



The Influence of Product Quality and Sales Promotion on Repurchase Intention & Impulsive Buying (Marketing Management Literature Review)

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Abstract: The literature review article on the influence of product quality and sales promotion on repurchase intention and impulsive buying is a scientific article that aims to build hypothesis research on the impact of variables to be used in further study within the scope of marketing management science. The library research method has been used to write this literature review article and used sources from online resources such as Google Scholar, Mendeley, and other academic online resources. The result of this literature review article are: 1) product quality affects repurchase intention; 2) sales promotions affect repurchase intention; 3) product quality affect impulsive buying; 4) sales promotions affect impulsive buying; and 5) repurchase intention affects impulsive buying. Besides the 2 (two) exogenous variables that influence the endogenous variables of repurchase intention and impulsive buying, there are still many other factors, including consumer satisfaction, product advertising, and brand ambassadors.

Keywords: Product Quality, Sales Promotion, Repurchase Intention, Impulsive Buying

INTRODUCTION

The development of information technology and communication is now being used everywhere and increasingly very fast, especially in the business world. Small and medium businesses to large corporations use digitalization technology to reach consumers. Providing products and services through digital applications is much easier without a conventional store. Of course, this also impacts changes in consumer habits on how they do their shopping, especially in Indonesian society.

The availability of various types of devices and support by the availability of applications that people can easily download into their devices makes almost every consumer shop for the products and services they need without having to meet face to face and save much time. Besides being more attractive, consumer-preferred products & services have many benefits and

features. Other factors also influence the consumer to encourage them to make purchases or consume more than once. From the experience of using products and services, this becomes one of the reasons consumers make repurchases or repurchase intentions.

One of the largest e-commerce companies in Indonesia that takes advantage of technology developments and digitalization in running its business is Tokopedia. Tokopedia provides access through the applications available on smartphones or tablets and their website. Consumers can find hundreds to thousands of Micro, Small, and Medium Enterprises (MSMEs) who are their partners, including well-known corporations and brands. To support their partners, Tokopedia runs sales promotions with various incentives in the form of coupons, price discounts, and free shipping to motivate consumers so that purchases are in line with the increased sales to achieve the target expected set by their partners.

Due to tight competition among e-commerce companies in Indonesia, sales promotion is a marketing strategy to retain existing customers from switching to other competitors. With massive sales promotions through email and application notifications, Tokopedia tries to engage with its consumers. Tokopedia also hopes that their consumers and targeted consumers would repurchase intention. When their consumer becomes very emotional, they hope this will immediately trigger impulsive buying. The article also discusses the influence of product quality and sales promotion on repurchase intention and its impact on impulsive buying (a study of marketing management literature).

Based on the background and the statement, the article's hypotheses can be formulated for further research, such as:

- 1) Does the product quality affect repurchase intention?
- 2) Does the sales promotion affect repurchase intention?
- 3) Does the product quality affect impulsive buying?
- 4) Does the sales promotion affect impulsive buying?
- 5) Does the repurchase intention affect impulsive buying?

LITERATURE REVIEW

Repurchase Intention

Repurchase intention is based on past purchasing experience (Thamrin & Francis, 2012). Frequent repurchase intention reflects a high level of satisfaction from consumers in deciding to purchase a product. Repurchase intention is one of the subconscious components of customer behavior about how individuals intend to repeat ordering certain items. Repurchase intention is a consumer's decision to repurchase certain products or services by considering the possible outcomes that will occur and are influenced by the level of preference for the products and services (Hellier et al., 2013).

Repurchase intention is a form of customer loyalty. Repurchase intention started from the ease of ordering, product information and choices, timely delivery, customer trust, adequate privacy policies, online resources, e-commerce quality, confidence, and commitment (Molinillo et al., 2020).

Repurchase intention has been studied by many previous researchers, including (Silviana et al., 2022), (Wijayanthi & Widya, 2022), (Mohammad et al., 2022).

Impulsive Buying

Impulsive buying occurs when a consumer buys goods or services without planning or when a customer decides suddenly. Consumers are more likely to make impulsive purchases when they see the offers of free goods and price discounts offered by sellers. Impulsive buying itself disrupts the standard decision-making model of the consumer's brain. Apart from that, demographic factors such as age, gender, income, and education also significantly influence the occurrence of impulsive buying (Desay, 2018).

Impulsive buying means unplanned, intended, or expected behavior that occurs without much consideration, sometimes leading to disappointment or dissatisfaction. Impulsive buying usually happens when the individual sees or buys a product or service that is of value to him, even though the individual is on a buying journey for other reasons. With the development of information technology and communication in today's world, where everything is connected, impulsive buying has emerged. Digital platforms (e-commerce) such as Tokopedia allow transactions in seconds, even with just one touch on the device used. One factor is that impulsive buying can quickly happen (Parameswaran, 2022).

Impulsive buying is a complicated process. The potential factors that encourage and provoke impulsive buying include two main types, namely external and internal determinants, with the first one being unrelated to the consumer and the last one related to the consumer's intrinsic characteristics (Wang et al., 2022)

Many previous researchers have examined this impulsive buying, including (Fataron, Z.A., 2019), (Firdausy, 2021), (Lim, 2017).

Product Quality

Product quality is a product's ability to perform its functions. This ability includes durability, reliability, and accuracy, which the product obtains. Companies must continually improve the quality of their products or services because it can make customers feel satisfied with the products or services and will influence them to repurchase them (Kotler & Keller, 2016). Product quality is an essential factor that affects every customer's decision to buy a product. The better the quality of the product, the more consumers will want to purchase the product. Product quality standardization to achieve the desired quality of a product. This goal is to ensure that the effect can meet the standards set so that consumers do not lose confidence in the product. The customer's experience influences repurchase intention in getting a good or bad product (Ernawati, 2019).

Product quality is an independent variable from consumer satisfaction that will impact loyalty (Chen & Shaheen, 2018). Product quality affects customer satisfaction, leading to higher customer loyalty.

Product quality has been studied by many previous researchers, including (Sri Rahayu, 2021) (Ricky, 2019) (Ahmad & Devi, 2020).

Sales Promotion

Sales Promotion is a critical element of marketing campaigns, consisting of a collection of incentive tools, mostly short-term in nature, designed to stimulate quicker or more purchase of specific products or services by consumers or traders. Retailers, consumers, and salespeople are the target for sales promotion. Retailers will work harder if offered price discounts, advertising and display allowances, and free products. Customers are more likely to buy if they get discount coupons, price plans, gifts, and warranties. Salespeople will operate more actively in response to contests with prizes for the best performance (Kotler & Keller, 2016).

Sales Promotions are all activities intended to increase the flow of goods or services from producers to final sales. Sales promotion points include brochures, information sheets, and others (Lupiyoadi, 2013). Sales promotion is an element of marketing that can close sales of goods or services to potential customers by providing incentives to make positive purchase decisions. Sales promotions are widely used to motivate salespeople or improve salesperson performance as well as to encourage consumers to buy goods and services. Sales promotion includes various techniques, including providing samples of goods or services, coupons, specific packages to reduce prices, cashback, sweepstakes, etc.

Sales promotion is a direct inducement that offers consumers incentives or added value for a product. Sales promotion includes various promotional tools designed to stimulate a faster or stronger market response (Priccila & Mumuh, 2014).

T Many previous researchers have studied this sales promotion, including (Kineta et al., 2022), (Fine F. Leung et al., 2022), (and Ines Antunes et al., 2022).

Table 1: Previous Research Relevant to The Current Article

No	Author (Year)	Previous Research Results	Similarities With This Article	The Difference With This Article
1	Anriera Raihan Mohammad et.al (2022)	Brand ambassadors and sales promotions have a positive impact on repurchase intention.	Sales promotions affect repurchase intention.	Differences in brand ambassador variables affect repurchase intention.
2	Davin Valentin Setiawan (2018)	Brand image, service quality, and sales promotion positively and significantly impact repurchase intention.	Sales promotions affect repurchase intention.	Differences in brand image, & service quality variables affect repurchase intention.
3	Carunia Mulya Firdausy & Maria Fernanda (2021)	Sales promotions, attractive internet advertising, and website quality positively and significantly impact impulsive buying.	Sales promotion has a significant effect on impulsive buying.	Differences in internet advertising variables and website quality affect impulsive buying.
4	Ni Putu Putri Ayu et al (2022)	Trust, product quality, and customer satisfaction positively and significantly impact repurchase intention.	Product quality has a significant effect on repurchase intention.	Differences in consumer trust & satisfaction variables have a positive impact on repurchase intentions.
5	Lena Ellitan & Anthonius Richard (2022)	The shopping experience, consumer satisfaction, and customized satisfaction positively and significantly impact repurchase intention.	Customer satisfaction based on the quality of the products they receive influences repurchase intention	Differences in shopping experience variables affect being on repurchase intention.
6	Ahmad Dwi Nurdiyanto & Devi Dwi Kurniawan (2020)	The influence of trust, product quality, & service quality has a positive and significant impact on repurchase intention.	Product quality has a positive and significant effect on repurchase intention.	Product quality has a positive and significant effect on repurchase intention.
7	Frans Sudirjo (2021)	Hedonism, life motivation & sales promotion positively and significantly affect impulsive buying.	Sales promotions affect impulsive buying.	Differences in hedonism and life motivational variables affect impulsive buying.
8	SA. Pratminingsih, et.al. (2021)	Lifestyle, hedonistic life motivation, & sales promotions have a positive and significant impact on impulsive buying.	Sales promotions affect impulsive buying.	Differences in lifestyle variables and hedonism motivation affect impulsive buying.
9	Freida Triastuti RJ, Augusty Tae Ferdinand (2012)	Service Quality, Product Quality, & Sales Promotion have a positive and significant impact on repurchase intention.	Product Quality & Sales Promotion affect repurchase intention.	Variable differences in service quality affect repurchase intention.
10	Buyung Sidik Maulana (2020)	Product quality and price have a positive and significant impact on repurchase intention & impulsive buying.	Product quality and price have a positive and significant impact on repurchase intention & impulsive buying.	Differences in price variables have a positive & significant effect on impulsive buying.

10	Buyung Sidik Maulana (2020)	Product quality and price have a positive and significant impact on repurchase intention & impulsive buying.	Product quality affects repurchase intention & impulsive buying.	Differences in price variables have a positive & significant effect on impulsive buying.
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WRITING METHODOLOGY

The writing method for this literature review article is the Qualitative Descriptive method and Library Research, sourced from the Google Scholar online application, Mendeley, and other online applications. This Literature Review article is in the field of Marketing Management.

The literature review has been used consistently with methodological assumptions in qualitative research. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the study is exploratory (Ali, H., & Limakrisna, 2013).

RESEARCH RESULT

Based on the relevancy of the formula, theoretical studies, and previous research, the discussion of this literature review article is as follows:

1. The effect of product quality on repurchase intention

Repurchase intentions effect shows that the better the quality of the product being traded, the higher the repurchase intention by consumers. This condition applies to vice versa. If the product being sold is of poor quality or has decreased, it will have an impact on reducing repurchase intention. Product quality affects repurchase intention; this is in line with research conducted by: (N. P. P. A. Wijyanthi & I G. P. A. W. Goca, 2022), (Lena Ellitan & Antonius Chandra, 2022), (Ahmad Dwi Nurdiyanto & Devi Dwi Kurniawan, 2020), (Freida Triastuti RJ, Augusty Tae Ferdinand, 2012), and (Buyung Maulana Sidik, 2020).

The better product quality perceived by consumers will underlie consumer decisions to make repurchases in the next period. Consumers will like good-quality products because the most crucial decision to consume a product is to obtain its benefits. A quality product will benefit consumers after consuming it. The fulfillment of consumer expectations for the products they consume will impact the emergence of repurchasing interest.

2. The effect of sales promotion on repurchase intention

Sales promotion has no direct positive effect on repurchase intention. Other variables, such as product quality, trust, and customer satisfaction, simultaneously positively and significantly affect repurchase intention. This is in line with research conducted by: (Mohammad et al., 2022) (Setiawan, 2018) and (Freida Triastuti RJ & Augusty Tae Ferdinand, 2012).

3. The effect of product quality on impulsive buying

Product quality has no direct positive effect on impulsive buying. Other variables, such as the strength of the brand name, price, and customer satisfaction, simultaneously positively and significantly affect impulsive buying. This is in line with research conducted by: (Buyung Maulana Sidik, 2020).

4. The effect of sales promotion on impulsive buying

Sales promotions have a positive and significant effect on impulsive buying. Increasing sales promotions by providing incentives such as coupons, cash back, and free shipping can increase the occurrence of impulsive buying by consumers. In addition, using brand

ambassadors for the products and services offered has a positive and significant impact by utilizing the consumer's emotional relationship with the brand ambassador.

Advertisements on the internet and mass media as part of sales promotions can also positively and significantly influence impulsive buying by displaying unique visuals or images and attracting consumers' attention. This can also be accompanied by information displayed in the advertisement that is easy for consumers to understand and displayed appropriately.

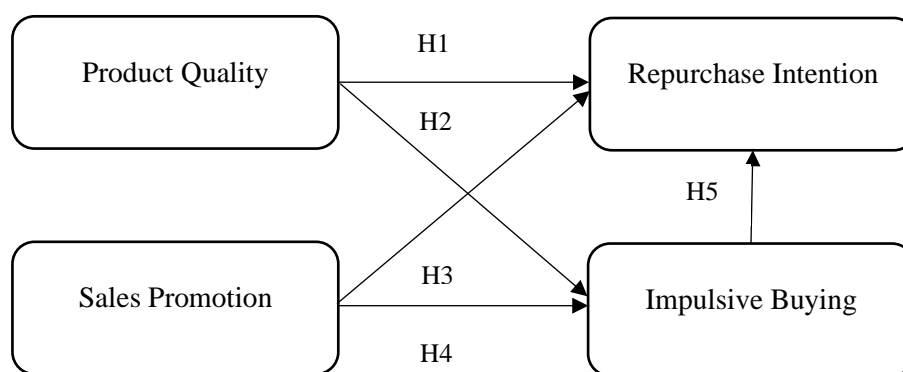
Sales promotions affect impulsive buying; this is in line with research conducted by: (Carunia M. Firdausy & Maria Fernanda, 2021), (Frans Sudirjo, 2021), (SA. Pratminingsih et al., 2021), (Buyung Maulana Sidik, 2020).

5. The effect of repurchase intention on impulsive buying

Repurchase intention has no positive or direct effect on impulsive buying. However, the opposite shows that impulsive buying can have a positive and significant impact on repurchase intention in the future. This is supported by variables such as product brands and prices offered. Impulsive buying affects repurchase intention; this is in line with research conducted by: (Dewi Apriliana, I Gede Arimbawab, & Ani Wulandari, 2020).

Conceptual Framework

Based on the relevancy formula, literature review, previous research, and the discussion of the influence between variables, the conceptual framework of this article are as below.



Picture 1: Conceptual Framework

Based on the conceptual framework above, product quality and sales promotion affect repurchase intention and impulsive buying directly and indirectly. Meanwhile, impulsive buying can affect repurchase intention.

Apart from these three exogenous variables that influence repurchase intention, many other variables also can affect them, including the variables below:

- 1) Customer satisfaction: (Assagaf & Ali, 2017), (Riyanto et al., 2017), (Mansur & Ali, 2017), (Ali, Sastrodiharjo, et al., 2022), (M & Ali, 2017), (Ali, H., & Limakrisna, 2013), (Ilhamalimy & Ali, 2021), (D. A. Setyadi & Ali, 2017), (Thanh Nguyen et al., 2019).
- 2) Advertisement: (Octavia & Ali, 2017), (Larasetiati & Ali, 2019), (Fahmi & Ali, 2022), (Hernikasari et al., 2022), (Ali et al., 2016), (Wahono & Ali, 2021), (Iryani et al., 2021).
- 3) Product: (Hasyim & Ali, 2022), (Kholisoh & Ali, 2020), (Fauzi & Ali, 2021), (Ali, Zainal, et al., 2022), (Suleman et al., 2020), (Maisharoh & Ali, 2020), (A. Setyadi et al., 2017), (Paijan & Ali, 2017), (Firmansyah & Ali, 2019), (Hafat & Ali, 2022).
- 4) Brand Ambassador: (Masruhin et al., 2021), (Suharyono & Ali, 2015), (Richardo et al., 2020), (Zahran & Ali, 2020), (Yassir Araffat et al., 2020), (Fardinal et al., 2022), (Haitao & Ali, 2022), (Gusfa et al., 2017), (Subronto et al., 2021), (Pitri et al., 2022).

CONCLUSION AND SUGGESTION

Conclusion

Based on the relevancy theory, articles, and discussion, the article's hypotheses can be formulated for further research, such as:

1. Product quality affects repurchase intention.
2. Sales promotions affect repurchase intention.
3. Product quality affects impulsive buying.
4. Sales promotions affect impulsive buying.
5. Impulsive buying affects repurchase intention.

Suggestion

Based on the conclusions above and the suggestion from this article, many other factors still influence repurchase intention and impulsive buying, apart from the quality of the products offered and the sales promotions used. Further studies are still needed to look for the other factors. Brand image, service quality, and brand ambassadors are the other factors examined within this article that can affect repurchase intention and impulsive buying.

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