independent variable on the dependent variable. Data analysis in this study used multiple linear regression analysis using SPSS 25.00 for windows. The analysis of each variable is explained in the following description:

Table 1
Multiple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
1 (Constant)	2.345	1.534	
Ease	.959	.095	.718
Price	.128	.082	.111

a. Dependent Variable: Repurchase Interest

Source: Processed data (2025)

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X_1 + b_2X_2 + \epsilon$, so that the equation is obtained: $Y = 2,345 + 0,959X_1 + 0,128X_2 + \epsilon$.

Coefficient of Determination (R²)

The value of the coefficient of determination can be seen in Table 2 below:

Table 2
Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square
1	.760 ^a	.578	.569

a. Predictors: (Constant), Price, Ease

b. Dependent Variable: Repurchase Interest

Based on table 3, it can be seen that the adjusted R square value is 0.569 or 56.9%. This shows that convenience and price can explain the variable of repurchase interest by 56.9%, the remaining 43.1% (100% - 56.9%) is explained by other variables outside this research model, such as discounts, service quality, facilities and others.

Hypothesis Test

t Test (Partial)

The t statistical test is also called the individual significance test. This test shows how far the independent variable partially influences the dependent variable. In this study, partial hypothesis testing was carried out on each independent variable as in Table 3. below:

Table 3
Partial Test (t)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			

THE INFLUENCE OF CONVENIENCE AND PRICE ON REPURCHASE INTEREST AT RAMAYANA TEBING TINGGI SUPERMARKET

Alif Tromi Gulo et al

1 (Constant)	2.345	1.534		1.529	.130
Ease	.959	.095	.718	10.136	.000
Price	.128	.082	.111	1.562	.122

a. Dependent Variable: Repurchase Interest

- Hypothesis Test of the Effect of Convenience on Repurchase Interest
From table 34. the t-value is 10.135. With $\alpha = 5\%$, t-table (5%; n-k = 94), the t-table value is 1.984. From the description, it can be seen that t-value 10.135 > t-table 1.984, as well as the significance value of 0.000 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that convenience has an effect on repurchase interest.
- Hypothesis Test of the Effect of Price on Repurchase Interest
From table 3. the t-value is 1.562. With $\alpha = 5\%$, t-table (5%; n-k = 82), the t-table value is 1.984. From the description, it can be seen that tcount 1.562 < ttable 1.984, likewise with the significance value of 0.122 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that price does not affect repurchase interest.

F Test (Simultaneous)

This test basically shows whether all independent variables entered in this model have a joint influence on the dependent variable. The results of the F test can be seen in the following table 4:

Table 4.
Simultaneous Test Results (F)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.544	2	117.272	63.610	.000 ^b
	Residual	171.456	93	1.844		
	Total	406.000	95			

a. Dependent Variable: Repurchase Interest

b. Predictors: (Constant), Price, Ease

From table 4, the F count value is 63.610. With $\alpha = 5\%$, numerator df: k, denominator df: n-k-1 (5%; Df1: 2; Df2: 93), the F table value is 3.17. From the description, it can be seen that F count 63.610 > F table 3.17, and the significance value is 0.000 < 0.05, so it can be concluded that the third hypothesis is accepted, meaning that convenience and price have a simultaneous effect on repurchase interest.

DISCUSSION

1. Convenience Affects Repurchase Intention

The results of the study show that convenience has a significant effect on consumer repurchase intention at the Ramayana Tebing Tinggi Supermarket. This shows that the easier it is for consumers to access, search for products, make transactions, and make payments, the higher their tendency to make repeat purchases. Convenience factors include an orderly store layout, fast cashier service, and the availability of products that suit consumer needs. Consumers tend to feel comfortable and do not want to move elsewhere if the shopping process feels practical and efficient. This study is in line with the findings of Fakhry (2023) which states that convenience is one of the dominant factors influencing repurchase intention, especially in the context of online shopping. Ngongo and Lena (2024) also proved that ease of using the shopping platform has a positive impact on consumers' desire to make repeat transactions. In addition, Palma (2020) emphasized that convenience in the purchasing process has a direct influence on customer loyalty in the context of online stores. Thus, in the context of a physical supermarket such as Ramayana, convenience remains an important aspect that can encourage consumer repurchase.

2. Price Does Not Affect Repurchase Intention

Based on the results of the study, price does not significantly affect consumer repurchase intention at the Ramayana Tebing Tinggi Supermarket. This finding shows that consumers do not solely consider price as the main consideration for making repeat purchases. In this context, consumers may prioritize other aspects such as convenience when shopping, ease of access, or quality of service compared to price factors. This could be because product prices in various supermarkets are relatively competitive, so that price differences are not too important in determining repeat purchase decisions. These results are reinforced by research by Algazali et al. (2024), which revealed that price is not always a determining factor in repeat purchases, especially when consumers are satisfied with the service or strategic location of the store. Palma (2020) also found that although price has an influence on purchase intention, its influence becomes insignificant if it is not followed by consumer satisfaction. Therefore, price is not the only indicator of success in attracting repeat purchases. In the case of Ramayana Tebing Tinggi, it can be concluded that the strategy to increase consumer loyalty should focus more on convenience and quality of service, rather than just competing on price.

3. Convenience and Price Have a Simultaneous Influence on Repurchase Intention

The results of the simultaneous analysis show that convenience and price simultaneously influence repurchase intention at the Ramayana Tebing Tinggi Supermarket. This means that although price is not dominant individually, its existence still contributes when combined with the convenience aspect. Consumers not only consider whether the product is cheap, but also whether the purchasing process is easy and enjoyable. The combination of competitive prices and an efficient shopping experience will create satisfaction that encourages the desire to make repeat purchases. Palma's research (2020) supports these results, which show that convenience and price when combined will have a stronger influence on repurchase intention than when viewed separately. Algazali et al. (2024) also stated that although price can be neutral in partial analysis, in combination with other factors such as location or service, its influence becomes more significant. Therefore, a strategy that combines shopping convenience with competitive price offers remains important to implement so that consumers remain loyal to the supermarket.

CONCLUSION

This study tries to answer the research objectives, namely to determine the Effect of Convenience and Price on Repurchase Interest at the Ramayana Tebing Tinggi Supermarket. The results of hypothesis testing using multiple linear regression analysis with two independent variables and one dependent variable show that:

1. Convenience Affects Repurchase Interest at the Ramayana Tebing Tinggi Supermarket
2. Price Does Not Affect Repurchase Interest at the Ramayana Tebing Tinggi Supermarket
3. Convenience and Price Affect Simultaneously on Repurchase Interest at the Ramayana Tebing Tinggi Supermarket

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