

**THE INFLUENCE OF PRODUCT VARIETY, PRICE, PROMOTION, AND SERVICE QUALITY ON REPURCHASE INTEREST IN RAJA KEBAB AND RANTAUPRAPAT BURGER CULINARY DELIGHTS**



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**Abstract**

This study aims to analyze the effect of product variations, prices, promotions, and service quality on repurchase interest. The type of research used is explanatory research with an accidental sampling technique. The number of samples set is 100 respondents. Data analysis in this study used SPSS version 22 software. The results showed that product variations affected repurchase interest, price influenced repurchase interest, promotions influenced repurchase interest, and service quality influenced repurchase interest. Simultaneously, product variation, price, promotion, and service quality affect repurchase interest.

**Keywords:** Product Variety, Price, Promotion, Service Quality, Repurchase Interest

## INTRODUCTION

Progress over time has caused people's lifestyles to change, one of which is enjoying culinary delights. It doesn't have to be in an air-conditioned room, now the concept of outdoor cafes is increasingly popular. One of them is the booth container model which is an alternative solution for those who want to open a business in a roadside area. Its function is also quite flexible because it can be moved and added with other features according to the owner's wishes. The appearance of this minimalist cafe cart gives a unique but contemporary impression so that buyers are interested in buying the products being sold.

Raja Kebab and Burger was an early pioneer of kebabs and burgers in the Rantauprapat area. This culinary establishment was founded in 2016, located on Jl. SM. Raja Parking Area Alfamidi, Jl. Sirandorung, Jl. Urip Sumodiharjo, Jl. Wr. Supratman dan Jl. Sidorejo. The characteristic of the Raja Kebab and Burger outlet is that it uses a striking yellow food container concept. This is one of the attractions for buyers. However, as time went by, many culinary businesses began to emerge with the same trading concept and even selling the same menu. To face this competition, the business owners of Raja Kebab and Burger must have an advantage so as not to compete with similar businesses.

Repurchase interest is an activity where a consumer has made a purchase before or more than once and then is interested in buying the product again. come. Based on several studies, there are factors that can influence repurchase interest, namely product variety. As explained by Lestari & Novitaningtyas (2021), food or drink product, variations are very influential in increasing consumer buying interest. Thus, food and beverage businesses need to continue to innovate to increase the variety of products offered so that they attract consumers' interest in buying them.

On the other hand, price is used as a serious consideration for consumers. With competitive prices and tending to be cheaper than the outlet next door, it can influence consumers when they want to buy the product. The price determined for each variation of kebab and burger sold must of course meet the right criteria because the right price is seen from the quality of the product such as taste. If the price offered is in line with the quality obtained then consumers will not be disappointed with the costs they incur, and vice versa

if there is a discrepancy then consumers will be disappointed and of course there is little chance of them coming back to buy.

Likewise with sales promotions, entrepreneurs take advantage of technological advances as a broader sales promotion tool so they can advance their business. According to Tjiptono, one of the targets of sales promotions directed at final buyers is to encourage repeat purchases which in turn leads to creating brand loyalty and binding buyers to certain manufacturers.

Apart from that, the success of a business cannot be separated from the factor of good service quality in accordance with consumer expectations given by the business actor. Service quality is an important thing for consumers to consider, whether they will later visit the service provider or not. Poor service quality will make consumers uncomfortable and not interested in coming back, and vice versa, if the service provided is of good quality, then consumers will be interested in returning to visit and buying the products offered.

The research conducted has similarities with research from Lestari & Novitaningtyas (2021) with research results, product variety and service quality simultaneously have a significant effect on consumer repurchase interest. Peburiyanti & Sabran (2021) with the findings that product variations and service quality have a significant effect on consumers' repurchase interest. Peter et al. (2018) with results showing that product variations, prices, promotions and service quality influence repurchase interest.

Based on the research results Wahyuningsih (2019), it can be seen that product variations, promotions and service quality have a significant effect on consumer repurchase interest. Further research from Hapsari & Astuti (2022). From the research conducted, it is proven that product diversity and sales promotions influence consumers repurchase interest. The aim of the research is to determine the influence of product variations, prices, promotions and service quality on consumers repurchase interest.

## **REVIEW OF LITERATURE**

### **Product Variations**

Philip Kotler (2005) in Peter et al. (2018) defines a product variety “as a discrete unit within a brand or product line that can be differentiated based on size, price, appearance or some other characteristic”. Deschamps (1999) explains the importance of product variety as follows: “the ability to come up with a huge variety of products to cover every imaginable application area has quickly become the dominant success factor, that is the ability to create many product variations to meet every demand that is expected to have quickly become one of the dominant success factors.” In this case, success is by winning consumer loyalty. The product variation indicators according to Kotler & Keller (2008) in Peter et al. (2018) in the form of variations in size, price, appearance, and product availability.

### **Price**

Price has an important influence so it can be used as a consideration for consumers when they make a decision to buy a product. Today (in Pasharibu et al., 2018: 243) also said that “price is the value of money someone needs to get a certain amount of products and services”. According to Kotler and Armstrong (in Satyanegara & Setiawati, 2016: 41), the price is the amount charged for products and services. According to Pasharibu et al., (2018: 243) defines price as a factor that can influence consumers’ emotions in buying the products or services they want. Kotler and Armstrong (in Satyanegara & Setiawati, 2016: 41) states that the indicators for price are: 1) Price Affordability, 2) Price Compatibility with Quality (Quality Conformity), 3) Price Competitiveness and 4) Price Compatibility with Benefits.

### **Promotion**

According to Lupiyoadi (in Usmiar & Nurhamidah, 2019: 87), promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing service products. Promotion as one of the marketing functions aims to communicate marketing programs that can influence consumers or potential consumers so that a transaction process occurs between business actors and consumers (Hasan in Noviyani & Andayani, 2019: 136). Meanwhile, Kotler is in Komarudin (2019:180),

promotion is a collection of tools designed with the aim of encouraging consumers to buy products or services on a large scale and quickly.

In general, according to Tjiptono and Candra (2012:367) in Peburiyanti & Sabran (2021), there are three main indicators of sales promotions, namely: Consumer Promotions (coupons, free sample products, premium gifts, raffles and so on), Trade Promotions (cash discounts, merchandise, equipment assistance, or other incentives for retailers and wholesalers) and Promotions Salespeople are like sales contexts.

### **Service Quality**

Service is the behavior of sellers towards buyers by providing the best for consumers, good service is carried out so that consumers feel appreciated and get goods or services according to their wishes (J. Paul Peter and Jerry C. Oleson (2000) in Peburiyanti & Sabran (2021). Service quality is an obligation for entrepreneurs so that their business continues to run, is more advanced and wins the trust of customers. The attitudes and lifestyles of customers demand that entrepreneurs provide good and quality service. According to Abdurrahman (2015:216) in Novi Ariska (2017), service quality has five indicators, namely: tangible, reliability, responsiveness, assurance and empathy.

### **Repurchase Interest**

Past purchasing experiences can lead to interest in repurchasing. The size of repurchase interest is influenced by consumer satisfaction when using a particular product or service. Apart from that, repurchase interest can also illustrate the success of the product in the market. According to Kotler and Keller in DR Dewi et al. (2015: 5), repurchase interest is an action that arises as a result of a response from a certain object that shows the consumer's desire to make a repeat purchase. Repurchase intention is the buyer's desire to make an intention to repurchase the same particular product/service, where they have previously made a previous purchase of the product/service (Hapsari & Astuti, 2022).

According to Ali Hasan in Labibah (2019), indicators of repurchase interest used in research are: 1) transactional interest, meaning that consumers will make repurchase based on their experience. 2) preferential interest, consumers repurchase products or services based on their liking of various alternative product choices and 3) exploratory interest,

consumers will look for information about the product or service they want to buy. 4) referral interest which is a person's interest in referring other people.

### Conceptual Framework

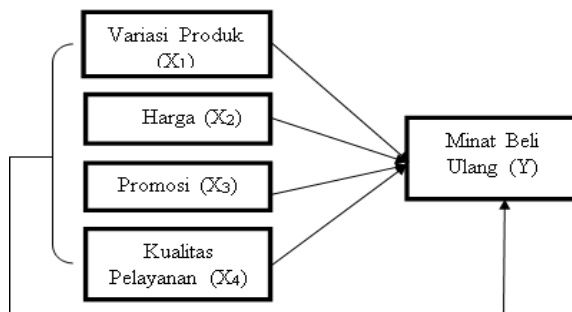


Figure 1.

### Conceptual Framework

The research hypothesis based on the conceptual framework above is: (1) Product variety positively and significantly influences repurchase interest (2) Price positively and significantly influences repurchase interest (3) Promotion positively and significantly influences repurchase interest (4) Service Quality positively and significantly influences Repurchase Intention (4) Product Variety, Promotional Prices and Service Quality positively and significantly influences Repurchase Intention.

## RESEARCH METHOD

The type of research used is explanatory research. Explanatory research is research that has the nature of providing an explanation of a phenomenon and aims to test a theory or hypothesis, where the results of the research will prove the truth of the theory or hypothesis used by the author in the research carried out (Mauludi, 2018).

### Population and Sample Techniques

The population in this study is all consumers of Raja Kebab and Burger in the Rantauprapat area, the number of which is unknown. The sampling technique used in this research is Accidental Sampling or unintentional sampling which is part of non-probability sampling. The number of samples determined in the research was 100 respondents.

## Method of Collecting Data

Data collection in this research was carried out through distributing questionnaires given to Raja Kebab and Burger consumers in the Rantauprapat area. In research, the questionnaire used is a Likert Scale approach and then scoring is carried out with the following conditions:

**Table 1.**  
**Questionnaire Scoring Terms**

Answer Options	Score
Strongly Agree (SS)	5
Agree (S)	4
Simply Agree (CS)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source: Processed Data, 2022

## Data Analysis Model

The research uses multiple linear regression analysis methods to measure the extent of influence between the independent variables (Product Variation, Promotion and Service Quality) and the dependent variable (Repurchase Intention) using SPSS 22 for Windows software. The linear equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information:

Y = Purchase InterestRepeat

X1 = Product Variations

X2 = Price

X3 = Promotion

X4 = Service quality

a = Constant

$\beta$  = Regression Coefficients

e = Error

## RESULTS AND DISCUSSION

### Classic Assumption Test Results

#### 1. Normality Test

**Table 2.**  
**One-Sample Kolmogorof-Smirnov Test Results**

		Unstandardized Predicted Value
N		192
Normal Parameters, b	Mean	14.6041667
	Std. Deviation	.10242149
Most Differences	Extreme Absolute Positive	.039
	Negative	-.039
Statistical Tests		.039
Asymp. Sig. (2-tailed)		.200c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Processed Data, 2022

Based on the table above, it can be seen that the significant value of Asymp. Sig. (2-tailed) is 0.200 so it can be concluded that the data is normally distributed.

#### 2. Multicollinearity Test

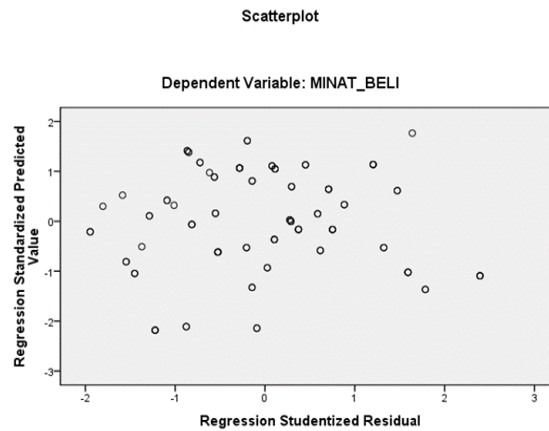
**Table 3.**  
**Multicollinearity Test Results**

Variable	Tolerance	VIF
Product Variations (X1)	0.134	7,453
Price (X2)	0.112	8,702
Promotion (X3)	0.922	1,084
Service Quality (X4)	0.913	1,096

Source: Processed Data, 2022

Based on the table, it can be seen that the product variation, promotion and service quality variables have a Tolerance value of 0.134; 0.112; 0.922; 0.913, each of which is greater than 0.10 and the VIF value is 7.453; 8,702; 1,084; 1.096 which is smaller than 10. Thus, the research model does not have multicollinearity problems.

### 3. Heteroscedasticity Test



**Figure 2.**

#### Heteroscedasticity Test

The graph above shows that the points spread below and above the number 0, and do not form a particular pattern, so it can be concluded that in the regression model there is no element of heteroscedasticity.

**Table 4.**

#### Results of Multiple Regression Analysis

Dependent Variable	Independent Variable	Regression Coefficient ( $\beta$ )	t Count	Sig.	Note.
Repurchase Interest (Y)	Product Variations (X1)	0.377	2,834	0,000	Sig.
	Price (X2)	0.467	2,262	0,000	Sig.
	Promotion (X2)	0.883	9,023	0,000	Sig.
	Service Quality (X3)	0.427	2,941	0,000	Sig.
Constant = 9.366				F count =	

	5.579
R = 0.895	Sig. F = 0.000b
R Square = 0.801	F Table = 2.70
Adjusted R Square = 0.797	t Table = 1.984
SEE = 3.928	

Source: Processed Data, 2022

Based on the table, the following regression equation is obtained:

$$Y = 9.366 + 0.377X_1 + 0.883X_2 + 0.427X_3 + 0.467X_4 + e$$

The interpretation of this equation is as follows:

a. Constant (a) = 9.366

If X (Product Variation, Price, Promotion and Service Quality) or

b. Coefficient X1 = 0.377

This shows that every change in one Product Variety factor variable (X1) with the assumption that Price (X2) Promotion (X3) and Service Quality (X4) are constant and unchanged, it will increase Purchase Interest by 0.377

c. Coefficient X2 = 0.467

This shows that every change in one Price factor variable (X2) with the assumption that Product Variety (X1), Promotion (X3) and Service Quality (X4) are constant and unchanged, it will increase Purchase Interest by 0.467

d. Coefficient X3 = 0.883

This shows that every change in one Promotion factor variable (X3) with the assumption that Product Variety (X1), Price (X2) and Service Quality (X4) are constant and does not change, it will increase Purchase Interest by 0.883

e. Coefficient X4 = 0.427

This shows that every change in one of the Service Quality factor variables (X4) with the assumption that Product Variation (X1), Price (X2) and Promotion (X3) remain constant and do not change will increase Purchase Interest by 0.427.

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

Based on the table, it can be seen that the Adjusted R square value is 0.797, this indicates that Repurchase Intention can be explained by Product Variation, Promotion and Service Quality at 79.7% while the remaining 20.3% is explained by other variables not examined in this research.

## **Hypothesis Test Results**

### **a. Partial Test (t Test)**

The Product Variation variable (X1) partially influences repurchase interest in Raja Kebab and Burger culinary delights in Rantauprapat, this is proven by the tcount value being greater than ttable ( $2.834 < 1.984$ ) and the significance value in this study is smaller than 0.05 so that it can be said that hypothesis 1 is accepted.

The Price variable (X2) has a partial effect on Repurchase Interest in Raja Kebab and Burger culinary delights in Rantauprapat, this is proven by the tcount value being greater than ttable ( $2.262 < 1.984$ ) and the significance value in this study is smaller than 0.05 so it can be It is said that hypothesis 2 is accepted.

The Promotion Variable (X3) has a partial effect on Repurchase Interest in Raja Kebab and Burger culinary delights in Rantauprapat, this is proven by the tcount value being greater than ttable ( $2.941 < 1.984$ ) and the significance value in this study is smaller than 0.05 so it can be It is said that hypothesis 3 is accepted.

The Service Quality variable (X4) has a partial effect on Repurchase Interest in Raja Kebab and Burger culinary delights in Rantauprapat, this is proven by the tcount value being greater than ttable ( $2.834 < 1.984$ ) and the significance value in this study is smaller than 0.05 so that it can be said that hypothesis 4 is accepted.

### **b. Simultaneous Test (F Test)**

Based on the table, it can be seen that simultaneously the variables Product Variation (X1), Price (X2), Promotion (X3) and Service Quality (X4) have a positive and significant effect on the variable Repurchase Interest (Y) in Raja Kebab and Burger culinary delights in Rantauprapat with Fcount = 5.579 > Ftable = 2.70 with a significance level of  $0.000 < 0.05$ .

### **Product Variation Influences Repurchase Intention**

Product variations partially have a significant effect on repurchase intention with a significant value of  $0.000 < 0.05$ . A variety of products in various quantities and types are able to satisfy consumers so that consumers' desire to buy these products will also increase. The variety of products provided by business owners includes menu choices, namely Turkish kebabs, black kebabs, durian kebabs, banana kebabs, burgers, grilled bananas, Turkish pizza, durian cups and so on as well as various types of topping choices. This is in line with research conducted by Nurrahman and Herlina (2016), which found that product variants influence repurchase interest.

### **Price Influences Repurchase Intention**

Price partially has a significant effect on repurchase interest with a significant value of  $0.000 < 0.05$ . The price of a product should be in accordance with the benefits of the product, besides that the price is expected to be affordable for all levels of society, both upper, middle and lower classes. Prices should not damage the market which could later harm competitors in similar businesses. This research is in line with research by Arief Adi Satria (2017: 50), proving that price has a positive and significant influence on buying interest where high buying interest can be formed by the price offered by the service or product provider.

### **Promotions Influence Repurchase Intention**

Promotion partially has a significant effect on repurchase interest with a significant value of  $0.000 < 0.05$ . Consumers understand the product because of promotions carried out by the company. In this research, promotions have a significant influence on repurchase interest, which means that the more interesting and good the promotion is, the easier it will be for consumers to decide to purchase a product. Promotions carried out by business owners include advertising on social media Facebook and Instagram, discounts on certain foods and even vouchers for their loyal customers.

### **Service Quality Influences Repurchase Intention**

Service quality partially has a significant effect on repurchase intention with a significant value of  $0.000 < 0.05$ . Service quality is a comparison between reality and

consumer expectations, if the reality that is received is more than what was desired then the service provided can be said to be good and can increase consumer buying interest, and conversely if the reality turns out to be less than what was expected then the service is said to be not good and causing consumer buying interest to decrease. This research is in line with research conducted by (Peburiyanti & Sabran, 2021) which reveals that service quality influences consumers' repurchase interest.

### **Product Variations, Prices, Promotions and Service Quality Influence Repurchase Interest**

The calculation results of the F test (simultaneous test) were obtained value  $F_{count} = 5.579 > F_{table} = 2.70$  with a significance level of  $0.000 < 0.05$  so it can be said that the variables Product Variation (X1), Price (X2), Promotion (X3) and Service Quality (X4) together (simultaneously) can influence consumer repurchase interest. This research is in line with research conducted by (Hapsari & Astuti, 2022), (Peburiyanti & Sabran, 2021) and (Peter et al., 2018).

### **CONCLUSION**

Based on the findings and discussion of the results described in the previous section, the conclusions that can be conveyed include: product variety influences repurchase interest, price influences repurchase interest, promotion influences repurchase interest, service quality influences repurchase interest. Simultaneously, product variations, prices, promotions and service quality influence repurchase interest.

The suggestions that can be given for further research development are that further research is expected to be able to add independent variables such as brand, location, taste and so on, increase the number of dependent variables, conduct comparative research or comparative research and even increase the number of populations or samples used. used as observations in research.

A limitation in the research is the use of a fairly small research sample. In addition, the scope of the research area is too narrow, namely only limited. For this reason, further research can be developed in terms of the number of samples used and wider area coverage.

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