



Does Perceived Value Have Impact On Repurchase Intention At Lawson In Surabaya?

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Abstract: Retail is not only an intermediary between consumers and companies, but now they are also expanding into their products. Providing food and beverages is one form of retail innovation, in this state the consumers not only shop for daily necessities but they can also eat and relax in the shop. Using the snowball technique, a sample of 100 Lawson consumers in Surabaya, Indonesia, were identified based on their attributes. The four hypotheses are based on the analysis, and each hypothesis is validated.

Index Terms - Food Quality, Menu Variety, Convenience, Perceived Value, Repurchase Intention

I. INTRODUCTION

Food and beverages market is one of the market that very challenging, because this market is one of the market that necessities required by humans. The change of consumer need and want, opportunities and the competitor in this market is moving very fast also. It is not surprising because this reason, there are a lot of new business will emerge in this market with offline and online. This has also been taken up enthusiastically by retail store, which previously only sold retail product (act as distributor) now they starting to expand their business to provide fast food which has become a new consumer lifestyle. While consumer can shop at retail store, they can also have a light or heavy meals very quickly.

Lawson is one of the retails stores established in Surabaya, Indonesia. Lawson itself opened in 2023 in Surabaya, and only 1 year now they have 20 stores in Surabaya. Like other retail store, Lawson also have concept not only act as distributor, but also sells various fresh food such as ready to eat boxed rice, sandwiches, onigiri, coffee, oden, and also they provide hot water if consumer want to eat instant noodle.

The elements influencing repurchase intention will be covered in this research based on the preceding descriptions. The variable intended to be employed is perceived value. This study aims to determine whether the Lawson in Surabaya's Repurchase Intention is positively impacted by factors such as food quality, menu variety, convenience, and perceived value.

II. LITERATURE REVIEW

2.1 Food Quality

Kotler and Keller (2013), quality of product is total feature, product characteristic that company make to satisfy consumer need and want. According to Kotler and Armstrong (2012) there are some criteria about quality of product such as durability, reliability, accuracy, ease of operation, repair product and other product attributes. The more a company can provide the best quality of the product, the more consumer will feel happy and engaged (Cho et al. 2020). From the statements, we can make hypotheses that:

H1: Food Quality has a positive significant effect of Perceived Value

2.2 Menu Variety

Rahamawati (2022) argues that variety of product from a company can attract consumer to try something new. This attraction can be (1) width, when company have some variations of product, it refers to many different categories that company offers (2) depths, when the number of selected item in each product category (3) breadth, refers to how many type each product offers in that category. (Cho et al. 2020) also argue that menu

variety can be describe as product completeness, product brand, variations of product size, and variations of product quality. From the statements, we can make hypotheses that:

H2: Menu Variety has a positive significant effect of Perceived Value

2.3 Convenience

(Blom, Lange, and Hess 2017) argues convenience product is a product that doesn't pose a risk or has a minimum level of risk that is acceptable and reasonably predictable to use. Convenience is determined by considering all the characteristics of the product how it is presented, it's effect on other product (Cao and Li 2015). By providing convenience, consumers will feel free and happy when shopping. This convenience can be quality of product, free from dangerous chemicals, quality of packaging (Woodruff 1997). Because of this statements, we can make hypotheses that:

H3: Convenience has a positive significant effect of Perceived Value

2.4 Perceived Value

(El-Adly 2019) says that perceived value is how a consumer see the value and benefit from the product, the value can be anything and the value of perceived value is one of the consumer behaviour. Perceived value is dependent and also define as a benefit that can be offered to consumer from company, the higher the benefits are the more perceived value will be received by the consumer (Cotarelo et al. 2021). This suggestion also defined by (Zeithaml, Bitner, and Gremler 2010) that perceived value is the consumer overall assessment, and by the perception of consumer they can consider about the gain and loss about the product. This consider of consumer can make final decision for consumer to buy or not. Because of this statement, we can make hypotheses that:

H4: Perceived value has a positive significant effect of Repurchase intention

2.5 Repurchase Intention

According to (Kazancoglu and Aydin 2018) repurchase intention can be defined as consumer satisfy about the product, they want to repurchase the product and for the long term can be defined to be loyal. (MUSTIKASARI, KRISNAWATI, and SUTRISNO 2021) also argue that when consumer have to repurchase intention it is possible that consumer have plans to purchase the product in the future, repeat purchase and contact related product. (Martin, Mortimer, and Andrews 2015) also argue that good customer experience in the store can increase the repeat purchase. Repurchase intention also one of the consumer behavior when they plan to buy product, think about the product, contemplate to buy in the future and when they satisfy the consumer become loyal to the product (Pappas et al. 2014).

III. RESEARCH METHODS

In this investigation, a quantitative method was taken. The people that utilize Lawson in Surabaya make up the populace. Non-probability sampling is the sampling method that is employed, and a questionnaire is a key data gathering tool. In order to select respondents who will assist in distributing and completing surveys, researchers will employ snowball sampling procedures in this study. According to the respondents' characteristics, 100 Lawson users in Surabaya were included in this study. The research model is displayed below.

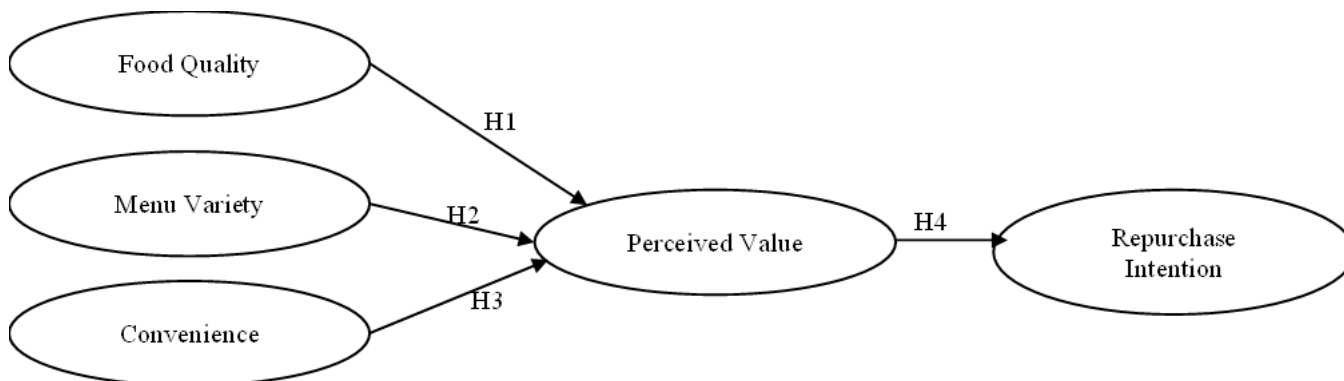


Figure 1. The Framework of Research Model

IV. RESULT AND DISCUSSION

4.1. Results

For testing between the variables in this study, multiple regression was employed. SPSS 22.0 is a statistical analysis program that was employed to address the research's problem formulation. Analyzing descriptive statistics is the next task that needs to be completed after the surveys are returned.

Table 1 demonstrates that the majority of respondents who complete questionnaires are female. Of those who shop at Lawson, 64 respondents (64%) are women, and 36 respondents (36%) are men. This suggests that women make up the majority of Lawson users in Surabaya.

4.1.1. Validity Test

Based on the data validity test from table 4.1, it is evident that all indicators used to estimate each variable are valid, because the factor loading value for each indicators is more than 0.160 (critical r).

Table 1. Validity Test

Indicator	FQ	Indicator	MV	Indicator	CV	Indicator	PV	Indicator	RI
Food Quality		Menu Variety		Convenience		Perceived Value		Repurchase Intention	
FQ1	.468	MV1	.526	CV1	.466	PV1	.535	RI1	.629
FQ2	.632	MV2	.488	CV2	.428	PV2	.578	RI2	.544
FQ3	.528	MV3	.493	CV3	.473	PV3	.615	RI3	.538

4.1.2. Reliability Test

The following are the reliability test results:

Table 2. Reliability Test

Variable	Cronbach's Alpha Based on Standardized Items
Food Quality	.689
Menu Variety	.632
Convenience	.614
Perceived Value	.683
Repurchase Intention	.726

It is evident from table 4.1.2 that the values of Cronbach's alpha regression are all more than 0.60. Therefore, it may be said that the assertions that establish those variables are trustworthy and consistent, and they can be applied to more research.

The following are the outcomes of multiple regression:

Table 3. Coefficient Regression Model 3

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.143	.338		-.1239	.286
	RI	.689	0.42	.469	4.256	.000
a. Dependent Variable: RI						

Source: Own Calculation

Table 3 indicates that independent variables have a favorable impact on the intention to repurchase. The regression coefficient for perceived value is 0.689.

From this, the regression equation can be written as follows:

$$RI = b_4 PV$$

$$RI = 0.689 PV$$

F-test:

According to the SPSS calculation, the F test values in models 1 and 2 have a significance level of 0.000, meaning that the two independent variables together have a substantial impact on the dependent variable.

Table 4 Result of F-test 1

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.285	4	17.566	76.583	.000 ^b
	Residual	42.254	193	.157		
	Total	86.581	196			
a. Dependent Variables : RI						

b. Predictors: (Constant) FQ, MV, CV

Source: own calculation

Table 5 Result of F-test 2

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.427	1	36.583	234.887	.000 ^b
	Residual	42.593	194	.168		
	Total	113.679	195			
a. Dependent Variables : RI						
b. Predictors: (Constant) : PV						

Source: own calculation

T-test:

Below is the result of t-test:

1. Food Quality, Menu Variety and Convenience to Perceived Value

The t-test used to determine whether the independent variables of Food Quality, Menu Variety and Convenience (independently) have significant influence on Perceived Value. If the value of t test is below 0.05, then it can be stated that the variable is significantly influenced by partially. From the table, it can be seen that in all independent variables have significant influence on Perceived Value.

2. Perceived Value to Repurchase Intention

To ascertain if the independent variables Perceived Value significantly (or even partially) influences Repurchase Intention, the t-test was employed. It can be declared that the variable is significantly influenced by partly if the t test value is less than 0.05. The table shows that every independent variable significantly influences the repurchase intention.

3. Because the correlation value is more than 0.1 and the VIF value is less than 10, table 4.3 also shows that there is no correlation between the independent variables. The t-test is less than 0.05, which indicates that the four hypotheses are supported, according to the t-test sig results.

4.2. Discussion

The study's findings indicate that the factors of convenience, menu variety, and food quality all positively and significantly affect perceived value. Additionally, Repurchase Intention is positively and significantly impacted by Perceived Value. Thus, it can be concluded that all four of the hypotheses that were put forth are supported.

The first hypothesis, which states that food quality significantly positively affects perceived value, is confirmed. Because the t test value is 0.000, which is less than 0.05, the first hypothesis, which states that food quality has a positive effect on perceived value, is validated. This demonstrates how the findings of this study are consistent with those of (Cho et al. 2020), who found that food quality significantly raises perceived value.

It is corroborated by the second hypothesis that basic menu variety positively and significantly affects perceived value. Because the t test value is 0.000, which is less than 0.05, the second hypothesis—that menu variety has a positive influence on perceived value—is validated. This demonstrates the coherence of the study's findings with those of (Cho et al. 2020), who found that menu variety significantly raised perceived value.

The third hypothesis, according to which basic convenience significantly and favorably affects perceived value, is confirmed. Because the t test value is 0.000, which is less than 0.05, the third hypothesis—which states that convenience has a positive effect on perceived value—is validated. This demonstrates how the findings of this study are consistent with those of (Cho et al. 2020), who found that convenience significantly raises perceived value.

The fourth hypothesis, which holds that Repurchase Intention is significantly positively impacted by fundamental Perceived Value, is validated. The fact that the t test value is 0.000, which is less than 0.05, supports the fourth hypothesis, which states that Perceived Value e has a positive effect on Repurchase Intention. This demonstrates how the findings of this study are consistent with those of (Cho et al. 2020), who found that perceived value significantly increases repurchase intention.

V. CONCLUSION

In order to investigate Lawson's Repurchase Intention in Surabaya, this model was created. This study's model established a positive and substantial association between Perceived Value and Food Quality, Menu Variety, and Convenience. Repurchase Intention is also positively and significantly impacted by perceived value. Thus, it can be concluded that all four of the hypotheses that were put forth are supported.

According to the research findings, factors including food quality, menu variety, and convenience have a significant impact on repurchase intentions Lawson in Surabaya. It is necessary to create the management implications based on those variables.

Perceived Value is one of the important variable to build Repurchase Intention. Lawson is one of the new convenience store in Indonesia, especially in Surabaya. It is very important that positive impression from customer can builds a good image that is needed by Lawson to survive. By creating positive perceived value, consumers will return to make purchases. Lawson has a unique concept where they not only sell daily goods item but also sell fast food, coffee, and ice cream. The image and branding of Lawson is given by consumer became good too. Because of that, in just 1 year this retail already has 20 stores in Surabaya.

There are 3 variables that build perceived value, first is Food Quality. To improve the Food Quality of Lawson, the company could consider providing food information for each box and each food example the contain of calories, sugar, even the ingredients from the product. Lawson have to provide accurate and precise information from each product. Indonesia is one of country that have a large Muslim population, with this situation Lawson have to get certification Halal and also the expired date so consumer will have more confidence in the quality provided by Lawson. Not only that, in the stores Lawson also can provide the process of manufacturing the food, the ingredients, and packaging process in the screen at the stores. This will provide information extra to consumer how the food is made.

Menu Variety is the second variable to increase the Perceived Value. Lawson can improve the menu variety with update regarding consumer needs. Consumer preferences often change very quickly especially when it comes to food. Therefore, Lawson must also follow existing trends without losing the characteristic of the main food. Recently, Lawson give new product in Surabaya stores in dessert, ice cream. So far, Lawson haven't touch Indonesia food in their stores, it could be an opportunity for Lawson. So, they can also blend the Indonesian culture, for example there are bento food in Lawson. From this point, Lawson can also give new variety such as Indonesian bento or Indonesian onigiri at certain time such as Independence Day.

Third, Convenience also influence the Perceived Value variable. From the result, Lawson can increase tables and chair for people to enjoy their meals. Because several times it has been seen that there are many people interested to eat but there are not enough seats provided, so the consumer ended to take away or even eat inside the car. Apart from that, Lawson can provide self-heating and self-cooking by provided by Lawson. In Surabaya stores, the hot water and oven actually in the cashier, so we have to pay and the cashier will take over our order. Because this system, there will be long time to consumer to pay and waiting for the food. With self-heating and self-cooking the cashier will be less time to do the job, and the consumer don't have to wait long in the cashier.

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