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The Influence of Repurchase Intentions Based on Brand Image, Product Quality, Trust and Safety on MOYA Soy Milk in The Area of Tangerang City

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Abstract: The consumption of soy milk in Indonesia remains relatively low in comparison to other countries within the ASEAN region. The low consumption of soy milk in Indonesia can be attributed to the fact that milk has not yet been established as a beverage culture among the public. This study aims to explain the direct relationship between brand image variables on repurchase intention, product quality on repurchase intention, trust on repurchase intention and safety on repurchase intention of MOYA soy milk products. The sample was determined as many as 105 samples. Data were collected using a questionnaire with customized criteria. The research instrument was measured using a Likert scale. The data analysis techniques used are descriptive, validity and reliability tests and T-test. The results in this study show that brand image has a positive influence on repurchase decision intentions. product quality has a positive and significant effect on repurchase intention. trust does not have a significant effect on repurchase intention. and also safety does not have a positive influence on repurchase intention for MOYA soy milk products.

Keyword: brand image, product quality, trust, safety, repurchase intention.

INTRODUCTION

The significance of the agricultural sector in Indonesia's economic landscape can be gauged by examining its contribution to the country's Gross Domestic Product (GDP). According to data from the Badan Pusat Statistik (BPS) for the first quarter (January to April) of 2023, the agricultural sector made a notable contribution of 11.78%, equivalent to Rp 597.51 trillion. This places the agricultural sector in fourth position in terms of GDP contribution for 2023. Indonesia is an agrarian country with a substantial agricultural sector, including a prominent role for food crops. Soybeans represent the third most important food crop after rice and corn, and are incorporated into dry seed products that are widely consumed by the

Indonesian population. One of the processed products of soybean seeds is soy juice, or soy milk, which is a popular beverage in Indonesia.

At present, the consumption of soy milk in Indonesia remains relatively low in comparison to other countries within the ASEAN region. The low consumption of soy milk in Indonesia can be attributed to the fact that milk has not yet been established as a beverage culture among the public. Furthermore, the processing of soy milk into ready-to-drink beverage products remains at 19%. Currently, approximately 76% of soy milk sold in the country is still in the form of semi-processed products or produced by UMKM, such as those sold by peddlers, and 5% is in the form of milk powder.

One of the soy milk UMKM businesses in the Tangerang City area is MOYA soy milk, which has been operational since 2003. MOYA is a home industry product that sells soy milk in both plastic and bottle packaging. In 2020, the advent of the global pandemic of corona virus disease 2019 (Covid-19) resulted in a 47.65% reduction in MOYA soy milk production. In 2021, however, production began to increase again, rising by 43.71%. However, in 2022 and 2023, the amount of production decreased once more, namely by 10.95% and 34.10%. Based on the available data regarding MOYA soy milk production, it can be observed that there is a recurring decline in production occurring in 2022 and 2023.

The current state of high market competition is a significant contributing factor to the observed decline in production levels. In order to gain a competitive advantage, the company must implement an effective strategy. One strategy to enhance product productivity is to cultivate customer loyalty. Customer loyalty, or loyal customers, is a valuable asset as they tend to make repeat purchases, which can generate sales on an ongoing basis. Customer loyalty can also be defined as a customer who is satisfied with a product and intends to repurchase it. Consequently, the volume of production can be increased based on consumer repurchase intentions.The results of a pre-survey of 24 MOYA soy milk customers indicate that brand image, product quality, trust, and safety factors are the primary determinants of repurchase intentions.

Accordingly, the research will concentrate on this factor. Previous research by Luthfia (2023) shows that brand image affects repurchase intentions. Mulyaningsih & Meria (2023) found that brand image has no effect on repurchase intentions. Ramadhan & Kussudyarsana (2024) say product quality affects repurchase intentions. However, Fransiskus & Rakhman (2023) found that product quality has no effect on repurchase intentions. Putri & Sukawati (2020)say trust affects repurchase intentions. However, research by Nurrachmi & Setiawan (2020) found that trust has no effect on repurchase intentions. Research Siaputra (2020) found that security affects repurchase intentions, but Saputra & Abdullah (2024) found that security has no effect on repurchase intentions.

Based on the descriptions and phenomena that happened above and previous research which states that brand image, product quality, trust and safety do not affect a person's intention to make a repeat purchase (Mulyaningsih & Meria, 2023; Fransiskus & Rakhman, 2023; Nurrachmi & Setiawan, 2020; Saputra & Abdullah, 2024). Therefore, the authors are interested in conducting research in the field of brand image, product quality, trust and safety in MOYA soy milk repurchase decision intentions.

METHOD

This study uses quantitative research methods to examine the factors repurchase intention of MOYA soy milk. The dependent variable is repurchase intention, while the independent variables are brand image, product quality, trust, and safety. The measurement in this study uses a Likert scale with a population of MOYA soy milk customers in the Tangerang area that are randomly selected. The sample total is 105 respondent, and the sample is restricted to those who have purchased MOYA soy milk before. The data analysis techniques used by

researchers are descriptive analysis, validity test and realibility test, classical assumption test, hypothesis testing and coefficient of determination.

RESULTS AND DISCUSSION

In the descriptive test analysis there are 150 data categories of gender, age, type of work and also average monthly income. The results of the descriptive analysis of this study can be concluded that the variables of intention Purchase decisions (Y), brand image (X1), product quality (X2), trust (X3) and security (X4) total 105 data and there is no missing or missing data, which means that this data is valid and can be continued to the next process.

Tabel 1 Descriptive Test

Descriptive Statistics		
	N	Mean
Total_Y	105	18.29
Total_X1	105	18.33
Total_X2	105	23.17
Total_X3	105	14.05
Total_X4	105	23.51
Valid N (listwise)	105	

If the calculated r value is greater than that indicated by the r table following a significant test at the 0.05 level, this is taken to indicate that the item in question is valid (Bun et al., 2023).

Tabel 2 Validity Test

Uji validitas Y			
Pernyataan	R hitung	R tabel 5% (103)	kriteria
Y1.1	0.759	0.1614	VALID
Y1.2	0.761	0.1614	VALID
Y1.3	0.691	0.1614	VALID
Y1.4	0.624	0.1614	VALID
Uji validitas X1			
X1.1	0.785	0.1614	VALID
X1.2	0.617	0.1614	VALID
X1.3	0.741	0.1614	VALID
X1.4	0.765	0.1614	VALID
X1.1	0.785	0.1614	VALID
Uji validitas X2			
X2.1	0.834	0.1614	VALID
X2.2	0.744	0.1614	VALID
X2.3	0.814	0.1614	VALID
X2.4	0.840	0.1614	VALID
X2.5	0.747	0.1614	VALID
Uji validitas X3			
X3.1	0.739	0.1614	VALID
X3.2	0.817	0.1614	VALID
X3.3	0.723	0.1614	VALID
Uji validitas X4			
X4.1	0.756	0.1614	VALID
X4.1	0.817	0.1614	VALID
X4.1	0.804	0.1614	VALID
X4.1	0.871	0.1614	VALID
X4.1	0.691	0.1614	VALID

If the responses to a given questionnaire remain stable and consistent over a period of time, the questionnaire is considered reliable. According to Ghozali (2018) it is declared reliable if the Alpha value with Cronbach's alpha value> 0.6

Table 3 Reliability Test

Reliability Statistics			
variable	Cronbach's Alpha	N of Items	Descreption
Y	0.860	4	Realiable
X1	0.864	4	Reliable
X2	0.919	5	Reliable
X3	0.875	3	Reliable
X4	0.917	5	Reliable

Table 4 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.919	.970		1.979	.051
	X1	.439	.107	.468	4.117	.000
	X2	.273	.084	.352	3.236	.002
	X3	.024	.164	.017	.145	.885
	X4	.070	.100	.082	.703	.484

a. Dependent Variable: Y

The results showed that the data processing in table 2.4 multiple regression equation model is as follows:

Y = 1.919 + 0.439X1 + 0.273X2 + 0.024X3 + 0.070X4 + e

Based on the description, it can be described as follows:

a) Constanta (a) = 1.919 means that if the brand image (X1), product quality (X2), trust (X3) and safety (X4) have a value of 0, then the repurchase intention has a positive value (or its value increases).
b) The regression coefficient value of the brand image variable (X1) = 0.439 means that if the product quality (X2), trust (X3) and safety (X4) have a constant value and the brand image (X1) is increased by Rp. 1, then the Repurchase intention (Y) will increase by Rp. 0.439
c) The regression coefficient value of the product quality variable (X2) = 0.273 means that if the brand image (X1), trust (X3) and safety (X4) remain the same and the product quality (X2) is increased by Rp. 1, then the Repurchase Intention (Y) will increase by Rp. 0.273
d) The regression coefficient value of the trust variable (X3) = 0.024 means that if the brand image (X1), product quality (X2), and safety (X4) remain the same and trust (X3) is increased by Rp. 1, then the Repurchase Intention (Y) will increase by Rp. 0.024
e) The regression coefficient value of the safety variable (X4) = 0.070 means that if the brand image (X1), product quality (X2), trust (X3) remain the same and safety (X4) is increased by Rp. 1, then the Repurchase Intention (Y) will increase by Rp. 0.070

Then the results of the t-test calculated based on the Sig value can be seen as follows:

a) Based on the results of the coeficients data processing above, it is known that the significant value (Sig) of the brand image variable (X1) is 0.000. it is because the Sig value. 0.000 < 0.05, it can be concluded that H1 or the first hypothesis is accepted. meaning that there is an influence of brand image (X1) on repurchase decision intentions (Y).
b) Based on the results of the coeficients data processing above, it is known that the significant value (Sig) of the product quality variable (X2) is 0.002. it is because the Sig value. 0.002 < 0.05, it can be concluded that H2 or the second hypothesis is accepted. meaning that there is an effect of product quality (X2) on repurchase decision intentions (Y).
c) Based on the results of the data processing coeficients above, it is known that the significant value (Sig) of the trust variable (X3) is 0.885. it is because the Sig value. 0.885 > 0.05, it can be concluded that H3 or the third hypothesis is rejected. meaning that there is no influence of trust (X3) on repurchase decision intentions (Y).
d) Based on the results of the data processing coeficients above, it is known that the significant value (Sig) of the safety variable (X4) is 0.484. it is because the Sig value.

0.484> 0.05, it can be concluded that H4 or the fourth hypothesis is rejected. meaning that there is no effect of safety (X4) on repurchase decision intentions (Y).

CONCLUSION

Based on the results of data analysis and discussion of the influence of each variable, the following conclusions of the results can be drawn:

1. The brand image of MOYA soy milk products has positive and significant influence on repurchase intention. This means that as the image of the MOYA product improves, the intention to repurchase the product also improves.
2. The product quality of MOYA soy milk products has a positive and significant influence on repurchase intention. This means that when the image of MOYA products increases, the intention to repurchase the product also increases.
3. Trust in MOYA soy milk products has a negative and insignificant effect on repurchase intentions. This means that when MOYA trust decreases, the intention to repurchase the product also decreases.
4. security variables on MOYA soy milk products have a negative and insignificant effect on repurchase intentions. This means that if the safety of MOYA decreases, the intention to repurchase the product will also decrease.

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