

THE EFFECT OF CONSUMER SATISFACTION AND TRUST ON REPURCHASE DECISIONS AT SAS RESTAURANT BUNGKU TENGAH SUB- DISTRICT MOROWALI DISTRICT

Asril

Undergraduate Study Program, Department of Management, Faculty of Economics and
Business, Tadulako University

Email author: asrilnunukandury02@gmail.com

ABSTRACT

This research aims to determine the influence of satisfaction and trust on repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency. The sampling method uses a non-probability sampling method, namely Purposive Sampling of 60 respondents. Data were collected using a questionnaire, which was then processed using SPSS version 26. The analysis method used was the multiple linear regression analysis method. Simultaneously, the variables consumer satisfaction (X1) and consumer trust (X2) have a positive and significant effect on repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency. Then, in the partial test, the variables consumer satisfaction (X1) and consumer trust (X2) have a positive and significant effect on repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency. The coefficient of determination shows an R square value of 0.689 or 68.9% and the remaining 31.1% is explained by other variables not included in the regression model.

Key Word: Consumer satisfaction, Consumer trust, Repurchase decisions

INTRODUCTION

As times progress so quickly, competition in the business world, both in the domestic market and the national market, means that a company that wants to develop must at least be able to be sensitive to every change that occurs and pay attention to consumer satisfaction and trust so that it can make repurchase decisions. . Likewise, culinary businesses that start on a small scale such as food stalls and angkringan; medium scale food businesses such as depots, restaurants and cafes: up to large scale food businesses such as restaurants in star hotels.

The proliferation of culinary businesses is often associated with the increasingly high mobility of society. Apart from that, it is often associated with workers or someone who is busy carrying out activities outside the home, whether women or men are always looking for something practical to fulfill their daily needs, especially those related to food. As a business owner or provider of services or goods, especially a

restaurant business owner, you should be sensitive to the habits of this community.

Apart from being a place to fulfill food and drink needs, restaurants or cafes are used as places to gather, exchange ideas and expand networks, so it can be concluded that eating and drinking outside the home has become an inseparable part of modern society's life and is expanding from its main function. The phenomenon of the mushrooming of the culinary business has had an impact on Morowali Regency, especially Bungku Tengah District. This indicates that business actors in Bungku Tengah District are increasingly enthusiastic about investing in this field, the development of business types increases every year.

To launch a restaurant business, the business owner needs to optimize the taste of each food, this is one of the main factors determining the success of a business in the food sector. Likewise, what the owner of the SAS Restaurant does needs to be aware that the taste of food can lead to consumer satisfaction. so that satisfaction will

have an impact on consumer purchasing behavior, if the consumer is satisfied with the taste of the food it will lead to a repurchase decision by the consumer, with this also giving rise to consumer confidence to make a repurchase.

The phenomenon of business competition, especially the restaurant business, which is currently tight, especially in Bungku Tengah District, Morowali Regency, made researchers conduct research at SAS Restaurant. Apart from this phenomenon, recommendations for making purchases at SAS Restaurant from consumers and the quantity of buyers also made researchers want to conduct research. at the SAS Restaurant, the phenomenon of competition in the restaurant business has made entrepreneurs sensitive to this phenomenon, so that many of them have opened new businesses such as restaurants, besides the emergence of other new entrepreneurs in the field of service providers, especially restaurants. , this allows consumers to buy menus that are available and in accordance with consumer needs, desires, tastes and consumer financial capabilities, in this case it will of course be a challenge for SAS Restaurant owners in improving their quality so that later consumer satisfaction and trust will arise and then make consumers make a repurchase decision at SAS Restaurant.

Consumers who are satisfied and confident will come back again to make purchases with the services offered, which is what SAS Restaurant does for its consumers, where SAS Restaurant always provides the best which makes customers feel satisfied and confident with the food, drink menu, service quality and prices. provided by SAS Restaurant. From the description of several phenomena from the three variables in this research and supported by literature reviews and previous research, the goal that researchers want to achieve from the results of this research is to test and determine consumer satisfaction and trust that simultaneously and partially have a positive and significant effect on purchasing decisions. returning consumers at the SAS Restaurant, Bungku Tengah District, Morowali Regency.

LITERATURE REVIEW

Consumer Satisfaction

According to Kotler and Keller (2016: 153) in general, satisfaction is a person's feeling of happiness or disappointment resulting from comparing a product or perception of service performance (or results) against expectations. According to Solvang in Sulistyani and Umi (2021:15), if consumers are satisfied with the product they have obtained, it is likely that the consumer will repurchase what they have obtained and may increase the quantity of their purchase.

Lovelock et al., (2011:74) state that satisfaction is an attitude decided regarding the characteristics or features of goods or services, or the product itself, which provides a level of consumer pleasure related to fulfilling consumer consumption needs. Consumer satisfaction can be created through quality, service and value. The key to maintaining consumer loyalty is providing high consumer value, based on the experience gained, satisfaction is an assessment.

Consumer Trust

Mayer in Rifa'i (2019:62-63) states that trust is a person's willingness to be sensitive to the actions of other people based on the hope that other people will carry out certain actions towards people who trust them, without depending on their ability to monitor and control them. According to Putranto (2022:15) consumer trust is the confidence, belief and knowledge that consumers have about an object or product related to its various attributes and benefits. According to Prasaranphanich in Sulistyani and Umi (2021:15) states that when consumers trust a company, consumers will prefer to make repeat purchases and share valuable personal information with that company. Trust is the confidence of each individual or group to carry out their obligations for personal or collective interests.

Repurchase Decision

According to Irwansyah et al., (2021:13) it is a process of making consumer purchasing decisions that combines knowledge to choose two or more alternative products available which are influenced by several factors, including quality, price, location, promotion, convenience, service and etc. According to Kotler et al., (2020:143) consumers make many purchasing decisions every day, and purchasing decisions are the focal point

of marketing efforts. Peter and Olson (2013: 163) state that purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

According to Parasuraman in Chendradewi and Khasanah (2016:6) purchasing decisions are the level of a person's feelings after comparing the results he feels compared to his expectations. Purchasing decisions can be interpreted as a process of combining knowledge in which consumers later reevaluate their decisions and then determine what they want. Kotler and Keller in Anim and Indiani (2020: 101) state that repurchase decisions are a person's tendency to repurchase, search for, and want. return the products they have consumed.

Hypothesis

Based on the description of the background and theory used as reference material, the author formulates a hypothesis, as follows:

1. Consumer satisfaction and trust simultaneously have a positive and significant effect on consumer repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency.
2. Consumer satisfaction has a positive and significant effect on consumer repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency.
3. Consumer trust has a positive and significant effect on consumer repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency.

METHOD

The type of research used is associative research in the form of causal relationships, based on the researcher's objectives. According to Sugiyono (2019:65), associative research is a research problem formulation that asks about the relationship between two or more variables. Meanwhile, a causal relationship is a relationship that is cause and effect. So here there are independent variables (variables that influence) and dependent (influenced). The location of this research is the SAS Restaurant, Bungku Tengah District, Morowali Regency and the population is all people who have made purchases at the SAS Restaurant, Bungku Tengah District, Morowali Regency, considering that there is no clear

information regarding consumers who make purchases at the SAS Restaurant, District. Bungku Tengah Morowali Regency, the population size in this study is unknown. Because the population size is unknown, the sample size is determined based on a sample size that is larger than the minimum requirement of 30 respondents. According to Prawira in Randi et al., (2017: 115) recommends a minimum sample size of 5 times the number of statement items in the questionnaire. The total statement items in this study were 12 statements. So the minimum sample size in this study is $5 \times 12 = 60$ respondents. The sampling technique used in this research is nonprobability sampling, specifically purposive sampling.

Purposive sampling according to Sugiyono (2019:133) is a technique for determining samples with certain considerations. The criteria for respondents used as samples in this research are 1) Have made purchases at least twice at the SAS Restaurant, Bungku Tengah District, Morowali Regency. 2) Aged 17 years or over and able to provide responses objectively. 3) Willing to fill out a research questionnaire. In this research, there are several data collection techniques used, including 1) Observation, where the data collection method is through direct observation at the research location. In this case, researchers, guided by their research design, need to visit the research location to directly observe various conditions in the field. 2) Questionnaires where researchers distribute a list of questions (questionnaires) to respondents containing questions related to research. The results of this questionnaire were analyzed to determine the influence of consumer satisfaction and trust on repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency. 3). Documentation is where researchers collect data by collecting documents such as articles, journals or other things that are useful for this research. Using data analysis techniques including classical assumption tests (normality test, multicollinearity test and heteroscedasticity test), multiple linear regression analysis, hypothesis testing (simultaneous hypothesis testing (F test), partial hypothesis test (t test)), coefficient of determination (R^2).

RESULT AND DISCUSSION

Multiple Linear Regression Analysis

**Table 1. Multiple Linear Regression
Calculation Results**

variable	Coefficient B	Standard error	t count	Sig.
Constanta	0,689	1,538	0,448	0,656
Consumer Satisfaction (X ₁)	0,396	0,112	3,544	0,001
Consumer Confidence (X ₂)	0,553	0,126	4,387	0,000

R = 0,830
R Square = 0,689
Adjusted R Square =
0,678
Sig. F = 0,000

Source: Data is processed (2023)

Based on the coefficient values in Table 1 above, the regression model equation is obtained as follows:

$$Y = 0,689 + 0,396X_1 + 0,553X_2$$

1. Coefficient Constanta is the condition when the dependent variable in this research, namely the repurchase decision (Y), is not influenced by the independent variables, namely the variable consumer satisfaction (X1) and consumer trust (X2), if the independent variables are consumer satisfaction (X1) and consumer trust (X2) is not there, then the dependent variable, namely the repurchase decision (Y), has not changed.
2. The consumer satisfaction coefficient (X1) in this study has a positive effect on the repurchase decision (Y) or in other words if the consumer satisfaction variable (X1) increases in a positive direction, then the repurchase decision (Y) at the SAS Restaurant, Bungku Tengah District Morowali Regency will increase positively, because the regression coefficient value obtained in this research is positive.
3. The consumer trust coefficient (X2) in this research has a positive effect on the repurchase decision (Y) or in other words if the consumer trust variable (X2) increases in a positive direction, then the repurchase decision (Y) at the SAS Restaurant, Bungku Tengah District Morowali Regency will increase positively, because the regression coefficient value obtained in this research is positive.

Hypothesis testing

Simultaneous Hypothesis Test (F Test)

The first hypothesis in this research is that the consumer satisfaction variable (X1) and the consumer trust variable (X2) simultaneously have a positive and significant effect on the repurchase decision variable (Y). Based on Table 1, it shows that from the F test results, the sig. F is $0.000 \leq 0.05$, so the regression coefficient of the consumer satisfaction variable (X1) and consumer trust (X2) simultaneously has a significant effect on the repurchase decision variable (Y) in this research.

Partial Hypothesis Test (t Test)

The second hypothesis in this research is that the consumer satisfaction variable (X1) partially has a positive and significant effect on the repurchase decision variable (Y) in this research and the third hypothesis in this research is that the consumer trust variable (X2) partially has a positive and significant effect on the variable repurchase decision (Y) in this study. 1) The results of the t statistical test on the influence of the consumer satisfaction variable (X1) on the repurchase decision (Y) which are presented in Table 1 obtained a sig value. t is $0.001 \leq 0.05$. The consumer satisfaction variable (X1) has a significant effect on the repurchase decision variable (Y) at the SAS Restaurant, Bungku Tengah District, Morowali Regency, in other words, the hypothesis can be accepted as true. 2) The results of the t statistical test on the influence of the consumer trust variable (X2) on repurchase decisions (Y) are presented in Table 1, the sig value. t is $0.000 \leq 0.05$. The consumer trust variable (X2) has a significant effect on the repurchase decision variable (Y) at the SAS Restaurant, Bungku Tengah District, Morowali Regency, in other words, the hypothesis can be accepted as true.

Coefficient of Determination (R²)

The coefficient of determination test (R²) is used to measure how much the model is able to explain variations in the dependent variable. Based on Table 1, the calculation results show that the coefficient of determination is 0.689. This means that the variability of the dependent variable that can be explained by the independent variable is 68.9% and the remaining 31.1% is explained by other variables that are not included in the regression model.

CONCLUSION

This research aims to determine the influence of consumer satisfaction and consumer trust on repurchase decisions at SAS Restaurants in Bungku Tengah District, Morowali Regency. Based on the results of the research and discussion in the previous chapter, the following conclusions can be drawn:

1. Consumer satisfaction and consumer trust simultaneously have a positive and significant influence on repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency.
2. Consumer satisfaction has a positive and significant effect on repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency.
3. Consumer trust has a positive and significant effect on repurchase decisions at the SAS Restaurant, Bungku Tengah District, Morowali Regency.

REFERENCES

- Anim, A., & Indiani, N. L. P. 2020. The Influence of Promotion and Service Quality on Repurchase Decisions (Case Study at Start Up Coffee Renon Denpasar). *Scientific Journal of Management and Business*, 5(1), 99–108.
- Chendradewi, R., & Khasanah, I. 2016. Analysis of the Influence of Price Perception, Customer Trust, Service Quality and Product Quality on Purchasing Decisions (Study at Waroeng Steak & Shake Semarang Kelud Branch). *Diponegoro Journal of Management*, 5(4), 1–12.
- Irwansyah, Rudy., Khanty Listya, A. S. dan I. H. 2021. *Consumer behavior* (W. B. Persada (ed.)).
- Kotler, P., & Keller, L. K.. 2016. *Marketing Management* (P. E. Limited (ed.); 15th Globa).
- Lovelock, Christopher., Jochen, Wirtz., & Jacky, Massry. 2011. *Services Marketing*. (Erlangga (ed.); 7th ed.).
- Putranto, A. T. 2022. *Customer loyalty* (W. B. Persada (ed.)).
- Randi, M., Chalil, C., & Santi, I. N. 2020. The Influence of Satisfaction and Trust on Customer Loyalty at Dua Putri Restaurant in Matano Village, Bungku Tengah District. *Tadulako University management science*

journal (JIMUT), 3(2), 111–122.

Sugiyono. 2019. *Quantitative Qualitative Research Methods and R&D* (CV. Alfabeta (ed.)).

Sulistiyani, L., & Umi, Y. A. 2021. The Influence of Consumer Perception, Behavior and Satisfaction on Purchasing Decisions of Bakpia Tugu Jogja With Trust as an Intervening Variable. *Bhiwara: Journal of Marketing and Commerce*, 6(1), 13–21.