



INFLUENCE OF BRAND IMAGE AND SERVICE QUALITY REGARDING REPURCHASE DECISIONS WITH SHOPPING LIFESTYLE AS A VARIABLE MODERATION IN CONSUMERS OF HILON PRODUCTS IN MEDAN CITY

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Abstract

Repeat purchases usually indicate that the product meets consumer approval and consumers are willing to use it again in large quantities. Repurchase Intention is a repurchase activity carried out by consumers of a product with the same brand without being followed by any meaningful feelings towards the product. This research aims to determine and analyze the influence of brand image and service quality on repurchase intention with shopping lifestyle as a moderating variable among consumers of Hilon products in Medan. This research is quantitative research with an associative approach and the nature of the research is a survey. The population in this research is consumers of Hilon products in Medan. The sampling method uses a non-probability sampling method using incidental sampling techniques with a sample size of 165 people. The data is explained with the help of the SPSS For Windows program. The results of the research show that brand image has a positive and significant influence on repurchase intention, service quality has a positive and significant influence on repurchase intention, there is a positive and significant influence of brand image and service quality together on repurchase intention, shopping lifestyle cannot afford moderating the influence of brand image on repurchase intention, shopping lifestyle is not able to moderate the influence of service quality on repurchase intention.

Keywords: *Brand Image, Service Quality, Repurchase Intention, Shopping Lifestyle*

1. INTRODUCTION

On the one hand, Indonesia's huge market potential is caused by its large population, making retail business management in that country a profitable prospect. According to the saying, "There is sugar and there are ants", if there is a business that generates a lot of profits, you can be sure that many new investors will quickly emerge and also want to enjoy those profits. Retail businesses sell various products or services to consumers for personal consumption needs but not for business needs by trying to add value to products and services for use by individuals or families (Utami, 2017). For foam mattress and spring bed products from 2020–2023, the brand in demand is "inoac", which maintains its number one brand status for four consecutive years. Furthermore, for bedding products/bedding sets from 2020–2023, the brand in demand is "central", which maintained its number one brand status for four consecutive years.

Because brands cannot be implanted quickly in customers' minds through just one medium, "brand image is the consumer's perception of the company or its product", according to Kotler and Armstrong (2001) stating that "brand image is the consumer's perception of the brand which is a reflection of the consumer's memory of association with the brand." According to Savitri (2022), "brand image is consumers' perception of how they view a business and how long this perception can last in the minds of the brand. Lewis and Booms (1983) define service quality as a measure of how well a company serves its customers. Service quality is defined as the accuracy of use and fulfillment of customer desires that can match customer expectations. Kotler and Keller (2016) state that "service quality is a measure of how good the level of service provided is in line with customer expectations. Service quality can be realized through fulfilling customer expectations and

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conforming problem solving to customer needs." Every marketing organization, whether manufacturing or service provider, relies on service quality to build differentiation, positioning, and competitive strategies.

After customers have purchased a product or service repeatedly, they make the decision to make a repeat purchase (Hicks, 2005). According to Hellier (2003), repurchase interest is a consumer's decision to repurchase a product or service based on what they have obtained from the same company and make expenditures to obtain these goods and services. Shopping lifestyle is a person's way of allocating time and money for various products, services, technology, fashion, entertainment and education (Japariato and Sugiharto, 2011). Attitudes towards brands, advertising influence, and personality are some of the factors that influence this shopping lifestyle. Furthermore, Prayogo (2022) describes shopping style as the way a person spends money or time shopping, and this behavior reflects the social status of the person concerned. Zablocki and Kanter (1976) then expressed their opinion about lifestyle shopping as a way for someone to save money for various products and other options.

2. RESEARCH METHODS

This research uses quantitative research. This research used a questionnaire distributed to 165 respondents with the criteria for respondents who answered the questionnaire being customers aged 20 - 64 years who had purchased Hilon products at least twice. The majority of respondents who shopped at outlets/shops came from Medan Tuntungan, Medan Johor and Medan Selayang sub-districts.

3. RESULTS AND DISCUSSION

1) Tabel F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	311,977	2	155,988	52,436	,000 ^b
	Residual	481,926	162	2,975		
	Total	793,903	164			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Service Quality, Brand Image

2) Tabel R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,644 ^a	,415	,396	1,70963

a. Predictors: (Constant), X2M, Brand Image, Service Quality, Shopping Lifestyle, X1M

4. CONCLUSION

Based on the results of the explanation above, it can be concluded that:

1. Brand image has a partially positive and significant effect on repurchase intention among Hilon product consumers in Medan City.
2. Service quality has a partially positive and significant effect on repurchase intention among Hilon product consumers in Medan City.
3. Brand image and service quality simultaneously have a positive and significant effect on repurchase intention among Hilon product consumers in Medan City.



4. Shopping lifestyle has a negative value and is not significant in moderating the influence of brand image on repurchase intention among Hilon product consumers in Medan City.
5. Shopping lifestyle has a positive value and is not significant in moderating the influence of service quality on repurchase intention for Hilon products among consumers in Medan City.

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