

An Analysis of the Effect of Service Quality, Price, Promotion on Repurchase Decisions with Customer Satisfaction as an Intervening Variable At Pt. Intraco Penta Wahana Branch Surabaya

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Abstract— The level of intense competition between companies causes companies to really think about the right strategy in dealing with this competition by looking for creative and innovative solutions in order to win the competition. The purpose of this research is to prove and analyze the effect of service quality, price, promotion on repurchase decisions with customer satisfaction as an intervening variable. This research is categorized as explanatory research, that is using a casual research between variables through hypothesis testing using saturated sample techniques with a total of 60 respondents, because all members of the population are researched. Data collection is using questionnaires, interviews and observation. Data collection took place in 2020 and subsequently analyzed the technique used Partial Least Square (PLS). The research object is customers of PT Intraco Penta Wahana Office as the heavy construction equipment branch Surabaya in East Java. The results in this study show that: service quality has a positive but not significant effect on customer satisfaction, service quality has a positive and significant effect on repurchase decisions, price has a negative but significant effect on customer satisfaction, price has a negative but significant effect on repurchase decisions, promotion has a positive and significant effect on customer satisfaction, promotion has a positive and significant effect on repurchase decisions, customer satisfaction has a positive but not significant effect on repurchase decisions.

Keywords— Service Quality, Price, Promotion, Customers Satisfaction, Repurchase Decisions.

I. INTRODUCTION

Infrastructure development in recent years has increased, especially in big cities, both from the private sector and the government. This certainly affects the increasing need for heavy equipment which is one of the equipment used in the construction process. Heavy equipment in construction projects has a very important role. The rapid development of infrastructure along with the rolling of the Master Plan for the Acceleration and Expansion of Indonesia's Economic Development (MP3EI) Program and during the current Joko Widodo administration, infrastructure development is one of the programs that is intensively implemented by the foreign heavy equipment industry which began to flood the domestic market which is almost entirely controlled by Japanese products that control market share. The development of the construction world has resulted in higher demand for heavy equipment in every construction project. In line with the government program in the 2015-2019 period, the sales volume of PT Intraco Penta Wahana has increased from year to year.

The objectives in this study are (1) To prove and analyze the effect of Service Quality variables on Customer Satisfaction at PT Intraco Penta Wahana Surabaya Branch, (2) To prove and analyze the effect of Service Quality variables on Repurchase Decisions at PT Intraco Penta Wahana Surabaya Branch, (3) To prove and analyze the effect of Price variables on Customer Satisfaction at PT Intraco Penta Wahana Surabaya Branch, (4) To prove and analyze the effect of Price variables on

Repurchase Decisions at PT. Intraco Penta Wahana Surabaya Branch, (5) To prove and analyze the effect of Promotion variables on Customer Satisfaction at PT. Intraco Penta Wahana Surabaya Branch, (6) To prove and analyze the effect of Promotion variables on Repurchase Decisions at PT. Intraco Penta Wahana Surabaya Branch, (7) To prove and analyze the effect of Customer Satisfaction variables on Repurchase Decisions at PT. Intraco Penta Wahana Surabaya Branch.

Previous research conducted by Arfan et al. (2017) said that promotion, price perception and product quality partially and simultaneously have a positive and significant effect on purchasing decisions. Research conducted by Afriyani (2017) found that product, price, promotion, have a significant effect on purchasing decisions. Promotion is one of the variables tested that has a significant positive effect on consumer purchasing decisions. The same results were also found by research conducted by Marenda (2018), namely that there is a positive and significant effect of product, price, location and promotion if tested partially has a significant effect on consumer purchasing decisions. In contrast to research conducted by Hasanah (2015) which found that promotion through catalog media had no significant effect on purchasing decisions. This can happen because of several things such as consumers not paying attention to the catalog.

II. LITERATURE REVIEW

Marketing

Marketing science is a dynamic science, so that at the level of theory and practice it continues to develop. The concept and understanding of marketing continues to evolve. Miller and Layton in Tjiptono (2011:5) define marketing as a total system of business activities designed to plan, set prices, promote and distribute products, services and ideas that are able to satisfy target market desires in order to achieve organizational goals.

According to Kotler and Armstrong (2012: 6), marketing is a process in which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return. Then Kotler and Keller (2011: 11) define marketing as a social and managerial process where individuals and groups get what they need and want by creating, offering and freely exchanging products and services of value with other parties. Meanwhile, according to Swastha and Handoko (2011: 23) marketing is consumer orientation, the preparation of marketing activities *integrally (integrated marketing)* and consumer *satisfaction*.

Based on several theories described above, it can be concluded that marketing is a social and managerial process in which the total system of business activities is designed to plan, set prices, and distribute products or services by creating customer value with the aim of capturing value from customers in return.

Marketing Mix

Kotler and Keller (2011: 24) state that the marketing mix or what is often referred to as the Four Ps can be seen from two points of view, namely, the seller's point of view and the buyer's point of view. From the seller's point of view, the 4Ps are marketing tools available to influence buyers. Meanwhile, from the buyer's point of view, the 4Ps are marketing tools designed to provide benefits to customers. The components of the marketing mix which are often called the 4Ps include: *Product, Price, Place and Promotion*.

Service Quality

According to Tjiptono & Chandra (2011: 164), the concept of quality is considered a measure of the perfection of a product or service consisting of design quality and *conformance quality*. Design quality is a specific function of a product or service, conformance quality is a measure of how much the level of conformity between a product or service and the quality requirements or specifications set previously. In other words, quality is a form of measurement of a service value that has been received by consumers and a dynamic condition of a product or service in meeting consumer expectations.

Price.

Price is an important factor that influences consumers in making purchasing decisions. A product has an economic value which is generally called a price. Consumers often compare prices at one location with other locations, so the price needs to be considered at competitor prices. Although low product prices always get consumer attention, the negative impression of low quality at low product prices is one thing that consumers consider. Price is the easiest element in a marketing program to adjust. Price also communicates the intended value position of the company's product or brand in the market.

The definition of price according to Buchari Alma (2014: 169) states that price is the value of an item expressed in money. Fandy Tjiptono (2015: 151) argues that price is the only element of the marketing mix that generates revenue, while the other elements generate or are costs. In contrast, Kotler and Keller (2016: 312) state that *price as the amount of money charged for a product or service, or the sum of values that customers exchange for the benefits of having or using the product service*.

Based on the definitions above, the researcher can conclude that price is the value of a good or service expressed in money where price is the only element of the marketing mix that generates revenue, and so that consumers can feel the benefits provided when using the product. In previous research according to Nasar and Manoj (2015) the most significant factor influencing customer purchasing decisions is price. Harahap (2018) states a positive relationship between price and customer purchasing decisions.

Promotion

Promotion is a form of marketing communication. Kotler and Armstrong (2014: 76) define promotion as follows, *Promotion refers to activities that communicate the merits of the product and persuade target customers to buy it*. The definition states that promotion refers to activities that communicate the advantages of the product and persuade potential consumers to buy it.

Customer experience with other products that have similar characteristics can influence the formation of norms or standards of performance levels that a particular product should be able to meet.

Customer Satisfaction

According to Kotler and Armstrong (2016: 39) define that *customer satisfaction the extent to which a product's or services perceived performance matches a buyer's expectations. If the product's or services performance falls short of expectations the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted*, namely satisfaction is the level to which the perceived performance of a product or service matches expectations. If the performance of the product or service is less than expectations, then the consumer is not satisfied. If the performance is in line with expectations, then the consumer is satisfied. If performance exceeds expectations, then consumers feel very satisfied or very happy.

Based on the definition of the experts above, the authors come to the understanding that customer satisfaction is a person's feeling of pleasure or disappointment with the product or service he has bought after comparing performance with expectations felt by consumers. Whether the results, services, or benefits are less than, or even exceed customer expectations which will cause customer satisfaction / dissatisfaction.

Repurchase Decision

Purchasing decisions according to Griffin and Ebert, translated by Zoelkifli Kasip (2015: 283) are based on logical rational motives and product attributes cost quality and

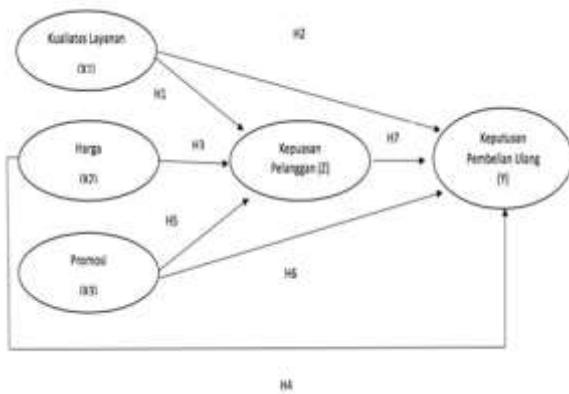
usability. Emotional motives involve non-objective factors and include socialization, other imitations and aesthetics.

In contrast to Kotler & Keller, which is translated by Bob Sabran (2016: 184), it is argued that purchasing decisions are the stage of consumer decisions that actually make product purchases. Different from Kotler & Armstrong (2018: 177) states that purchasing decisions, namely *consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants*, namely consumer buyer behavior is the purchasing behavior of consumers / end individuals and households who buy goods and services for personal consumption.

III. CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESIS

Conceptual Framework

The research framework is depicted in the following chart:



Conceptual Framework of Research

Source: Processed Data, 2020

The figure above provides an overview of the research model and shows that to get a positive repurchase decision, product quality, price and promotion as independent variables, will influence purchasing decisions through customer satisfaction as an intervening variable and must be managed for customers purchasing heavy construction equipment at PT Intraco Penta Wahana Surabaya branch.

Research Hypothesis

Based on the background of the problem, problem formulation, literature review, and conceptual framework, the hypothesis proposed in this study is as follows:

- H.1 Service quality has a significant effect on customer satisfaction at PT. Intraco Penta Wahana Surabaya Branch
- H.2 Service quality has a significant effect on Repurchase Decisions at PT. Intraco Penta Wahana Surabaya Branch
- H.3 Price has a significant effect on customer satisfaction at PT Intraco Penta Wahana Surabaya Branch
- H.4 Price has a significant effect on Repurchase Decisions at PT. Intraco Penta Wahana Surabaya Branch
- H.5 Promotion has a significant effect on Customer Satisfaction at PT. Intraco Penta Wahana Surabaya Branch
- H.6 Promotion has a significant effect on Repurchase

Decisions at PT. Intraco Penta Wahana Surabaya Branch
H.7 Customer satisfaction has a significant effect on repurchase decisions at PT. Intraco Penta Wahana Surabaya Branch

IV. RESEARCH METHODS

This research is categorized as *explanatory research*, which uses a *causal research* between variables through hypothesis testing, because it will prove and analyze the effect of service quality, price and promotion on repurchase decisions with customer satisfaction as an intervening variable.

To test the hypothesis, researchers collected data using interview techniques and distributed questionnaire sheets to customers, namely google forms considering the current pandemic conditions and other factors because customers are difficult to meet face-to-face.

Research Population And Sample

The population observed in this study were all customers of PT Intraco Penta Wahana Surabaya Branch, namely 60 respondents. The author uses a saturated sample technique, because all members of the population will be studied.

Measurement Technique

To measure the data needed, the researchers used the Likert scale technique. The Likert scale aims to measure social phenomena, attitudes, opinions and views of a person or group. According to Sugiyono (2012: 133) with a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of questions or statements. The research weights given to these items can be seen in the following table:

V. ANALYSIS OF RESEARCH RESULTS AND DISCUSSION

Inner Model Evaluation

The inner model test or structural model test is used to evaluate the relationship between latent constructs as hypothesized in the study. The following table below is the *R-Square* value on the construct:

R Square Value Table

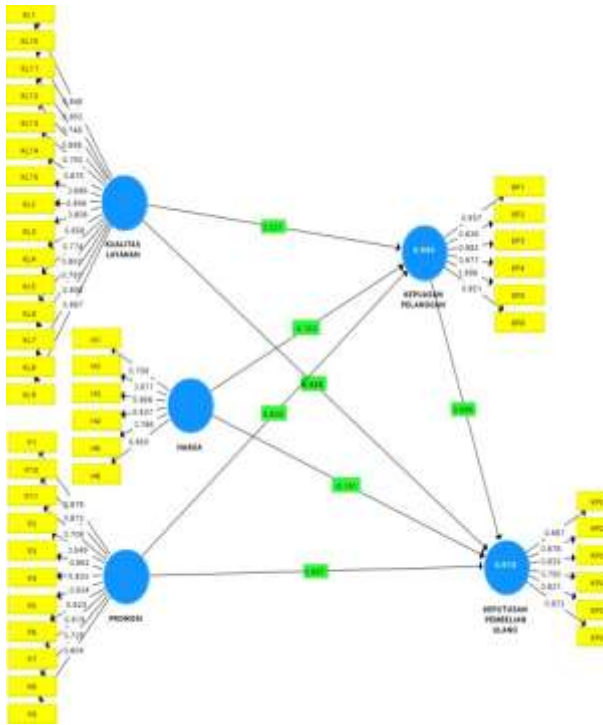
Variables	R Square	R Square Adjusted
Customer Satisfaction	0.9404	0.9373
Repurchase Decision	0.9735	0.9716

Source: SmartPLS3 output, 2020

R-Square (R^2) often referred to as the coefficient of determination, is a measure of the *goodness of fit* of the regression equation, which gives the proportion or percentage of total variation in the dependent variable that is explained by the independent variables.

To prove the hypothesis, namely by looking at the significance of the influence between variables by looking at the parameter coefficient and the significance value of the T-Statistic value. In *SmartPLS*

3.0 this is done by looking at the *Bootstrapping Algorithm report*, the following results are obtained in the figure below:



Image

Original Loading Factor Value

To answer the hypothesis of this study, the *t-statistic* can be seen in the table below:

Path coefficient table / Hypothesis Testing Results

Variable Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (ST DEV)	T Statistics (O/STDEV)	P Values	Results
Service Quality => Customer Satisfaction	0.2266	0.2187	0.1323	1.7126	0.0874	Rejected
Service Quality => Repurchase Decision Variable	0.3248	0.3140	0.0859	3.7825	0.0002	Accepted
Price => Customer Satisfaction	-0.1033	-0.1094	0.0453	2.2792	0.0231	Accepted
Price => Repurchase Decision	-0.1506	-0.1393	0.0474	3.1731	0.0016	Accepted
Promotion => Customer Satisfaction	0.8333	0.8477	0.1342	6.2103	0.0000	Accepted
Promotion => Repurchase Decision	0.6973	0.6833	0.1461	4.7735	0.0000	Accepted
Customer	0.09	0.1	0.13	0.70	0.4	Rejected

Satisfaction => Repurchase Decision	51	134	54	19	83	1
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Based on the table above, the results statistic > 1.96. So this can be interpreted that H2 which reads "service quality has a significant effect on repurchase decisions at PT. Intraco Penta Wahana Surabaya branch" can be declared accepted because it is proven to have a positive and significant effect in this study.

H.3 Price has a significant effect on customer satisfaction at PT Intraco Penta Wahana Surabaya Branch. Based on the test results in the *Path coefficient* table, the effect of Price on customer satisfaction which shows the results of a negative *standardized coefficient* of -0.1033, and a t-Statistic value of 2.2792. Because, sig-value (0.0231) and t-statistic > 1.96. So this can be interpreted that H3 which reads "Price has a significant effect on Customer Satisfaction at PT. Intraco Penta Wahana Surabaya Branch" can be declared accepted because it is proven negative but significant in this study. of hypothesis testing can be explained as follows:

H.1 Service Quality has a significant effect on Customer Satisfaction at PT Intraco Penta Wahana Surabaya Branch. Based on the test results in the *Path coefficient* table, the effect of service quality on customer satisfaction which shows the results of a positive *standardized coefficient* value of 0.2266 and a t-Statistic value of 1.7126. Because, sig-value (0.0874) and t-statistic < 1.96. So this can be interpreted that H1 which reads "service quality has a significant effect on customer satisfaction at PT. Intraco Penta Wahana Surabaya branch" can be rejected because it is proven to have a positive but insignificant effect in this study.

H.2 Service Quality has a significant effect on Repurchase Decisions at PT Intraco Penta Wahana Surabaya Branch. Based on the test results in the *Path coefficient* table, the effect of service quality on repurchase decisions which shows the results of a positive *standardized coefficient* value of 0.3248 and a t-Statistic value of 3.7825. Because, sig-value (0.0002) and t-

H.4 Price has a significant effect on Repurchase Decisions at PT Intraco Penta Wahana Surabaya Branch. Based on the test results in the *Path coefficient* table, the effect of price on Repurchase Decisions which shows the results of a negative *standardized coefficient* value of -0.1506 and a t-Statistic value of 3.1731. Because, sig-value (0.0016) and t-statistic > 1.96. So this can be interpreted that H4 which reads "Price has a significant effect on Repurchase Decisions at PT. Intraco Penta Wahana Surabaya Branch" can be declared accepted because it is proven to have a negative but significant effect in this study.

H.5 Promotion has a significant effect on Customer Satisfaction at PT Intraco Penta Wahana Surabaya Branch. Based on the test results in the *Path coefficient* table, the effect of promotion on customer satisfaction which shows the results of a positive *standardized coefficient* value of 0.8333 and a t-Statistic value of 6.2103. Because, sig-value (0.000) and t-statistic > 1.96.

So this can be interpreted that H5 which reads "Promotion has a significant effect on Customer Satisfaction at PT. Intraco Penta Wahana Surabaya Branch" can be declared accepted because it is proven to have a positive and significant effect in this study.

H.6 Promotion has a significant effect on Repurchase Decisions at PT Intraco Penta Wahana Surabaya Branch. Based on the test results in the *Path coefficient* table, the effect of promotion on repurchase decisions which shows the result of a positive *standardized coefficient* value of 0.6973 and a t-Statistic value of 4.7735. Because, sig-value (0.000) and t-statistic > 1.96. So this can be interpreted that H6 which reads "Promotion has a significant effect on Repurchase Decisions at PT. Intraco Penta Wahana Surabaya Branch" can be declared accepted because it is proven to have a positive and significant effect in this study.

H.7 Customer satisfaction has a significant effect on repurchase decisions at PT Intraco Penta Wahana Surabaya Branch. Based on the test results in the *Path coefficient* table, the effect of customer satisfaction on repurchase decisions which shows the results of a positive *standardized coefficient* value of 0.0951 and a t-Statistic value of 0.7019. Because, sig-value (0.4831) and t-statistic > 1.96. So this can be interpreted that H7 which reads "Customer Satisfaction has a significant effect on Repurchase Decisions at PT. Intraco Penta Wahana Surabaya Branch" can be rejected because it is proven to have a positive but insignificant effect in this study.

VI. DISCUSSION

The Effect of Service Quality on Customer Satisfaction

The results of the research analysis prove that service quality has a positive but insignificant effect on customer satisfaction, meaning that high and low service quality cannot directly affect customer satisfaction, in other words, high and low service quality does not guarantee customer satisfaction at PT Intraco Penta Wahana Surabaya. This is due to the test results in the *Path coefficient* table, the effect of service quality on customer satisfaction which shows the results of a positive *standardized coefficient* value of 0.2266 and a t-Statistic value of 1.7126. Because, sig-value (0.0874) and t-statistic < 1.96.

This research contradicts research conducted by Iphut Suparni, et al (2019) saying that service quality has a significant effect on repurchase decisions moderated by customer satisfaction (Case Study *XSAVAY Advertising Solo*). Similarly, the results of research by Octavia Moningka, et al (2020) say that service quality has a positive and significant effect on customer satisfaction at Titi restaurant in Bitung city. This means that the better the service provided, the higher the customer satisfaction.

The Effect of Service Quality on Repurchase Decisions

The results of the research analysis prove that service quality has a positive and significant effect on customer repurchase decisions of PT Intraco Penta Wahana Surabaya, meaning that when Service Quality is improved, it will

automatically increase the company's customer repurchase decisions. This is due to the analysis of respondents' responses related to the Service Quality variable, the majority of respondents gave the answer "Strongly Agree" to the statement "employees are polite and respectful to all customers" by having the highest value of 4.72, while the overall average value of respondents' responses regarding all aspects of Service Quality was 4.35 on a scale of 5, which is included in the category that shows if the respondent gives a value of "Strongly Agree" to the statement about all aspects of Service Quality.

This is in line with the results of research conducted by Vita Adriany (2018) which states that the quality of service provided by Go-Jek greatly influences the decision to repurchase Go-Jek services (Case Study on Office Employees in the Jl. T.B Simatupang Jakarta Area). The results of other studies are in line with research conducted by Utama and Ngatno (2015) the results show that partially service quality has a positive effect on repurchase decisions (Study on Gelael Mall Ciputra Semarang Consumers).

The Effect of Price on Customer Satisfaction

The results showed that price has no positive but significant effect on customer satisfaction, meaning that when the company has a good price offer, it cannot directly increase customer satisfaction. This is due to the results of the negative coefficient (standardized coefficient) of -0.1033. and the t-Statistic value of 2.2792. Because, sig-value (0.0231) and t-statistic > 1.96, and the results of the analysis of respondents' responses related to the price variable show that the overall average value of respondents' responses regarding all aspects of the price is 3.95, which is included in the category that shows if the respondent gives an "Agree" value to the statement about all aspects of the price. In line with the opinion of Morissan (2013: 78) Price in the marketing mix refers to what consumers have to give to buy a good or service which usually uses monetary value. Product prices are determined not only based on production costs but also other factors such as the level of demand for the product concerned, the level of competition, and consumer perceptions of the product.

This research is in line with the results of research conducted by Sigit Arie Wibowo (2017) which states that price has no positive effect on customer satisfaction at PT. Bino Mitra Sejati Surabaya. However, contrary to the results of research by Lumintang Intan Sintya (2018), it is said that the price partially has a significant effect on customer satisfaction of Go-Jek online transportation services. Likewise, the results of Chando Martua's research (2018) say that price has a significant effect on customer satisfaction for AB Cargo shipping services.

The Effect of Price on Repurchase Decisions

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This is in line with the research of Fitriya Ika Agustina, et al (2017) saying that Price has a positive and significant effect on Consumer Purchasing Decisions at pecel stalls in Blitar. Likewise, the results of research by Aprilia Ariyanto, et al (2019) say that price has a significant effect on purchasing decisions for Toyota Calya at Toyota Nasmoco Ringroad Surakarta.

The Effect of Promotion on Customer Satisfaction

The results showed that promotion has a positive and significant effect on customer satisfaction, meaning that when the company offers a good promotion, it will automatically directly increase the customer satisfaction of PT Intraco Penta Wahana Surabaya. This is due to the results of the analysis of respondents' responses related to the promotion variable as a whole, the average value of respondents' responses regarding all aspects of the promotion is 4.22 on a scale of 5, which is included in the category that shows if the respondent gives a value of "Strongly Agree" on the statement about all aspects of the promotion.

This is in line with research conducted by Vita Adriany (2018) which states that the promotions provided by Go-Jek greatly affect customer satisfaction. So that to increase again and maintain customer satisfaction there needs to be new and innovative promotions that attract new customers and maintain Go-Jek customer satisfaction. Similarly, the results of research by Octavia Moningga, et al (2020) say that promotion has a positive and significant effect on customer satisfaction at Titi restaurants in Bitung city.

The Effect of Promotion on Repurchase Decisions

The results of the study found that promotion has a positive and significant effect on repurchase decisions, meaning that when the company offers a good promotion, it will automatically directly increase the repurchase decisions of PT Intraco Penta Wahana Surabaya customers. Any changes that occur in promotion will cause changes to purchasing decisions, and the effect is positive or unidirectional, namely if there is an increase in promotion, it will also cause an increase in repurchase decisions and vice versa if there is a decrease in promotion, it will also cause a decrease in repurchase decisions. This is due to the results of the analysis of respondents' responses related to the Promotion variable as a whole, the average value of respondents' responses regarding all aspects of the Promotion is 4.22 on a scale of 5, which is included in the category that shows if the respondent gives a "Strongly Agree" value for statements about all aspects of the Promotion.

This is in line with the results of research from Abdullah Kafabih (2018) which states that promotion has a significant

effect on the decision to purchase Telkomsel Sim Card Products, Indosat Ooredoo and Hutchison 3 Indonesia in the East Jakarta area. Likewise, the results of Marendra's research (2018), namely the partial test results show that promotion has a significant effect on consumer purchasing decisions at minimarkets (Alfamart or Indomaret). These same research results were also found by Rismawati (2017) that promotion affects purchasing decisions at Alfamart and Indomaret in Dawe District, Kudus Regency. However, this research contradicts the results of research by Aprilia Ariyanto, et al (2019) which states that promotion has no significant effect on purchasing decisions for Toyota Calya at Toyota Nasmoco Ringroad Surakarta.

The Effect of Customer Satisfaction on Repurchase Decisions

The results of the research analysis prove that customer satisfaction has a positive but insignificant effect on customer repurchase decisions, even though high customer satisfaction does not guarantee the repurchase decision of PT Intraco Penta Wahana Surabaya customers. This is due to the test results in the Path coefficient table, the effect of customer satisfaction on repurchase decisions which shows a positive standardized coefficient value of 0.0951 and a t-Statistic value of 0.7019. Because, sig- value (0.4831) and t-statistic < 1.96, which is probably because customers are satisfied with the promotions provided by the company but are not satisfied with the other variables, namely price and service quality.

This is not in line with the results of research by Vita Adriany (2018) which states that Go-Jek customer satisfaction is very influential on the decision to reuse Go-Jek services. And also contrary to the results of research by Iphut Suparni, et al (2019) said that based on the quality results of the F test, customer satisfaction has a positive and significant effect on repeat purchases of XSAVAY Advertising Solo consumers.

VII. CONCLUSIONS

Based on the results and discussion in the study, the conclusions in this study are as follows:

The effect of Service Quality on Customer Satisfaction is proven to have a positive but insignificant effect.

The effect of Service Quality on Repurchase Decisions is proven to have a positive and significant effect.

The effect of price on customer satisfaction is proven to be negative but significant.

The effect of price on repurchase decisions is proven to be negative but significant.

The effect of Promotion on Customer Satisfaction is proven to have a positive and significant effect.

The effect of Promotion on Repurchase Decisions is proven to have a positive and significant effect.

The effect of customer satisfaction on repurchase decisions is proven to have a positive but insignificant effect.

Advice

The suggestions that can be given by researchers based on the results of this study are as follows:

It is hoped that PT Intraco Penta Wahana Surabaya branch can evaluate price quotes because they do not have an impact

on customer satisfaction and repurchase decisions, which will hinder increasing profits and competitive advantage in this increasingly competitive market.

It is hoped that the marketing manager of PT Intraco Penta Wahana can remain consistent in running existing programs to attract customers because the results of this study show that the biggest factor influencing customer satisfaction and repurchase decisions is promotion.

Given the limitations in this study, it does not explore other variables that also influence repurchase decisions, such as customer value and customer loyalty. The study was also conducted on only one heavy equipment distributor and therefore, cannot be generalized to other agents in Indonesia. Since the measurement occurred at a single point in time, whether the conclusions still hold true in the long term cannot be determined. The author suggests that future research or companies need to conduct their own research to find out what customers of PT. Intraco Penta Wahana want so that customer expectations can be met, and when these expectations are met, customer repurchase decisions immediately increase which can increase company profits.

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