

The Effect of Product Quality, Price, Sales Promotion on Repurchase Interest in the Maternal Disaster Distro Brand in the Instagram Application

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ABSTRACT

The Instagram application is a form of marketing that is growing rapidly on social media platforms. This study aims to analyze the effect of product quality, price, and sales promotion on repurchase interest in the maternal disaster distro brand in the Instagram application. This study uses a quantitative approach with a survey method of Instagram application users who are followers of the maternal disaster Instagram account and have purchased their products. Data was collected through questionnaires distributed online to 100 respondents. Multiple linear regression analysis tests were used in this study with the classical assumption test flow, hypothesis testing (t-test) and the coefficient of determination (R²) test. Based on the test results, the product quality variable (X1) partially has a positive and significant effect on repurchase interest in maternal disaster distro brand products. While the test results of the price variable (X2) have no partial effect on the interest in repurchasing maternal disaster distro brand products. While the test results of the sales promotion variable (X3) partially have a positive and significant effect on repurchase interest in maternal disaster distro brand products. Simultaneously, it shows that product quality, price, and sales promotion have a positive and significant influence on repurchase interest in the maternal disaster distro brand. The product quality factor is the most dominant factor in influencing repurchase interest, followed by the sales promotion factor.

Keywords: *Product Quality, Price, Sales Promotion, Repurchase Interest*

INTRODUCTION

Fashion business is a business that is engaged in clothing, whether it is something that is worn on the body or that beautifies the appearance of the body. The Fashion business will always provide benefits because Fashion will remain a necessity for many people. Fashion in Indonesia is now increasingly developing following the flow of modernization. This development makes people a selective society in determining their lifestyle. Lifestyle is closely related to Fashion, because the existence of Fashion will support a person's appearance to be more attractive and become a *trend center* in society. Fashion products include products that can be consumed in the long term because these products are used with normal use of one year. Fashion products include clothes, shoes, bags, accessories, and so on. (Mukrimaa et al., 2016)

Especially in the marketing of Fashion products. Some breakthroughs that are new and improved are a sign that our technology is currently at an increased level. One of them is the existence of applications that are easily managed and consumed by the community. These applications are able to provide facilities that can support their users. An example of an application that is currently hot in the community is Instagram.

The *Instagram* application itself is a social network that aims to help users to share photos with other users. *Instagram* itself is still specialized for android users, Iphone, Ipad, and gadgets that have OS 3.2 for computer users is still not perfect. Because *Instagram* is made only for gadget users. *Instagram* was originally formed by the company Burb INC, INC company is a company that has a vision and mission in making applications for gadgets. At the beginning of the formation of the Burb INC company, the company only did a lot of making applications for gadgets.

Based on *We are social* data: *Digital 2020 Global Overview Report*, Indonesia occupies the fourth position in the world or the highest number of *Instagram* users in Asia, which is 63 million active users.

The interesting thing about the *Instagram platform* is that its users continue to engage in various information, interact and communicate with other users, Instagram has great potential as an educational tool because of the various features available. For example, some Instagram accounts are specifically targeted to address health issues, public health professionals and others to users. (Anisah et al., 2021)

Maternal Disaster is one of the leading Fashion brands from Indonesia that has consumers among young people who are identical to the color black and are better known for *their homage to the Winsthon Smith / Dead Kennedys logo*. Uniquely, the dark themes it carries do not stop at *T-shirts: sports bras, basketballs, soccer balls, bowls, jigsaw puzzles, bluetooth phones, guitars, blankets to high school uniforms* have also been produced. (Marketing et al., 2023)

While on Instagram it has the account name *@maternal_disaster*, it has 428 thousand followers with 6,086 posts, this can be seen in Figure 1.1 the *@maternal_disaster* account uploads 1 post every day. The content in the account video also attracts Instagram account users to see it. Because Maternal Disaster certainly sells products at quite affordable prices and the quality of goods is very good, the products sold by Maternal Disaster have a lot of models and choices ranging from teenagers to adults.

In addition to trying to continue to increase turnover through *clothing sales*, it also has to compete with its competitors. The existence of other *clothing brands* such as *abigail, ouval research* and others makes competition in business even tighter. *Clothing businesses* try to attract as many consumers as possible to increase their sales. The goods sold by *maternal disaster* are in accordance with the wishes of very good quality at a fairly populist price suitable for use by all groups from young people to adults who have a *rebel genre* so that they can attract many consumers.

Maternal Disaster has loyal customers who make repeat purchases on the brand. In addition, with very good and satisfying quality, it is able to make other customers interested in using the brand. According to (Anwar, 2021) Repurchase interest is a purchase interest that is based on purchasing experiences that have been made in the past by consumers. Repurchase interest can be identified by several indicators, namely (1) referral interest which is a person's interest in referring to others, (2) exploratory interest which is a person's interest in seeking information on the product he wants, (3) transactional interest, namely the tendency to transact and buy products, and (4) preferential interest, namely interest that describes the behavior of a person who has a primary preference for that product.

Repurchase interest is influenced by several factors including product quality. Like the research conducted by (Okiamo, 2021) states that product quality has a positive and significant influence on buying interest in the Maju Aquarium fish shop significantly. Apart from product quality, repurchase interest is also influenced by price. Like the research conducted by (Gunarsih et al., 2021) stated that price has an effect on purchasing decisions. Prices whose indicators (affordable prices, prices in accordance with the benefits felt by consumers, prices compete with other similar products) will influence purchasing decisions. According to (sari, 2021) price is the amount of money customers pay to enjoy a product. Price is an important component of the marketing mix because it is the only element that generates revenue, while the other elements generate costs. In addition, price is also very important for marketing plans because the right price can determine the profit and survival of the company. The high price offered must be in accordance with the benefits and quality of the product received. Conversely, if the price offered is too low, consumers will doubt the benefits and quality of the product offered, thus delaying consumers from buying the product. Therefore, pricing must be appropriate and reasonable.

Apart from price, sales promotion can also affect repurchase interest. Like the research conducted by (Dora & Sukma, 2022) stated that the more diverse the products available and the consistent sales promotions carried out by Online Shop Mamameramu will increase consumer repurchase interest in Online Shop Mamameramu.

The results of research conducted by (Harita et al., 2022) stated that direct marketing has a considerable impact on repurchase interest, and product quality also has a considerable impact on repurchase interest (Y) while for the repurchase intention variable, direct marketing and product quality both have a joint effect.

Based on the above background, here the authors take research to be researched with the title "The Effect of Product Quality, Price, Sales Promotion on Repurchases at the Maternal Disaster Distro Brand in the Instagram Application"

METHOD

The type of research used in this study is associative quantitative research. The definition of associative research is research that has the aim of finding a relationship between two or more variables. With this research, a theory can be built that can serve to explain and control a symptom.

In this study to determine whether there is an effect of Product Quality (X1), Price (X2), Sales Promotion (X3) on the variable, namely Repurchase Interest (Y) on Instagram maternal disaster. The sample is part of the number and characteristics of the population. The sample in this study is part of the population. Determination of the sample in this study is needed for the clarity of the distribution of questionnaires to be carried out. (sugioyono, 2017) .

To determine the size of the research sample from the population, researchers used the Lemeshow formula which uses a standard error rate of 10% and 5% and researchers used an error rate of 10%. Researchers use the Lemeshow formula because the number of populations using *maternal disaster distro brand* products is not known with certainty or infinity which can be caused by the increase or decrease in users of *maternal disaster distro brand* products every day. From the results of calculations using the Lemeshow formula above, a good sample size can be obtained, namely 96.04 which can be rounded up to 100 samples. Therefore, the number of samples for this study amounted to 100 respondents.

The method used by researchers is non probability sampling method with *purposive sampling* technique. *Non-probability sampling* method is a technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. (Sugiono, 2019). *Purposive sampling* is a *nonprobability sampling* technique that is of higher quality and is a development or refinement of previous methods. *Purposive sampling* is carried out to take a sample from the population.

RESULT AND DISCUSSION

Result

In this study, the general data of respondents included the followers of Instagram @maternal_disaster who had purchased maternal disaster products and were willing to fill out the questionnaire. This can be seen in the table below:

Table 1. Respondents By Gender

Gender	Amount	Percentage %
Man	56	56%
Woman	44	44%
Amount	100	100%

Source: Research Result, 2024

From table 1 above, it can be seen that the respondents in this study who were male were 56 respondents (56%), while those who were female were 44 respondents (44%).

Table 2. Respondents By Age

Age	Amount	Percentage %
17-24 years old	77	77%
25-34 years old	18	18%
35-49 years old	4	4%
50-64 years old	1	1%
Amount	100	100%

Source: Research Result, 2024

From table 2 above, it can be seen that the respondents in this study who were aged 17-24 years were 77 respondents or 77%, those who were aged 35-34 years were 18 respondents or 18%, those who were aged 35-49 years were 4 respondents or 4%, those who were aged 50-64 years were 1 respondent or 1%.

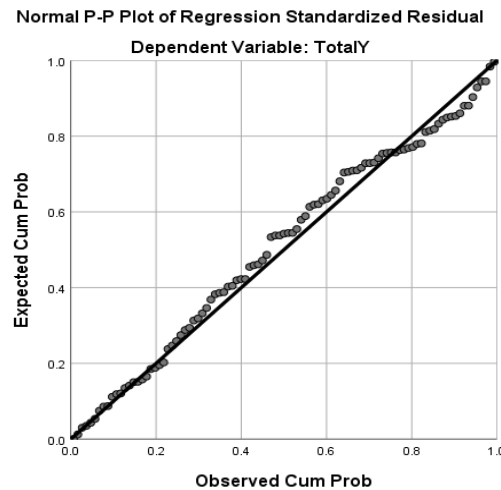
Table 3. Respondents By Occupation

Work	Amount	Percentage %
Student/Students	73	73%
Private Officer	14	14%
State Officer	5	5%
Trader	3	3%
Laborer	1	1%
Amount	100	100%

Source: Research Result, 2024

Based on table 3 above, it can be seen that the respondents in this study were students/university students as many as 73 respondents or 73%, private employees as many as 14 respondents or 14%, civil servants as many as 5 respondents or 5%, traders as many as 3 respondents or 3%, laborers as many as 1 respondent or 1%.

Normality Test



Source: Research Result, 2024

Figure 1. Normality Test Result

Based on Figure 1 above, the results show that all data are not normally distributed, because the data distribution is not around the diagonal line. This means that the normality test is used to assess the distribution of variable data whether the data distribution is normal or not.

Table 4. Multicollinearity Test Result

Variable	VIF
Product Quality	1.743
Price	1.365
Sales Promotion	1.396

Source: SPSS Output Appendix 26 (2024)

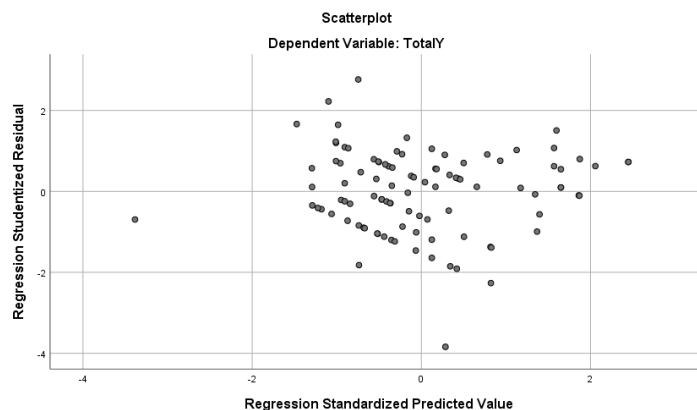
From the results of table 4, it can be seen that the results of the multicollinearity test show that the VIF value for all independent variables is <10 , which means that the values of the variables above do not show any symptoms of multicollinearity. The multicollinearity test is seen from the Tolerance and VIF (Variance Inflation Factor) values and the magnitude of the correlation between independent variables. A regression model can be said to be free of multicollinearity if it has a VIF value of not >10 and has a tolerance number of not <0.10 .

Table 5. Autocorrelation Test Result

	Y
R-square	0.457
R-square adjusted	0.440
Durbin-Watson test	2.027

Source: SPSS Output Appendix 26 (2024)

In table 5 above, it can be seen that the Durbin-Watson value produced is 2.027. Because the Durbin-Watson value is between <1 and >3 with a value of 2.027, it means that the model above does not have an autocorrelation problem. The Autocorrelation Test is to test between the residual correlation in period t and the error in the previous period $t-1$.



Source : SPSS Output Appendix 26 (2024)

Figure 2. Heteroscedasticity Test Results

In Figure 2 above, the points are spread randomly or do not form a clear pattern and are spread both above and below the number 0, so that there is no heteroscedasticity in the SPSS 26 multiple linear regression model. Heteroscedasticity Test is a test to see if there is inequality in the residual variables from one observation to another. If the residual variables from one observation to another remain called homoscedasticity, if the variance of the residuals or other observations is different, it is called heteroscedasticity.

Table 6. Coefficients Multiple Linear Regression Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1.	(Constant)	2,632	1.283		2,052	0,043
	K.PRODUCT	0,282	0,079	0,354	3,551	0,001
	PRICE	0,448	0,086	0,458	5,188	0,000
	PROMOTION.P	-0,106	0,117	-0,081	-0,908	0,366
a. Dependent Variable: REPURCHASE INTEREST						

Source : SPSS Output Appendix 26 (2024)

Based on table6, it can be seen that the results of the linear regression analysis formed are:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 2,632 + 282 X_1 + 448 X_2 + -106 X_3$$

Based on the equation, it can be explained as follows:

- The constant value of α of 2.632 can be stated that product quality, price, and sales promotion are considered 0 (zero) then the repurchase interest of the Distro Maternal Disaster brand is 2.632.
- The regression coefficient value of the product quality variable of 0.282 can be stated that the product quality is getting better and assuming other variables remain the same, the product quality has increased.
- The regression coefficient value of the price variable of 0.448 can be stated that if the price is getting better and assuming other variables remain the same, the price will increase.
- The regression coefficient value of the sales promotion variable of -0.106 can be stated that if the sales promotion is getting better and assuming other variables remain the same, the sales promotion will increase.

Discussion

The results of data analysis to determine the effect of product quality, price, sales promotion on repurchase interest in the maternal disaster distro brand on the Instagram application. Based on the results of systematic testing, it can be clearly seen that partially the variables of product quality, price and sales promotion have a positive and significant effect on repurchase interest. Product quality is one of the main things that is considered in a company, quality is one of the important policies in increasing the competitiveness of the main product that gives

consumer satisfaction that exceeds or at least equals the quality of competitors' products which can influence repeat purchase interest.

There is a positive influence on the product quality variable on repurchase interest. Where product quality causes behavior towards Maternal Disaster respondents who believe that maternal prioritizes product quality. This maternal product is of very high quality with various models that are certainly in accordance with the current era. Not only that, the materials used by maternal are also very comfortable when worn and are available in various sizes so that there are many fans of maternal products themselves because they prioritize and maintain product quality.

Price is the amount of money that consumers pay to buy a product or replace the ownership of a product. Price can be viewed from two angles, namely the consumer's and the entrepreneur's perspective. Price from the consumer's perspective is that price plays an important role in a number of certain goods whose quality is not much different, while price from the entrepreneur's perspective is the price related to production costs and expected profits. Price is the only element of the marketing mix that generates flexible income as well as a determining factor in purchasing decisions.

There is no influence on the price variable on repurchase interest. Where the price causes consumer behavior in Maternal Disaster to maintain cheaper price competitiveness for customers. With the pricing that maternal has done, it has competitiveness against the competitiveness of other products so that with the competitiveness of maternal prices, it has an advantage which consumers will later choose and return to maternal. So it can be interpreted that maternal itself has a competitive price.

Sales promotion is a form of marketing communication that aims to attract new consumers, influence consumers to try new products, encourage more consumers, attack competitors' promotional activities, increase unplanned purchases or seek closer cooperation with retailers, overall sales promotion techniques only have a short-term impact.

There is a positive influence on the sales promotion variable on repurchase interest. Where sales promotions cause behavior towards Maternal Disaster consumers to be interested because of Discounts with minimum shopping provisions. Discounts applied by maternal use minimum shopping cuts and free shipping, so there are discounts or cuts on purchases above Rp. 80,000, - to above Rp. 100,000, -. And free shipping vouchers for new and old followers, besides these discounts can also be obtained when approaching Islamic holidays and others.

This means that the hypothesis states that simultaneously the variables of Product Quality, Price, Sales Promotion have an influence on Repurchase Interest in the Maternal Disaster Distro Brand. Maternal Disaster has a very good quality strength so that it can make consumers return to using maternal products. With very affordable prices and various discounts that have been applied by maternal, it has finally become a shopping center that is in demand by its consumers not to move again.

CONCLUSIONS

Based on the results of research and discussion regarding the effect of product quality, price, sales promotion on repurchase interest in maternal distro brands in the Instagram application. The following conclusions can be drawn:

- a. Product quality has a significant effect on repurchase interest. The influencing factor is to prioritize product quality by using a *feature* strategy.
- b. Price has no significant effect on repurchase interest. The influencing factor is maintaining the competitiveness of lower prices to customers.
- c. Sales promotion has a significant effect on repurchase interest. The influencing factor is the existence of discounts with minimum shopping requirements.
- d. Product quality, price, promotion have a significant effect on repurchase interest simultaneously. The influencing factor is the *f* test.

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