

## Does Customer Loyalty Meet Repurchase and Purchase Intention?

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### Abstract

Consumer behavior in the current era of disruption varies greatly, to see this, of course, it is necessary to carry out further analysis and research on current consumer behavior. Indicators in looking at consumer behavior researchers take the variables of customer loyalty, repurchase, and purchase intention. The purpose of this paper is to examine the relationship between Customer Loyalty, Repurchase, and purchase intention. The researcher conducted a descriptive qualitative research method by obtaining data through the Google Scholar and Mendeley applications as references. The research results in this study are: 1) customer loyalty is related to consumer behavior, 2) repurchasing is related to consumer behavior, and 3) purchase intention is related to consumer behavior. This paper is still limited to studies on two scientific article databases (Google Scholar and Mendeley).

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## 1. Introduction

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

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

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

### **Consumer Behavior**

Consumer behavior is the study of an individual, group, or even an organization in choosing, buying, and using goods or services to meet their needs and wants. Kotler & Keller (2008). There are several indicators of factors that 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 a set of values or perceptions that a society learns from the family or other important institutions. Because culture is closely related to one's customs and habits in carrying out 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 employment, education, and residence are indicators that influence social behavior. Everyone will choose who they will interact with and whether the group benefits us or not (Febriantoro, 2018). Personal Factors Consumer behavior is also influenced by each individual person, meaning that economic conditions and lifestyle influence consumer behavior. Someone with an economic condition can afford or has income that can be spent. Lifestyle is also a determinant of a consumer's behavior, for example, someone who has a glamorous lifestyle will certainly affect consumer behavior. They will be loyal to spend their money or income to fulfill their lifestyle (Febriantoro, 2018).

Consumer behavior has been widely studied by previous researchers, including: (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).

### **Customer Loyalty**

Loyalty literally means loyalty, namely one's loyalty to an object. Mowen and Minor (1998) define loyalty as Gaining Customer Loyalty (Ahmad Mardalis): 111 - 119 conditions in which customers have a positive attitude towards a brand, have a commitment to the brand, and intend to continue their purchases in the future. Loyalty shows the tendency of customers to use a particular brand with a high level of consistency. (Mardalis, 2005)

The definition of loyalty from the experts mentioned above is based on two approaches, namely attitude, and behavior. In the behavioral approach, it is necessary to distinguish between loyalty and repurchase behavior. Repurchase behavior can be

interpreted as customer behavior that only buys a product repeatedly, without including the feelings and ownership aspects in it. On the other hand, loyalty contains aspects of customer preference for a product. This means that the attitude aspect is included in it. Loyalty develops following three stages, namely cognitive, affective, and conative. Usually, customers become loyal first on the cognitive aspect, then on the affective aspect, and finally on the conative aspect. These three aspects usually go hand in hand, although not all cases experience the same thing.

Customer loyalty has been widely studied by previous researchers, including: (D. A. Setyadi & Ali, 2017), (Octavia & Ali, 2017), (Larasetiati & Ali, 2019), (Fahmi & Ali, 2022), (Hernikasari et al., 2022), (Ali et al., 2016), (Wahono & Ali, 2021), (Iryani et al., 2021).

### **Repurchase**

Repurchase intention (Komunda & Osarenkhoe, 2012) Satisfaction has a positive impact on 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 intention is a consumer commitment that is formed after consumers make purchases of a product or service, this commitment arises because of a positive impression of a brand, and consumers are satisfied with the purchase (Wingsati & Prihandono, 2017).

Consumer complaints that are not handled properly can cause problems if consumers tell many people, especially if the complaint is conveyed through the media, but if handled properly it will bring satisfaction. Repurchase interest from buyers is very important for repeat purchase behavior at the same outlet, the success of a retail can be marked by the repurchase behavior of customers and the retailer's ability to survive in the face of its competitors. (Saidani et al., 2019). Repurchase intention is generally formed as a result of a consumer's positive impression of a product or service that has been consumed, according to (Utami, 2010) repurchase intention is an effect of consumer satisfaction that is created from the proper handling of consumer complaints (Ekaprana et al., 2020).

Repurchase has been extensively researched by previous researchers, including: (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).

### **Purchase Interest**

Interest is consumer interest in a product by seeking additional information about the product (Schiffman & Kanuk, 2004). The interest that exists in a potential buyer will often conflict with the financial condition he has. Consumer buying interest is the desire that is hidden in the consumer. Consumer buying interest is always

hidden within each individual and no one can know what consumers are interested in 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 created a motivation that continues to be recorded in his mind and becomes a very strong desire which in the end when a consumer has to fulfill his needs will actualize what is in his mind. 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). Buyers who have a positive attitude towards the product will be interested in purchasing the product. This explanation can be translated into buying interest because consumers have made purchases by searching for product information. Consumers have an interest in a product or service, but it is not certain that consumers will purchase the product or service (Fasha et al., 2022).

Purchase intention has been extensively researched by previous researchers, including: (Paijan & Ali, 2017), (Putri Primawanti & Ali, 2022), (Mukhtar et al., 2016), (Lathiifa & Ali, 2013), (R. Putra & Ali, 2022), (Sari & Ali, 2022).

**Table 1. Relevant Prior Research**

Number	Author (years)	Previous research results	Similarities to this article	The difference to this article
1	Sasongko (2011)	Factors of Customer Satisfaction and Customer Loyalty (Marketing Management Literature Review)	Discuss about Customer Loyalty	Discussing Customer Satisfaction
2	Trisno Musanto (2004)	Factors of Customer Satisfaction and Customer Loyalty: Case Study on CV. Media Advertising Facilities Surabaya	Discuss about Customer Loyalty	Discussing Customer Satisfaction
3	Sugianto Putri (2018)	The Influence of Social Media on Cherie's Consumer Purchase Decisions through Purchase Intention	Discussing Buying Interest	Discusses Cherie Consumer Purchase Decisions
4	Purbasari & Permatasari (2018)	Effect of Service Quality and Customer Satisfaction on Repurchase	Discussing Repurchases	Discusses Service Quality and Customer Satisfaction
5	Saidani et al., (2019)	Analysis of the Influence of Website Quality and Trust on Customer Satisfaction in Forming Repurchase Interest for Shopee Customers	Discussing Repurchases	Discusses 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 a Moderating Variable	Discussing Repurchases	Discusses Brand Image, Brand Trust, and Service Quality with Consumer Satisfaction as a Moderating Variable
7	Setyowati, (2017)	The Effect of Service Quality, Price, and Brand Image on Customer Loyalty with Customer Satisfaction as Mediating Variable	Discuss about Customer Loyalty	Discusses Service Quality, Price and Brand Image with Customer Satisfaction as Mediating Variables

## **2. Research Method**

The method of writing scientific articles is a qualitative method and library research. Search online through the Crossref database, Google Scholar, PubMed and Semantic Scholar. In qualitative research, literature review should be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is exploratory research (Ali & Limakrisna, 2013). In the next step it is discussed in detail in the "Related literature" or "Review of literature" section as a basis for formulating hypotheses and in the last step, the two literatures become a starting point for comparing results and observations. - learning outcomes (Ali, H., & Limakrisna, 2013).

## **3. Results and Discussion**

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

### **Relationship between Customer Loyalty and Consumer Behavior**

Loyalty arises because of consumer interest in continuing to use the goods or products that we offer. And to build this attitude of loyalty, 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 as consumers make repeated purchases within a certain period of time, but if within a certain period of time, the buyer does not purchase goods or products, 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 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) main loyalty, where customers only buy or are interested in one brand within a certain period of time, 2) separate loyalty, where customers buy or are attracted to two to three brands, 3) shift in loyalty, where customers begin to shift from one brand to another, and 4) switch, where customers do not show loyalty to any brand. (Sasongko, 2021).

There are indicators or ways to build and maintain customer loyalty, including: 1) paying attention to customer rights, where customers have the right to be valued and respected because customers are people who contribute to buying and selling our products or services. By treating customers according to their rights, customer loyalty will be maintained, 2) Maintain relationships with customers, where the relationship of a business with customers is an important capital besides obtaining profits from purchases or sales originating from customers, maintaining relationships can also find

out consumer needs or consumer desires and obtain suggestions and customer criticism to create products that are needed by the market, 3) Measuring customer satisfaction, whereby maintaining customer loyalty will create customer satisfaction with the quality and service provided, thus credibility and brand awareness will increase. (Sasongko, 2021)

Customer loyalty is related to consumer behavior, this is in line with research conducted by: (Kasman & Ali, 2022), (Ismail et al., 2022), (Mukhtar et al., 2017), (Djamaladdin, S., Rahmawati, D., & Ali, 2017), (Chong & Ali, 2022).

### **Relationship Repurchase to Consumer Behavior**

Repurchase is an activity to buy back goods or services that have previously been 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 repeated purchases made by consumers. (Pramatya et al., 2004)

There are several indicators in knowing consumer repurchase intentions, namely: 1) Cultural or cultural factors, 2) Self or personal factors, 3) Social factors, and 4) Psychological factors. In terms of cultural factors, a person's consumptive culture will influence re-purchasing, then the self-factor where if a person feels comfortable and believes in the quality of the goods that have been purchased, re-buying behavior will arise. Social or environmental factors are also related to repurchasing, where if someone has goods with good quality, then they will notify their society or environment and will certainly generate repurchase interest. (Wingsati & Prihandono, 2017)

Psychological factors also determine repeat purchases, where if someone gets a good service and receives goods or services according to what is offered, then someone will psychologically look for and buy other goods offered by the business actor (Wingsati & Prihandono, 2017).

Repurchase is related to consumer behavior, this is in line with research conducted by: (Darwisyah et al., 2021), (Mulyani et al., 2020), (Sivaram et al., 2020), (Agussalim et al., 2016), (Sivaram et al., 2019), (Somad et al., 2021), (Ridwan et al., 2020a), (Ridwan et al., 2020b), (Widodo et al., 2020), (Bimaruci et al., 2020).

### **Relationship Repurchase to Consumer Behavior**

In order to run well, a business, especially in its marketing aspect, needs to be serious about understanding the factors that can generate consumer buying interest online, especially those related to trust. Based on the description, it is necessary to do research on the role of perceived risk factors and on consumers' online buying interest. Thus this research can be used as input for online businesses to better understand their consumers and can be a reference for research that specifically discusses online

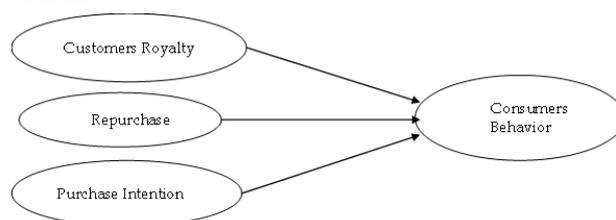
business marketing considering that there is very little research discussing this issue in the Indonesian market. (Arista & Astuti, 2011)

The increased level of risk perceived by online consumers may reduce purchase intention. The general form of consumer concern is when they provide their personal information to online shopping sites and there is the possibility of it being misused by irresponsible parties (Ganguly et al, 2009). Perceived reduction may have a negative effect on willingness to buy (Rahayu, et al. 2012). Consumers who encounter more or higher risks will tend to discourage their intention to shop online. The risk perceived by consumers is considered a barrier to online transactions (Iconaru, 2012). Based on the information above, the authors suspect that there is a negative relationship between perceived risk factors and consumer buying interest online. (Anwar & Adidarma, 2016)

Purchase intention is related to con-sumer behavior, this is in line with research conducted by: (Maharani & Saputra, 2021), (Sudiantini & Saputra, 2022), (S. A. H. Havidz et al., 2017), (M. R. Putra et al., 2020), (Mahaputra & Saputra, 2021), (F. Saputra & Mahaputra, 2022), (E. B. Saputra, 2022), (F. Saputra & Saputra, 2021), (Zulhendra & Nofrialdi, 2022), (Indrawan & Pratomo, 2021 ), (Mahaputra & Saputra, 2022).

### Theoretical Framework

Based on the theoretical study and discussion above, the researcher determines the following frame of mind:



**Figure 1. Theoretical Framework**

This article examines Consumer Behavior: Customer Loyalty, Repurchase, and purchase intention. There are many other variables related to consumer behavior, including:

- 1) Service Quality: (Ilhamalimy & Mahapu-tra, 2021), (H. B. H. Havidz & Mahapu-tra, 2020), (Hazimi Bimaruci Hazrati Havidz, 2020).
- 2) Management: (Ridwan et al., 2020b), (Widodo et al., 2020), (Bimaruci et al., 2020), (Maida et al., 2017), (Desfiandi et al., 2019)
- 3) Economic Policy: (R. F. A. Saputra et al., 2021), (Yeni et al., 2019), (Larasati et al., 2018), (Elmi et al., 2016)
- 4) Service Quality: (Masruri et al., 2021), (Harahap & Ali, 2020), (Khalid, S. A., & Ali, 2006), (Doan & Ali, 2021).

- 5) Place: (Mukhtar et al., 2017), (Djamaluddin, S., Rahmawati, D., & Ali, 2017), (Chong & Ali, 2022), (Chong & Ali, 2021), (BAstAri, A ., & Ali, 2020), (Suleman et al., 2020), (Al Hafizi & Ali, 2021), (Wijaksono & Ali, 2019).

#### 4. Conclusions and Suggestions

Based on the theoretical study and discussion above, the researcher concludes that:

1. Customer Loyalty related to Consumer Behavior
2. Repurchasing relates to Consumer Behavior
3. Purchase intention is related to Consumer Behavior

Based on the conclusions above, there are other variables related to consumer behavior besides customer loyalty, repeat purchase, and purchase intention, namely: service quality, management, and economic policy.

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