

The Influence of Product Variations, Brand Image and Word of Mouth on Repurchase Interest in Thirsty Drinks at Sentosa Depok Outlets

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Abstract:

This study aims to determine the influence between product variations, brand image and word of mouth on repurchase interest in HAUS drinks at Sentosa Depok outlets. The sample studied in this study amounted to 100 respondents, data collection methods using questionnaire methods with Likert scales and data analysis techniques using Multiple Linear Analysis using SPSS program version 23. The results of the study have a regression equation $Y = 0.229 \text{ Product Variation} + 0.375 \text{ Brand Image} + 0.326 \text{ Word Of Mounth}$. Based on the results of the T Test, it shows the influence between Product Variation (X1) on Repurchase Interest (Y) based on T count 3.014 > 1,660 and sig value 0.003 < 0.50. For Brand Image (X2) has a significant influence on Repurchase Interest (Y) based on T count 4,307 < 1,660 and sig value 0.000 < 0.50 Ha. For the variable Word Of Mouth (X3) shows an influence on Repurchase Interest (Y) based on the calculated T value of 3,900 > 1,660 and the sig value of 0.000 < 0.50. The results of this study have concluded that the variables Product Variation, Brand Image and Word of Mouth have a significant effect against Repurchase Interest.

Keywords: Character education, islamic perspective, asmaul husna

INTRODUCTION

In Indonesia today, the food and beverage sector is very developed. The growth of the food and beverage sector in Indonesia is quite significant and significant. In order to survive and excel in competition, the food or beverage industry must be able to compete. A proper marketing strategy is necessary to beat competitors considering the increasing number of new items. The beverage industry has undergone a number of changes that have allowed it to adapt to shifting consumer consumption patterns in terms of both products and services.

Drink Haus has opened a branch in JABODETABEK. HAUS Sentosa Depok outlets grew rapidly in June 2020, the surge in sales is indeed a potential beverage market for the product segment, offering 36 variants of local beverages serving a variety of fresh drinks from tea and coffee, milk and topping variants available at HAUS Sentosa Depok outlets.

Depok has a lot of population activities and is a densely populated area. Beverage marketing at the HAUS Sentosa Depok location is increasingly widely known and preferred by customers. Students, college students, children, staff, members of the surrounding community, and individuals who simply pass by outlets just to quench their thirst make up the majority of consumers at HAUS

Sentosa locations. The modern beverage industry is a trend-driven industry, so manufacturers are always updating the drinks they sell. Its rivals are diverse, such as menantea, sips, mynum, es.teh Indonesia, and dum dum thai tea. Of course, with competition so fierce, HAUS business owners are urged to strengthen their marketing efforts. to increase marketability, increase buyback interest, and attract as many clients as possible. For 6 Months in 2021, the following sales information collected from distributors at the HAUS Sentosa Depok location will be displayed as follows

Table 1. Table of Sales of Haus products at Sentosa Depok Outlets in July – December 2021

| MOON | SALES OF THIRSTY PRODUCTS (SOLD CUP) |
|-----------|---------------------------------------|
| JULY | 632 |
| AUGUST | 720 |
| SEPTEMBER | 572 |
| OCTOBER | 436 |
| NOVEMBER | 412 |
| DECEMBER | 375 |

Source :Resseler GERAJ HAUS SENTOSA DEPOK

Based on the table above, HAUS product sales data shows persistent problems. From September 2021 to December 2021, this showed a consistent decline in sales of HAUS products. In August 2021 per 720 items experienced an increase in sales, then in September to December 2021 there was a decrease in sales at HAUS Sentosa Depok outlets. The table above can illustrate the problem in consumer behavior towards the interest in repurchasing HAUS beverage products at sentosa depok outlets. The problem with repurchase interest can affect Product Variations (X1), *Brand Image* (X2), and *Word Of Mouth* (X3).

Repurchase interest can affect Budi Lestari's repurchase interest process (2021). According to Hidayat & Resticha (2019), repurchase interest is a purchase interest based on purchase experiences that have been made in the past by consumers. Repurchase Interest is an activity where someone has bought or experienced buying and feels the product that has been purchased and then returns again to buy, from this activity it can be said that the first purchase result that is satisfactory will certainly have repurchase interest. Consumers make repeat purchases because of a buyer's impulse and behavior repeatedly that can foster a loyalty to what feels appropriate for him.

Product variations can affect Anisa Khuswatun's repurchase interest (2022). According to

Levy (2017) The definition of product variation is the same regardless of product availability, size, or quality. The more diverse the products created, the more consumer demands and preferences are met by business people. This strategy is widely used by marketing practitioners in product launch activities. If the product is not diverse, the product will certainly be unable to compete with other products, product variations carried out by Haus in carrying out strategies for making new variations to increase sales, these variations can be done in various ways in the form of variations in size, price, appearance, and materials that are components of product variations that can be used as differentiators with competing products. HAUS products offered by sellers to buyers, there is a good variety of HAUS products, companies can attract consumers to make purchases.

Brand image can influence repurchase interest of Fadlilah Mutia Cahya (2019). According to Sangadji and Sopiah (2013) *brand image* is an association that is either natural or negative, depending on one's perception of the brand. One of them is the HAUS beverage company, in this process someone will make a series of choices about the products they want to buy based on the brand and buying interests of consumers.

Word of Mouth can influence Atmariyani Artanti's repurchase interest (2020) According to Wulandari, et al, (2019). *Word of mouth (WOM)* marketing is an effort to market strategies from consumers to promote, recommend products, talk about products, and sell products / services that we have tried to other consumers. HAUS products offered to consumers through the act of providing information to other consumers from one person to another, both brands and products greatly affect consumer buying interest, then a positive image will be formed about HAUS products that will be provided by the company.

Word of mouth has a very influential or effective role in the survival of a company. Because word of mouth can spread widely quickly and is trusted by potential consumers to obtain an increase in product variants expected by customers, there are problems that need to be considered a standardization of product variants, namely with the aim of keeping consumers so that the food products produced meet the standards that have been set so that These customers will remain loyal to HAUS beverage products and move to products offered by other companies (Arytama, 2015). Researchers are interested in researching with the title The Effect of Product Variants, Brand Image, and *Word of Mouth* on repurchase interest in HAUS drinks at Sentosa Depok Outlets based on the exposure provided.

Deep This study aims to analyze and test the problems that have been studied, as follows:

1. To find out and analyze the effect of product variants on repurchase interest of HAUS Sentosa Depok Outlets.
2. To find out and analyze the influence of *brand image* on repurchase interest of HAUS Sentosa Depok Outlets.
3. To find out and analyze the influence of *word of mouth* on repurchase interest of HAUS Sentosa Depok Outlets.

The results of the study are expected to be useful for researchers, business people, and other researchers in addition to achieving research objectives. The following results from this study are expected

RESEARCH METHODS

In this study using the distributed questionnaire technique, a tool used primarily to ask respondents a series of written questions that they then had to answer. Because it is a very efficient approach and a success to collect data when variables are to be measured and their expectations known, researchers adopt the questionnaire method. Sugiyono (2015) stated that there are 5 kinds of responses.

Table 2. Like Art Scale Measurement

| Answer categories | Score |
|-------------------|-------|
| Strongly disagree | 1 |
| Disagree | 2 |
| Neutral | 3 |
| Agree | 4 |
| Totally agree | 5 |

The data of this study was collected by the authors either by field research to collect primary data or by sending questionnaires to HAUS beverage customers at Sentosa Depok stores.

1. Technical survey to make direct observations of the surrounding environment at HAUS Sentosa Outlet, Depok.
2. A questionnaire technique that involves asking a number of questions about the topic studied, after which the results of respondents' responses are evaluated using predefined criteria.

Variable Operational Definition

The variables used in this study are independent variables and dependent variables:

1. Independent (Free) variable.

An independent variable that influences, triggers, or contributes to the development of a dependent (bound) variable.

2. Dependent Variable (Bound)

A variable that is affected by or results from an independent (independent) variable. This is also known as the dependent dependent variable bound.

Table 3. Operational Definition

| No | Variable | Definisi | Indicator | Measurement Scale |
|----|---------------------------|--|---|--|
| 1. | Product Variations (X1) | Product Variety is expanding its product line, the HAUS beverage strategy aims to provide items that clients want and need. | Indicators : 1.Size 2.Price 3.Appearance | Skala Likeart 1 up to 5 are opinions Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S) and Strongly Agree (SS) of the Respondent |
| 2. | Brand Image (X2) | Brand Image is a combination of the whole shown to recognize a product to build a positive image for the company so that it can affect the attractiveness and repurchase interest of HAUS beverage products. | 1.Product Image 2.Usage Image Source : Kotler & Keller (2012:10) | Skala Likeart 1 up to 5 are opinions Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S) and Strongly Agree (SS) of the Respondent |

| | | | | |
|--|----------------------------|---|--|---|
| 3. | Word Of Mouth (X3) | Word of mouth refers to oral conversations between customers who have never met before about the HAUS drink used to spread Knowledge of goods or services that have been used. | 1. Consumer willingness in Talk positive things about the quality of service and products to others. 2.Recommend ations of the company's services and products to others. | Likeart scale 1 to 5 is an opinion Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S) and Strongly Agree (SS) of the Respondent |
| Source : Babin, Barry (2014:133) | | | | |
| 4. | Interest buy uulang (Y) | Consumers who already know the problem and are looking for information about HAUS beverage goods are said to have repurchase intentions, which is the act of buying a product repeatedly. | 1.Transaction Interest 2.Referral Interest 3.Preference Interest 4.Exploratory Minat | Likeart scale 1 to 5 is an opinion Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S) and Strongly Agree (SS) of the Respondent |
| Source : Ferdinand (2006). | | | | |

RESULTS AND DISCUSSION

Based on the analysis in the beverage business, they decided to try to establish a beverage

brand with a different appeal. Not only the type of coffee drink, they also set the selling price of their beverage products at a more affordable price when compared to most competitors. Without having these two things, no matter how much capital you have, the business will be difficult to develop and produce success.

The founders of Haus! Indonesia itself is confident to do business because it really wants to change the fate of an office employee to a reliable entrepreneur. There have been many trial and error and business failures that have been felt before finally succeeding.

List 4. HAUS Drink Menu List

| MENU LIST | MEDIUM | LARGE |
|-----------------------------|---------------|--------------|
| Black Jasmine Tea | IDR 5,000 | IDR 6,000 |
| Green Thai Tea | IDR 8,000 | IDR 10,000 |
| Oreo Cheese | IDR 17,000 | IDR 18,000 |
| Taro Cheese | IDR 17,000 | IDR 18,000 |
| Choco Lava Milo Cheese | IDR 13,000 | IDR 14,000 |
| Boba Brown Sugar Fresh Milk | IDR 14,000 | IDR 17,000 |
| Red Velvet | IDR 13,000 | IDR 14,000 |

The HAUS best seller menu among the menus above is Choco Cheese with sweet and savory colat flavor processing techniques with this fresh menu suitable for chocolate fans.with this processing can be said to be the main menu of HAUS drinks because in the manager The savory taste of cream cheese gives a unique taste sensation to the overall taste of different drinks that are served into one menu that has its own taste and uniqueness.

Table 5. Characteristics By Gender

| GENDER | SUM RESPOND | PERCENTAGEEe |
|---------------|--------------------|---------------------|
| Man | 46 | 46,5 % |
| Woman | 54 | 53,5 % |

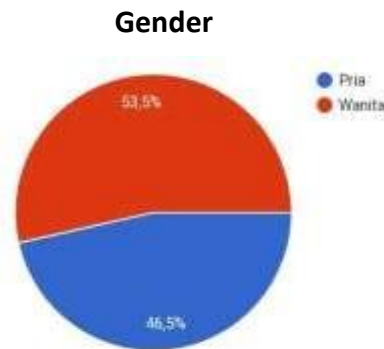


Figure 1. Gender

From the table above and the data collection figure for up to 100 respondents, there were 46 male respondents and 54 female respondents. Thus, it can be said that female respondents constitute 53.5% of the total frequency, while the remaining 46.5% of respondents are men. It can be concluded that female customers visit HAUS Sentosa Outlet in Depok more than male customers.

Table 6. Characteristics By Age

| AGE | NUMBER OF RESPONDENTS | PRESENTED |
|---------------|-----------------------|-----------|
| 17 - 20 Years | 8 | 8,5 % |
| 20 - 25 Years | 77 | 74,6 % |
| 25 - 30 Years | 11 | 12,7 % |
| >30 Years | 4 | 4,2 % |
| Total | 100 | 100 % |

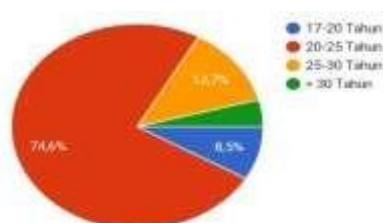


Figure 2. Age

From the table and figure above, the HAUS target market in Sentosa Depok shows the results of data collection from 100 respondents. Based on the number of respondents based on age criteria, namely: 17–20 years old as many as 8 respondents with a percentage of 8.5%; 20–25 years as many as 77 respondents with a percentage of 74.6%; 25–30 years old as many as 11 respondents with a percentage of 12.7%;

Table 7. Characteristics By Occupation

| Work | Number of Respondents | Percentage |
|------------|-----------------------|------------|
| Student | 6 | 5,6 % |
| Mahasiwa/I | 56 | 57,7 % |
| Wiraswasta | 3 | 2,15 % |
| Employee | 32 | 32,4 % |
| Other | 3 | 2,15 % |

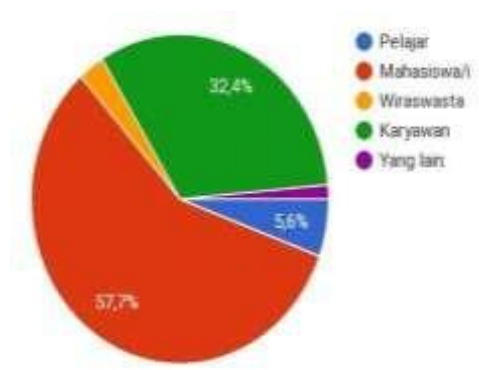


Figure 3. Work

From the table and figure above shows the results of data collection as many as 100 respondents, the number of respondents based on job criteria is 56 respondents with a percentage of 57.7%, Employees 32 respondents with a percentage of 32.4%, Entrepreneurs 3 respondents with a percentage of 2.15%, students 6 with a percentage of 5.6, others 3 respondents with a percentage of 2.15%. It can be concluded that the target market of HAUS at Sentosa Depok Outlet is students who are in the age range of 20-25 as in the previous age criteria description.

Discussion

The Effect of Product Variation on Repurchase Interest

Based on the results and statistical calculations of the SPSS Version 23 test. The influence of product variations consisting of indicators of size, price and appearance, then the calculated t value on product variations is 3.014 with a signification level of 0.05 or 5%. While the table t value of 100 and the signification level of 5% is 1.660. Therefore it is seen that the value of t-count > from t-table $3.014 > 1.660$ then H_0 is rejected. This means that Product Variations have a positive and significant effect on repurchase interest in HAUS drinks at Sentosa Depok Outlets. There are product variation results with indicators, namely sizes that read " HAUS Drinks At Sentosa Depok Outlets provide beverage sizes ranging from medium and large " Proving the greatest influence on repurchase interest with a mean calculation of 4.68.

Product variation strategy where the way to attract the attention of consumers so as to influence consumers in making purchases. This aims to anticipate the saturation point of consumers in choosing the type of product to be purchased so that there is no choice that is just that and can attract the attention of consumers. Product diversity according to Hendro & Syamswana (2017) is the number of selected items in each product category. A business that has a wide variety of products can be said to have good depth. The diversity of products in this study is called product diversification. This is because the HAUS drink has too many variations and diversity of menus that are often ignored and customers focus more on the main menu that characterizes the HAUS drink, The product variations do not have a significant influence on repurchase interest in customers because the main menu of HAUS drinks is a chocolate-flavored drink dish that is processed with chocolate flavor with cream cheese so that various kinds of other menu developments and innovations is not the customer's goal, this result is in accordance with research conducted by (Desi Peburiyanti, 2020)Product variations provided in complete stores and provide satisfaction for consumers will certainly facilitate consumers so that it will trigger repurchases in these consumers which affect customer behavior where customers respond positively to a product / service from a company and intend to re-consume the company's products.

The results of this study are in line with previous research conducted by (Desi Peburiyanti, 2020) entitled "The Effect of Sales Promotion, Product Variation and Service Quality on Repurchase Interest in Kanabini Batik in Tenggara" which states that Product Variations have a significant influence on consumer repurchase interest.

The Influence of Brand Image on Repurchase Interest

Based on the results and statistical calculations of the SPSS Version 23 test. The influence of *brand* image consisting of product image indicators and user image. In the brand image variable (X2) affects repurchase interest (Y) positively and significantly so that it states *that brand* image has a positive and significant effect on repurchase interest in HAUS drinks at Sentosa Depok Outlets. Based on the table data above shows that the t value of *calculating Brand image* is 4.307 with a signification level of 0.05 or 5%. While the table t value of 100 and the signification level of 5% is 1.660. Therefore it is seen that the value of t-count > from t-table $4.307 > 1.660$ then H_0 is rejected. This means that *brand image* has a positive and significant effect on repurchase interest in HAUS drinks at Sentosa Depok Outlets. There are product variation results on the user image indicator which reads "I feel more contemporary when I consume HAUS beverage products" Proving the greatest influence on repurchase interest with a mean calculation of 4.60. Brand image has a positive effect on repurchase interest, meaning that the better the brand image of HAUS beverage products in the eyes of consumers, The results of this study are in accordance with

previous research conducted by Gogi Kurniawan (2020) stated that brand image has a positive and significant effect on repurchase interest. Brand image is able to influence repurchase interest in customers by creating superior and competitive products, as well as creating affordable products and prices, *that brand image* is a consumer perception and trust in a brand obtained from experience with the brand or derived from searching for information that has been carried out.

How Word of Mouth Affects Repurchase Interest

Based on the results and statistical calculations of the SPSS Version 23 test. The influence of *word of mouth variations* consisting of indicators of transactional interest, refractory interest, preferential interest, and exploratory interest. Therefore, *the* word of mouth variable (X3) affects repurchase interest (Y) positively and significantly, thus stating that word of mouth has a positive and significant effect on repurchase interest in HAUS drinks at Sentosa Depok Outlets. Based on the table data above, it shows that the value of *t* calculated *word of mouth* is 3.900 with a significance level of 0.05 or 5%. While the table *t* value of 100 and the significance level of 5% is 1.660. Therefore it is seen that the value of *t*-count > from *t*-table 3,900 > 1,660 then *H*₀ is rejected. This means that *word of mouth* has a positive and significant effect on repurchase interest in HAUS drinks at Sentosa Depok Outlets. There is a word of mouth result on the transactional interest indicator which reads "I am interested in buying back HAUS drinks at Sentosa Depok outlets in the future" proving the greatest influence on repurchase interest with a mean calculation result of 4.66.

Word Of Mouth has a positive and significant effect that the better the promotion of HAUS beverage products in the eyes of consumers. *Word of mouth* usually occurs when consumers or customers talk about the service, brand, and quality of products that have been used to others. The results of this study are in accordance with previous research conducted by Kiki Joesyiana (2018) stating that *Word Of Mouth* can be interpreted in general as an activity to provide assessment information or views on a product of goods and services to the closest people whether the product or service is suitable for consumption or not for other potential consumers.

CONCLUSION

This study aims to determine the influence between Product Variations, Brand Image and Word Of Mouth on Repurchase Interest in HAUS drinks at Sentosa Depok Outlets, based on the results of research and discussions that have been conducted by researchers, it can be concluded that: a) Product Variations have a positive and significant influence on Repurchase Interest at HAUS Sentosa Depok Outlets. It can be concluded that the better the product variation, the repurchase interest increases. B) *Brand Image* has a significant influence on repurchase interest in HAUS drinks at Sentosa Depok outlets.

Word Of Mouth has a positive and significant influence on HAUS drinks at Sentosa Depok outlets, it can be concluded that the more strategic the *Word Of Mouth*, the interest in repurchase will increase.

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