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## Literature Review of Consumer Behavior: Customer Loyalty, Repeat Purchase and Purchase Interest

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**Abstract:** Consumer behavior in the current era of disruption varies greatly. To see this, of course, it is necessary to conduct further analysis and research on current consumer behavior. In looking at consumer behavior, researchers take the variables of customer loyalty, repeat purchases, and buying interest. The researcher conducted a descriptive qualitative research method by obtaining data through the Google Scholar and Mendeley application as a reference. The results of this research are 1) customer loyalty is related to consumer behavior, 2) repeat purchases are related to consumer behavior, and 3) buying interest is related to consumer behavior.

**Keywords:** Consumer Behavior, Customer Loyalty, Repeat Purchase, Purchase Interest

### INTRODUCTION

Consumer behavior in the current era of globalization is very varied, ranging from consumers who have low to high loyalty. To make it easier for someone to know the consumer behavior, it is necessary to do research or research. Of course, everyone wants loyal customers so that business owners can benefit from customer loyalty. Then repeat purchases are also expected by business actors so that companies get many benefits from consumers who make repeat purchases. Then the value of loyal customers is also beneficial for the company. Companies need to pay attention to aspects that can cause customers to make repeat purchases. Then interest is also the initial attraction of someone to purchase the product or service offered. Several indicators influence a person's buying interest, including economic conditions, lifestyle, and social environment.

Based on the background that the researcher has described, the researcher determines the formulation of the problem as follows:

1. Is Customer Loyalty related to Consumer Behavior ?
2. Is Repeat Purchase related to Consumer Behavior ?
3. Is Purchase Interest related to Consumer Behavior ?

## **LITERATURE REVIEW**

### **Consumer Behavior**

Consumer behavior is the study of individuals, groups, and even organizations choosing, buying, and using goods or services to meet their needs and desires. Kotler & Keller (2008). Several factors influence consumer behavior, including 1) cultural factors, 2) social factors, 3) personal factors such as age, occupation, economic conditions, and lifestyle, and 4) psychological factors. (Febriantoro, 2018)

Cultural factors, culture is an array of values or perceptions that society learns from family or other important institutions. Culture is closely related to one's customs and habits in daily activities. For example, how to behave and dress. Based on this, culture is an indicator that influences consumer behavior. (Ida et al., 2020)

Social factors, in this case, social status such as work, education, and place of residence, are indicators that influence social behavior. Everyone will choose whom they will interact with and whether the group benefits us or not. (Febriantoro, 2018)

Personal Factors, each person also influences consumer behavior, meaning that economic conditions and lifestyle influence consumer behavior. A person with financial circumstances can afford or have disposable income. Lifestyle is also a determinant of a consumer's behavior. For example, someone who has a glamorous lifestyle will undoubtedly affect consumer behavior. They will be loyal to spending their money or income to fulfill their lifestyle. (Febriantoro, 2018)

### **Customer Loyalty**

Loyalty means loyalty, namely one's loyalty to an object. Mowen and Minor (1998) define loyalty as Achieving Customer Loyalty (Ahmad Mardalis): 111 - 119 111, a condition in which the customer has a positive attitude towards a brand, has a commitment to the brand, and intends to continue his purchase in the future. Loyalty shows the tendency of customers to use a specific brand with a high level of consistency. (Mardalis, 2005)

The definition of loyalty from the experts mentioned above is based on two approaches, namely attitudes and behavior. In the behavioral approach, it is necessary to distinguish between loyalty and repurchase behavior. Repurchase behavior can be interpreted as customer behavior who only buys a product repeatedly, without including feelings and ownership aspects. On the other hand, loyalty contains elements of customer preference for a product. It means that the attitude aspect is included.

Loyalty develops following three stages, namely cognitive, affective, and conative. Usually, customers become loyal first to the mental aspect, then to the affective part, and finally to the conative element. Although not all cases experience the same thing, these three aspects are generally in line.

### Repeat Purchase

Repurchase interest (Komunda & Osarenkhoe, 2012) satisfaction is a positive impact of handling service failures. Repurchase intention is defined as a statement related to the mind that reflects a buyer's plan to buy a certain brand or company in a certain period of time. (Firmawan Adixio & Saleh, 2013)

Another understanding states that repurchase interest is a consumer commitment formed after purchasing a product or service. This commitment arises because of a positive impression of a brand, and consumers feel satisfied with the purchase. (Wingsati & Prihandono, 2017)

Consumer complaints that are not handled properly can cause problems if consumers tell many people, mainly if the complaint is submitted through the media. However, if handled properly, it will bring satisfaction. The buyer's repurchase intention is crucial for repeat purchase behavior at the same store. The success of retail can be characterized by repeat buying behavior from customers and retail's ability to survive in the face of its competitors. (Saidani et al., 2019)

Repurchase interest is generally formed due to a positive consumer impression of a product or service that has been consumed. According to (Utami, 2010), repurchase interest is the effect of consumer satisfaction created by proper handling of consumer complaints. (Ekaprana et al., 2020)

### Purchase Interest

Interest is the consumer's interest in a product by seeking additional information (Schiffman & Kanuk, 2004). According to (Rizky, M.F., & Yasin, 2014), potential buyers' interests will often conflict with their financial condition. Consumer buying interest is a hidden desire in the consumer. Consumer buying interest is always hidden in each individual, where no one can know what consumers want and expect. (Fasha et al., 2022)

Buying interest is obtained from a learning process and a thought process that forms a perception. This buying interest creates a motivation that continues to be recorded in his mind and becomes a powerful desire that, when a consumer has to fulfill his needs, will actualize what is in his mind. According to Keller (1998), consumer interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another. (Arista & Astuti, 2011)

According to (Nulufi, 2015), buyers who have a positive attitude towards the product will be interested in purchasing the product. This explanation can be explained that buying stake occurs because consumers have made purchases by looking for product information. Consumers are interested in a product or service, but not necessarily consumers who will buy the product or service. (Fasha et al., 2022)

**Table 1: Previous Research**

No	Author (year)	Previous Research Results	Similarities with this article	Difference with this article
1	(Sasongko, 2011)	Factors of Customer Satisfaction and Customer Loyalty (Marketing Management Literature Review)	Discussing Customer Loyalty	Discussing about Customer Satisfaction
2	(Trisno Musanto,	Factors of Customer Satisfaction and Customer	Discussing Customer Loyalty	Discussing about Customer

	2004)	Loyalty: A Case Study on CV. Media Advertising Surabaya Facilities		Satisfaction
3	(Sugianto Putri, 2018)	The Influence of Social Media on Cherie Consumer Purchase Decisions through Purchase Interest	Discussing Buying Interest	Discussing Cherie's Consumer Purchase Decisions
4	(Purbasari & Permatasari, 2018)	The Influence of Service Quality and Customer Satisfaction on Repeat Purchases	Discussing Repurchase	Discussing Service Quality and Customer Satisfaction
5	(Saidani et al., 2019)	Analysis of the Effect of Website Quality and Trust on Customer Satisfaction in Forming Repurchase Interest in Shopee Customers	Discussing Repurchase	Discussing Website Quality, Trust in Customer Satisfaction with Shopee Customers
6	(Suryani & Rosalina, 2019)	The Influence of Brand Image, Brand Trust, and Service Quality on Repurchase Decisions with Consumer Satisfaction as Moderating Variable	Discussing Repurchase	Discussing about Brand Image, Brand Trust, and Service Quality with Consumer Satisfaction as Moderating Variable
7	(Setyowati, 2017)	The Influence of Service Quality, Price, and Brand Image on Customer Loyalty with Customer Satisfaction as Mediating Variable	Discussing Customer Loyalty	Discussing Service Quality, Price and Brand Image with Customer Satisfaction as Mediating Variable
8	(Rasyid, 2017)	The Effect of Service Quality and Technology Utilization on GoJek Customer Satisfaction and Loyalty	Discussing Customer Loyalty	Discussing Service Quality and Technology Utilization on Gojek Customer Satisfaction

## RESEARCH METHODS

In this study, researchers used descriptive qualitative methods and literature studies. The descriptive qualitative research aims to analyze the relationship between the variables of customer loyalty, repeat purchases, and buying interest in consumer behavior. Researchers collected data sourced from the Google Scholar application and used Mendeley as a reference. In qualitative research, a literature review is used with methodological assumptions. One of the main reasons for conducting qualitative research is that the study is exploratory.

## DISCUSSION

Based on the problem formulation and theoretical study above, the researcher determines the discussion as follows:

### 1. Relationship of Customer Loyalty to Consumer Behavior

Loyalty arises because of consumer interest in continuing to use the goods or products we offer. And to build this loyalty attitude, it takes a long process and time to get loyal customers. Customers are called loyal if they are accustomed to buying goods or products offered by business actors or companies. Habits are formed with repeated purchases made by consumers within a certain period, but if the buyer does not purchase goods or products within a certain period of time, that person cannot be said to be a customer but only a buyer or consumer. (Trisno Musanto, 2004)

Loyalty is also formed from customer satisfaction with the products offered, service quality, product quality, and the intention to make repeated purchases or continue the relationship as a customer and seller. In addition, to purchase loyalty, there is customer loyalty to brands which are grouped as follows: 1) primary loyalty, where customers only buy or are interested in one brand for a certain period; 2) separate loyalty, where customers buy or are interested in two to three brands. 3) shift in loyalty, where customers begin to change from one brand to another, and 4) shift, where customers do not show loyalty to any brand. (Sasongko, 2021)

There are indicators or ways to establish and maintain customer loyalty, including 1) paying attention to customer rights, where customers have the right to be respected and respected because customers are people who contribute to buying and selling our products or services. By treating customers according to their requests, customer loyalty will be maintained; 2) Maintain relationships with customers, where the relationship of a business with customers is an essential capital in addition to obtaining profits from purchases or sales from customers, maintaining relationships can also find out consumer needs or consumer desires and receive customer suggestions and criticisms to create products that are needed by the market, 3) Measure customer satisfaction, whereby maintaining customer loyalty will create customer satisfaction with the quality and services provided, thereby increasing credibility and brand awareness. (Sasongko, 2021)

### 2. Relationship of Repeat Purchase to Consumer Behavior

Repurchase is an activity to buy back goods or services that have been previously purchased or used. Repeat purchases show customer interest and trust in the products or services we sell. Repeat purchases that occur have a positive impact on the sustainability of a business because sales will survive due to repeat purchases made by consumers. (Pramatya et al., 2004)

There are several indicators in knowing the consumer's repurchase intention: 1) Cultural or cultural factors, 2) Self or personal factors, 3) Social factors, and 4) Psychological factors. In cultural factors, a person's consumptive culture will influence repeat purchases. The self factor is where if someone feels comfortable and believes in the quality of the goods that have been purchased, repurchase behavior will arise. Social or environmental factors are also related to repurchase. If someone has good quality goods, they will notify the society or environment and, of course, will cause repurchase interest. (Wingsati & Prihandono, 2017)

And psychological factors also determine repurchase. If someone gets good service and receives goods or services as offered, then someone psychologically will look for and buy other goods provided by the business actor. (Wingsati & Prihandono, 2017)

### 3. Relationship Purchase Interest to Consumer Behavior

To run well, a business, especially in its marketing aspect, needs to understand the factors that can lead to consumer buying interest online, especially those related to trust. Based on the description, it is necessary to research the role of perceived risk factors and consumer buying interest online. Thus, this research can be used as input for online business actors to understand their consumers better and can be a reference for research that specifically discusses online business marketing, considering that very few studies discuss this issue in the Indonesian market. (Arista & Astuti, 2011)

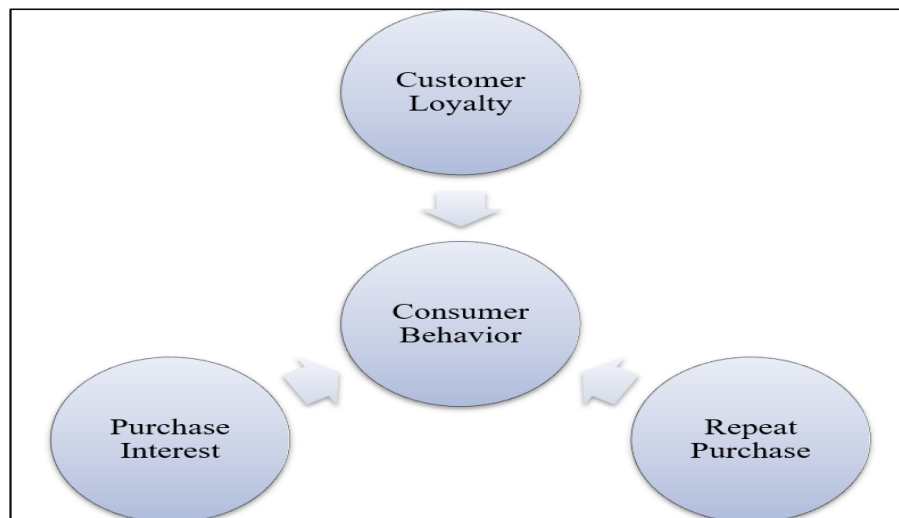
The increased level of risk perceived by online consumers can reduce buying interest. The form of consumer concern, in general, is when they provide their personal information to online shopping sites, and there is the possibility of being misused by irresponsible parties (Ganguly et al., 2009). Perception reduction may hurt willingness to buy. (Rahayu et al., 2012)

Consumers who encounter more or higher risks will tend to discourage their intention to shop online. Consumers' risk is considered a barrier to conducting online transactions (Iconaru, 2012). Based on the information above, the authors suspect a negative relationship between perceived risk factors and consumer buying interest online. (Anwar & Adidarma, 2016)

#### Conceptual Framework

Based on the theoretical study and the discussion above, the researchers determined the conceptual framework as follows:

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**Figure 1: Conceptual Framework**

This article examines Consumer Behavior: Customer Loyalty, Repeat Purchase, and Purchase Intention. There are many other variables related to Consumer Behavior, including:

- 1) Service Quality: (M & Ali, 2017), (Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali et al., 2018), (Sitio & Ali, 2019), and (Anggita & Ali, 2017).
- 2) Management: (Sutiksno et al., 2017), (Agussalim et al., 2017), (Sutiksno et al., 2017), (No et al., 2017), (Gupron, 2019), (Aima et al., 2017), (Saputra & Ali, 2022), (Saputra, 2022).
- 3) Economic Policy: (Saputra & Ali, 2021), (R, 2011), (Susmitha, 2016).

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the theoretical study and discussion above, the researchers conclude that:

1. Customer Loyalty is related to Consumer Behavior
2. Repeat Purchase is related to Consumer Behavior
3. Purchase Interest is related to Consumer Behavior

### Recommendation

Based on the conclusion above, there are other variables related to Consumer Behavior besides Customer Loyalty, Repeat Purchase, and Purchase Interest, namely: Service Quality, Management, and Economic Policy.

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