

THE EFFECT OF SERVICE QUALITY AND PROMOTION ON CONSUMER REPURCHASE INTEREST IN BOLU MERANTI SHOP, MEDAN CITY

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Abstract

This study aims to explore the influence of service quality and promotion on consumer repurchase intention of Bolu Meranti Shop in Medan City. This study is motivated by the high competition in the regional souvenir industry which requires every business actor to continue to maintain customer loyalty. The number of respondents in this study was 100 people, selected using a purposive sampling technique. The analytical method used was multiple linear regression analysis with the help of the SPSS version 30 program. The results of the study indicate that partially, the service quality variable has a positive and significant effect on consumer repurchase intention, so that the first hypothesis (H1) is accepted. Similarly, promotion also shows a positive and significant effect on repurchase intention, so that the second hypothesis (H2) is accepted. Simultaneously, both variables have a significant effect on consumer repurchase intention of Bolu Meranti Shop, so that the third hypothesis (H3) is accepted. These findings indicate that good service quality and appropriate promotional strategies can increase consumer repurchase intention. Therefore, Bolu Meranti Shop needs to continue to innovate in improving service quality and developing attractive promotional strategies to maintain consumer loyalty amidst competitive market competition.

Keywords: *Service Quality, Promotion, Repurchase Interest, Consumers*

INTRODUCTION

In an era of increasingly fierce business competition, maintaining customer loyalty through repeat purchase intention is a major challenge for every business. Customer loyalty not only reflects a brand's success in meeting consumer expectations but also plays a crucial role in ensuring business sustainability. Repeat purchase intention itself is a tangible form of customer loyalty, influenced by various factors, including service quality and promotional strategies. Service quality plays a crucial role in creating a positive consumer experience. Tjiptono (2014, in Bago et al., 2022) states that service quality is the excellence consumers expect to meet their needs. Friendly, fast service, and clear product information will increase customer satisfaction. Meanwhile, promotions are a communication tool that serves to attract consumer attention and encourage purchasing decisions. Kotler and Keller (2016) emphasize that well-designed, targeted, and attractive promotions can increase marketing effectiveness and strengthen consumer purchasing intention.

In the context of the regional souvenir industry in Medan City, competition is increasingly intense with the emergence of various new businesses offering product innovation, attractive packaging, and modern marketing strategies. Toko Bolu Meranti as one of the icons of Medan's typical souvenirs faces significant challenges despite its high popularity. Several consumer reviews indicate complaints about suboptimal service, while promotional strategies are considered less varied. These conditions can affect consumer repurchase intentions. Based on this phenomenon, this study aims to analyze the influence of service quality and promotions on consumer repurchase intentions at Toko Bolu Meranti in Medan City. The results of this study are expected to provide practical contributions to management in improving service standards and designing more effective promotional strategies, as well as theoretical contributions as scientific references in the field of marketing.

LITERATURE REVIEW

Quality of Service

Service quality is a crucial factor in creating customer satisfaction and loyalty. According to Tjiptono (2014), service quality is an organization's ability to meet and deliver services that meet customer needs and expectations. Kotler and Keller (2016) further define service quality as the totality of features and characteristics of a product or service that are capable of satisfying both stated and implied customer needs. Service quality indicators refer to the SERVQUAL model, which comprises reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman, Zeithaml, & Berry, 1985).

Promotion

Promotion serves as a marketing communication tool used by companies to convey information, persuade, and influence consumers. Rangkuti (2009) states that promotion is an element in the marketing mix used to inform, persuade, and increase consumer understanding of a product. Kotler and Keller (2020) define promotion as a communication activity aimed at influencing customer attitudes and behavior. Promotion can take many forms, including advertising, sales promotions, digital marketing, sponsorships, and personal selling.

Repurchase Interest

Repurchase intention is a consumer's tendency to repurchase a product based on previous experiences. According to Kotler and Keller (2016), repurchase intention arises from past satisfaction, which then encourages consumers to make repeat purchases. Ali Hasan (2018) suggests that repurchase intention can be measured using four indicators: transactional intention, referential intention, preferential intention, and exploratory intention.

Previous Research

Several previous studies have shown a relationship between service quality and promotion and repurchase intention. Febriyanto (2021) found that service quality and promotion significantly influence repurchase intention among Burger King consumers in Semarang. Wahyuni (2022) demonstrated that service significantly influences repurchase intention at Alfamidi Poso, while promotion did not. Syafitri et al. (2024) concluded that service quality and promotion simultaneously significantly influence repurchase intention for Gojek services. Aryani (2024) found that promotion significantly influences repurchase intention among Mixue consumers in Mataram, while service quality does not.

Gap Research

Previous research has shown discrepancies, with some finding that service quality significantly influences repurchase intention, while others show the opposite. The same trend is also observed for promotion variables, with some studies demonstrating a significant effect, while others do not. Furthermore, most studies have focused on modern service companies such as fast food restaurants, minimarkets, and digital services. Research on the regional souvenir sector, particularly Toko Bolu Meranti in Medan, is still limited. Therefore, this study is crucial to address this gap by analyzing the influence of service quality and promotion on consumers' repurchase intention at Toko Bolu Meranti.

METHOD

This study uses a quantitative approach with an associative research design to analyze the influence of independent variables on the dependent variable. The research subjects were consumers of Bolu Meranti Shop in Medan City who had previously purchased products.

Population and Sample

The study population was all consumers of Bolu Meranti Shop in Medan City. The study sample consisted of 100 respondents, determined using purposive sampling, with the criteria being consumers who had made at least one purchase.

Data collection technique

Primary data was obtained through a questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Secondary data was obtained from literature studies in the form of journals, books, and scientific sources related to service quality, promotions, and repeat purchase intention.

Research Variables

The independent variables consist of service quality (X1) and promotion (X2), while the dependent variable is repurchase intention (Y). The service quality variable indicators refer to the SERVQUAL model, which includes reliability, responsiveness, assurance, empathy, and tangibles. The promotion variable is measured through the dimensions of advertising, sales promotion, and digital marketing. Repurchase intention is measured using transactional, referential, preferential, and exploratory interest indicators.

Data Analysis Techniques

Data were analyzed using multiple linear regression with the help of SPSS software version 30. Classical assumption tests were conducted to ensure the validity of the regression model, including tests for normality, multicollinearity, and heteroscedasticity. Hypothesis testing was conducted through partial tests (t-test), simultaneous tests (F-test), and coefficient of determination (R^2) to determine the magnitude of the influence of service quality and promotions on consumer repurchase intentions.

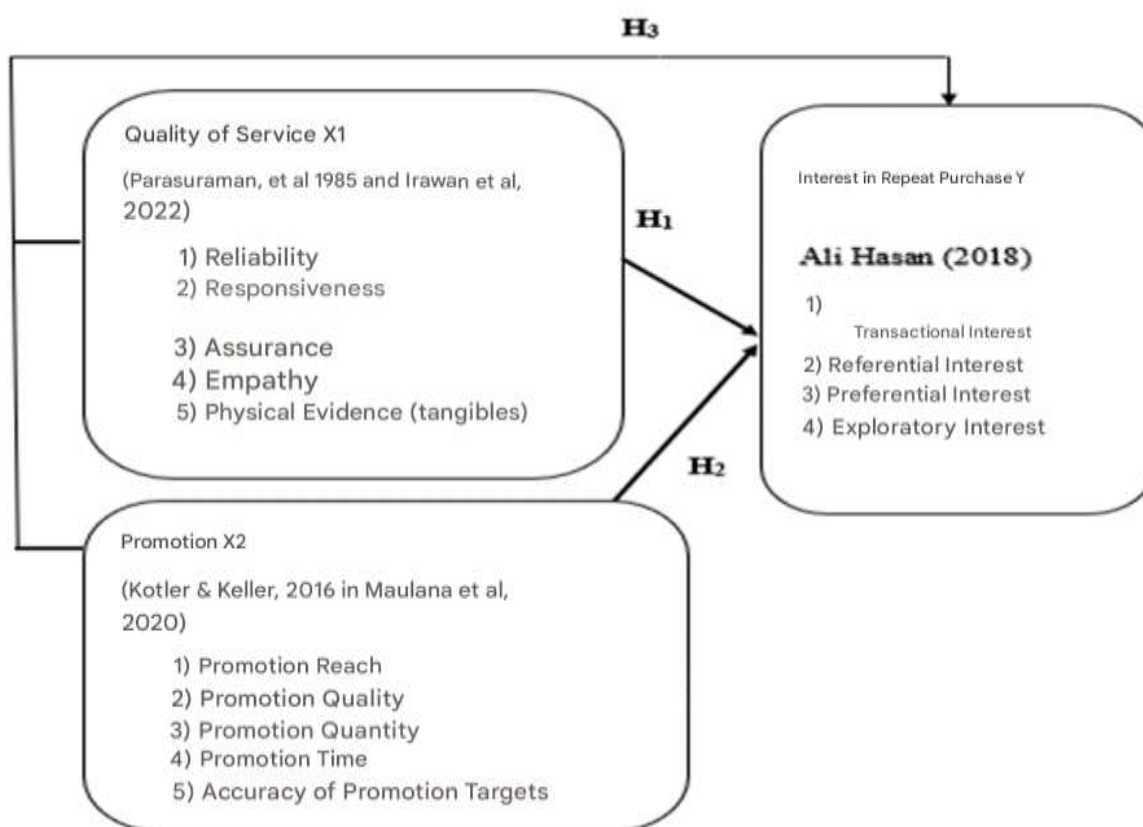


Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Regression Analysis Results

Based on the results of multiple linear regression analysis, the following equation was obtained:

$$Y = 12.834 - 0.238 X1 + 0.255 X2$$

Information:

- Y = Repurchase Interest
- X1 = Service Quality
- X2 = Promotion

The constant value of 12.834 indicates that without the influence of service quality and promotion variables, consumer repurchase interest remains at a baseline value of 12.834. The regression coefficients for service quality (0.238) and promotion (0.255) are positive, meaning that any increase in service quality or promotion will increase consumer repurchase interest.

Partial Test (t-Test)

- The Service Quality variable (X1) has a positive and significant effect on repurchase interest with a t-count value of $4.304 > t\text{-table } 1.984$ and significance < 0.05 .
- The Promotion variable (X2) has a positive and significant effect on repeat purchase interest with a t-count value of $3.436 > t\text{-table } 1.984$ and significance < 0.05 .

These results indicate that the first (H1) and second (H2) hypotheses are accepted.

Simultaneous Test (f Test)

The F-value of 39.344 with a significance level of < 0.05 indicates that service quality and promotion simultaneously have a significant effect on consumer repurchase intention. Thus, the third hypothesis (H3) is accepted.

Determination Test (R^2)

The coefficient of determination (R^2) value of 0.437 shows that service quality and promotion are able to explain the variation in repeat purchase interest by 43.7%, while the remaining 56.3% is influenced by other factors outside this study. The results of this study align with the findings of Febriyanto (2021), who stated that service quality and promotion significantly influence repurchase intention in fast food restaurant consumers. These findings also support the research of Syafitri et al. (2024), who found a simultaneous influence of service quality and promotion on repurchase intention in online transportation services. This reinforces the theory of Kotler and Keller (2016), which asserts that good service and effective promotion will increase customer satisfaction and strengthen consumer intention to repurchase. In the context of Toko Bolu Meranti, these results indicate that friendly, fast service and appropriate promotional strategies are crucial for maintaining customer loyalty amidst the increasingly competitive Medan souvenir industry.

CONCLUSION

This study aims to analyze the influence of service quality and promotion on repeat purchase intention among consumers at Toko Bolu Meranti in Medan City. Based on the data analysis, it can be concluded that:

1. Service quality has a positive and significant effect on consumer repurchase interest.
2. Promotion has a positive and significant effect on consumer repurchase interest.
3. Service quality and promotion simultaneously have a significant influence on consumer repurchase interest.

These findings indicate that improving service quality and effective promotional strategies can encourage repeat purchases. Therefore, the management of Toko Bolu Meranti is advised to continue innovating to improve service quality, such as enhancing staff friendliness, service accuracy, and increasing the variety of creative and engaging promotions, including through digital media.

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