THE INFLUENCE OF BRAND IMAGE, LOCATION, TRUST AND CONSUMER SATISFACTION ON THE REPURCHASE INTEREST OF ALFAMART CONSUMERS IN SOUTH JAKARTA IN 2021

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Abstract:
This study aims to analyze the influence of brand image, location, consumer trust and satisfaction on the repurchase interest of Alfamart consumers in South Jakarta in 2021. The sample in this study was 96 respondents using Anderson's formula. This study used primary data with a data collection method through questionnaires distributed to 96 respondents. Data analysis technique using inferential analysis with multiple linear regression and using SPSS program version 23.0. With data testing techniques used in this study include multiple linear regression tests, and research hypothesis testing. From the results of the analysis, it can be concluded that brand image, trust, and consumer satisfaction affect the repurchase interest of Alfamart consumers in Pasar Minggu in 2021. Meanwhile, location does not affect the repurchase interest of Alfamart consumers in South Jakarta in 2021.
Keywords: Brand Image, Location, Trust, Consumer Satisfaction, Repurchase Interest

INTRODUCTION

Very tight competition requires minimarket entrepreneurs to have different concepts. This can be seen from the emergence of many modern minimarket concepts that emerged after the success of Indomaret and Alfamart which were able to dominate the minimarket/modern shop business in Indonesia. In this situation, retail entrepreneurs are required to be different with fast working methods, modern interior designs, as well as creativity and innovation in the products they sell.

Competing minimarket entrepreneurs not only come from within the country but also come from abroad. Well-known international entrepreneurs have expanded their business scale, starting from creating cafes, providing fast food and drinks. Alfamart is a minimarket network that provides basic necessities and daily necessities. Alfamart is managed by PT. Source Alfaria Trijaya Tbk. Alfamart first opened on Jalan Beringin Raya, Karawaci – Tangerang, in 1999. In Indonesia, Alfamart has more than 15,000 outlets. Alfamart has also spread its wings internationally, covering the Philippines and has opened 1,000 branches there. The following is Alfamart's retail growth data in Indonesia:

Table 1. Alfamart Retail Growth Table 2014-2020

Year	Number of Alfamart Stores
2014	9861
2015	11111
2016	12366

2017	13477
2018	13679
2019	14310
2020	15434

Source: franchisealfamart.online

Based on data obtained from franchisealfamart.online, the number of Alfamart outlets reached 15,434 outlets as of 2020. This number increased by 1,124 outlets compared to 2019. The highest growth in Alfamart outlets occurred in 2014 - 2015, namely an increase of 1,250 outlets, while in 2017- 2018 saw the smallest growth in Alfamart outlets, namely 202 outlets. Looking at the data, Alfamart's business has proven to be accepted by the people as evidenced by the increasing number of Alfamart outlets. This year, the company is preparing 2.5 trillion – 3 trillion to add 650-850 outlets.

Reflecting on the concept of a supermarket brand that has a perfect design and marketing concept, the business of modern supermarkets and shops must also be present with differentiation, present more differently and look more attractive. Interior and exterior that are neatly arranged and up to date will increase the comfort of potential customers. The product variants provided are also products that are needed daily, and every minimarket is also required to have superior products that can attract potential customers.

Apart from the primary function of the minimarket, the facilities provided will also support potential customers who want to visit. such as a place for customers to rest or can be a place for young people to hang out. Because there are areas for resting and gathering, the function of minimarkets has shifted from providing residents' needs to something more, such as a café. Additional product variants such as fast food and drinks also make minimarkets a target for young people to gather because of their affordable prices.

For the success of a retail business, a company must be able to provide the right products by implementing the right marketing management skills. The company must be able to provide good service and good products to make it an added value compared to its competitors. The decision-making process is determined by consumer attitudes. The decision-making process is a problem-solving approach to human activities in purchasing goods or services to meet their needs. If consumers are satisfied with what the company provides, then this can create interest in repurchasing. Customers' repurchase interest in a product is very important for a company because this interest will lead to increased purchases among existing people. from Ummi (2019) repurchase interest is determined by several factors, one of which is brand image.

Brand image is what consumers think or enjoy when they hear or see the name of a brand or in essence what consumers have learned about the brand (Supranto and Limakrisna, 2011: 128). A beautiful brand image will form trust which results in consumers always wanting to buy the product because they have complete trust in the product. If consumer trust is destroyed then consumers will not want to buy the product again (Ainna, 2017).

Apart from brand image, trust and consumer satisfaction, choosing the perfect location can also determine the success of a business. According to Saparso (2015: 64), trust can be formulated as a form of customer trust that originates from the customer's belief that the company can be reliable and has high integrity. Trust is one of the keys to maintaining long-term relationships with consumers. Building consumer loyalty is the initial process of attracting consumer interest to buy the product again. (Rahmadani, 2020)

In the right location, an outlet will be more successful than another outlet that is less strategically located even though both sell the same product, with the same number of skilled

salespeople. if the location is strategic, it can be reached by consumers practically and can cause satisfaction. Location is the area where the company must be headquartered and carry out operations. A mistake in choosing a location will result in the company losing money (Lupiyoadi, 2004). Researchers are interested in conducting research in Pasar Minggu, South Jakarta.

In essence, another goal besides receiving profits means creating consumer satisfaction. If customers are satisfied with the services and products provided, it will provide benefits including a good relationship between consumers and the company, providing a good basis for repeat purchases, creating customer loyalty. (Ainna, 2017)

Research objectives are the answers or targets that the author wants to achieve in a study. Therefore, researchers want to know; (1) to analyze the influence of brand image on repurchase intention, (2) to analyze the influence of location on repurchase interest, (3) to analyze the influence of consumer trust on repurchase intention, and (4) to analyze the influence of consumer satisfaction on repurchase interest rebuy.

RESEARCH METHODS

The research method used in this research is associative research with a quantitative research approach. The research object is Alfamart consumers' repurchase interest which is influenced by brand image, location, trust and customer happiness. The data source in this research is primary data obtained through distributing questionnaires to respondents, namely Alfamart consumers at Pasar Minggu. The population in this research is an unknown number of consumers in South Jakarta by taking a sample of 10 Alfamart outlets. The sample used was 96 respondents taken using simple random sampling technique. The data collection technique used is a questionnaire which contains a list of questions in the form of closed questions with definite answers. The data analysis method used is a statistical analysis method using IBM Statistics 26 software. The classical assumption tests carried out are the normality test, multicollinearity test and autocorrelation test. The hypothesis test carried out was the t test using the independent variables marketing communications, product innovation and company image as well as the dependent variable customer loyalty.

RESULTS AND DISCUSSION

Instrument Test

Validity test

The validity test was carried out to test whether the questionnaire items proposed as instruments in this research were suitable for use. The calculation is by comparing the calculated r with the r table. If the calculated r has a value greater than the r table where the correlation coefficient is more than 0.195, then the entire statement is declared valid so it can be used in this research.

Brand Image (X1)

Below are the results of the validity test calculation which consists of 3 (three) statement items for the Brand Image variable (X1) using the SPSS 26 program as a tool to calculate a sample of 96 respondents, so that the following results are obtained:

Table 2. Brand Image Validity Test Results (X1)

Questionnaire	r Count	r Table	Description
Item X1.1	0.663	0.195	Valid
Item X1.2	0.893	0.195	Valid
Item X1.3	0.866	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2021

Based on the results of table 2 above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N-96th sample, namely 0.195, which means that the overall r count > r table. From the output of the Validity Test, it was found that the largest coefficient value of the brand image instrument (X1) was found in the second statement, namely 0.893, while the smallest value was found in the first statement with a value of 0.663.

From the overall output results of the proposed validity test using the SPSS 26 program as a calculation tool for the Brand Image variable (X1), it is declared valid so that all statements from the Brand Image variable (X1) can be used for the next stage.

Location (X2)

Below are the results of the validity test calculation which consists of 4 (four) Location variable statements (X2) using the SPSS 26 program as a tool to calculate a sample of 96 respondents, so that the following results are obtained:

Table 3. Location Validity Test Results (X2)

Questionnaire	r Count	r Table	Information
Item X2.1	0.702	0.195	Valid
Item X2.2	0.772	0.195	Valid
Item X2.3	0.820	0.195	Valid
Item X2.4	0.856	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2021.

Based on the results of table 3 above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N-96th sample, namely 0.195, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Location instrument (X2) is found in the fourth statement, namely 0.856, while the smallest value is found in the first statement with a value of 0.702.

From the overall output results of the proposed validity test using the SPSS 26 program as a calculation tool for the Location variable (X2), it is declared valid so that all statements from the Location variable (X2) can be used for the next stage.

Trust (X3)

Below are the results of the validity test calculation which consists of 4 (four) statement items for the Trust variable (X3) using the SPSS 26 program as a tool to calculate a sample of 96 respondents, so that the following results are obtained:

Table 4. Trust Validity Test Results (X3)

Questionnaire	r Count	r Table	Information
Item X3.1	0.658	0.195	Valid
Item X3.2	0.713	0.195	Valid
Item X3.3	0.804	0.195	Valid
Item X3.4	0.747	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2021.

Based on the results of table 4. above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N-96th sample, namely 0.195, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Trust instrument (X3) is found in the third statement, namely 0.804, while the smallest value is found in the first statement with a value of 0.658.

From the overall output results of the proposed validity test using the SPSS 26 program as a calculation tool for the Trust variable (X3), it is declared valid so that all statements from the Trust variable (X3) can be used for the next stage.

Consumer Satisfaction (X4)

Below are the results of the validity test calculation which consists of 3 (three) statement items for the Consumer Satisfaction variable (X4) using the SPSS 26 program as a tool to calculate a sample of 96 respondents, so that the following results are obtained:

Table 5. Consumer Satisfaction Validity Test Results (X4)

Questionnaire	r Count	r Table	Information
Item X4.1	0.852	0.195	Valid
Item X4.2	0.552	0.195	Valid
Item X4.3	0.881	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2021

Based on the results of Table 5 above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N-96th sample, namely 0.195, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Consumer Satisfaction instrument (X4) is found in the first statement, namely 0.852, while the smallest value is found in the second statement with a value of 0.552.

Repurchase Interest (Y)

Below are the results of the validity test calculation which consists of 3 (three) statement items for the variable Repurchase Interest (Y) using the SPSS 26 program as a tool to help calculate a sample of 96 respondents, so that the following results are obtained:

Table 6. Validity Test Results of Repurchase Intention (Y)

Questionnaire	r Count	r Table	Information
Item Y.1	0.831	0.195	Valid
Item Y.2	0.819	0.195	Valid
Item Y.3	0.847	0.195	Valid

Source: Primary Data SPSS 26 Output Item-Total Statistics. Processed 2021

Based on the results of Table 6 above, it can be seen that all the questionnaires submitted have a Corrected Item Total Correlation value that is greater than the r table value in the N-95th sample, namely 0.195, which means that the overall r count > r table. From the output of the Validity Test, the largest coefficient value for the Repurchase Interest (Y) instrument is found in the third statement, namely 0.847, while the smallest value is found in the second statement with a value of 0.819.

From the overall output results of the proposed validity test using the SPSS 26 program as a calculation tool for the Consumer Satisfaction (Y) variable, it is declared valid so that all statements from the Consumer Satisfaction (Y) variable can be used for the next stage.

Reliability Test

Reliability test is a test used to determine the consistency of a measuring instrument, whether the measuring instrument can be relied upon for further use. After the validity test is declared valid, a reliability test is then carried out using the Cronbach's Alpha formula. Where an instrument can be said to be reliable if it has a reliability coefficient or alpha of more than 0.6. The reliability test results are presented in the table below:

Table 7. Reliability Test Results

No.	Variable	Reliability	Alpha
1.	Brand Image (X1)	0.742	0.6
2.	Location (X2)	0.797	0.6
3.	Trust (X3)	0.682	0.6
4.	Consumer Satisfaction (X4)	0.665	0.6
5.	Repurchase Interest (Y)	0.775	0.6

Source: SPSS Primary Data 26. Output Reliability. Processed 2020

From the results of data processing carried out using the SPSS 26 program as a calculation tool, in table 7 above it can be said that the totality of the questionnaire items for each variable Brand Image (X1), Location (X2), Trust (X3), Consumer Satisfaction (X4) and Repurchase Intention (Y) in this study is reliable as shown by the Cronbach's alpha value for all variables having a good value, namely above 0.6. So it can be interpreted that all the values of this research variable are said to be good and acceptable, as seen from the Realiability statistics output, namely the Cronbach's alpha value of all variables above the good level.

Classic assumption test

In this research, the classical assumption test was carried out with four tests, namely, normality test, multicollinearity test, heteroscedasticity test and autocorrelation test with a sample size of 96 respondents.

Normality test

One Sample Kolmogorov–Smirnov Test, or Normality Test is used to determine the population distribution, whether it follows a theoretical distribution (normal, Poisson, or uniform). Which aims to test whether in the regression model, the dependent variable and the independent variable both have a normal distribution. Distribution data is said to be normal if the level of significance value is $> \alpha = 0.05$ and if vice versa $< \alpha = 0.05$ then it is said to be abnormal. Below is a table of results from the Normality Test in this study.

Table 8. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		96
Normal Parameters, b	Mean	0
	Std. Deviation	0.96376241
Most Extreme Differences	Absolute	0.063
	Positive	0.063
	Negative	-0.057
Statistical Tests		0.063
Asymp. Sig. (2-tailed)		,200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: SPSS Output 26. Coefficients, linear regression. Processed 2021.

The results from Table 8 above show that the Asymp Sig. (2tailed) is 0.2. This means that the regression model in this study has a normal sample distribution based on the significance value $> \alpha = 0.05$. So it can be said that the distribution of Repurchase Interest results originating from

Brand Image, Location, Trust and Consumer Life Satisfaction is normally distributed at the significance level α = 0.05.

Multicollinearity Test

The multicollinearity test is used to determine whether or not there are deviations from the classic assumption of multicollinearity, namely the existence of a linear relationship or variance inflation factor (VIF) value. If the Tolerance value is > 0.1 or VIF < 10, then it can be said that there is no multicollinearity in the model being studied. To find out whether multicollinearity occurs, see table 9 below. Based on table 9 (Coefficients) it can be seen that the variance inflation factor (VIF) for each independent variable has the following values:

Table 9. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,500	1,134		3,085	,003		
	X1	,197	,074	,217	2,663	,009	,836	1,196
	X2	,020	,049	,038	,399	,691	,629	1,590
	X3	,104	,075	,134	1,402	,164	,605	1,653
	X4	,409	,075	,498	5,427	,000	,659	1,517

a) The VIF value for the Brand Image variable (X1) is 1.196 < 10 and the tolerance value is 0.836 > 0.10.
b) The VIF value for the Location variable (X2) is 1.590 < 10 and the tolerance value is 0.629 > 0.10.
c) The VIF value for the Trust variable (X3) is 1.653 < 10 and the tolerance value is 0.605 > 0.10.
d) The VIF value for the Consumer Satisfaction variable (X4) is 1.517 < 10 and the tolerance value is 0.659 > 0.10.

Thus, it can be concluded that the regression equation model does not have multicollinearity and can be used in this research.

Heteroscedasticity Test

In a good Heteroscedasticity Regression test, heteroscedasticity should not occur. This test aims to test whether a regression model has unequal variances from one observation to another. A good regression model is one that is homoscedastic, or does not have heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the Glajser test where the test results can be seen in the table below.

Table 10. Heteroscedasticity Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1,541	,671		2,298	.024
	Brand_Image	,002	,044	,006	,056	,955
	Location	-.067	,029	-.294	-2,311	.073
	Trust	,010	,044	.031	,235	,814
	Consumer_Satisfaction	,008	,045	.023	,187	,852

a. Dependent Variable: Abs_RES

Table 10 above explains that the results of each independent variable, namely Brand Image (X1), Location (X2), Trust (X3), and Consumer Satisfaction (X4), using the Glatjer model, obtained

significant results greater than 0.05, which means the data In this research, there were no heteroscedasticity problems so this research can be continued.

Autocorrelation Test

Autocorrelation is a situation where there is a strong correlation between one observation and another observation arranged according to a time series. The Autocorrelation Test aims to test whether in the linear regression model there is a correlation between confounding errors in the current period and confounding errors in the previous period. A good regression equation is one that does not have autocorrelation. If autocorrelation occurs then the equation is not good for production use. One measure to determine whether there is an autocorrelation problem is to use the Durbin-Watson (DW) test. The results of the autokeralcy test can be seen in the table below.

Table 11. Autocorrelation Test

Model Summary ^{b}

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,703a	0.494	0.472	0.985	1.72

a. Predictors: (Constant), X4, X1, X2, X3
b. Dependent Variable: Y

Based on table 11 it can be explained that the Durbin-Watson value is 1.720. Where the K value or number of independent variables is 4 and the N value or total respondent data = 96. So we get the dL value = 1.5821 and the dU value = 1.7553 then the 4-dU value = 2.2447. If it is included in the criteria, the results obtained are dU < DW < 4-dU (1.5821 < 1.720 < 2, 2.2447) which means that the regression model obtained does not have autocorrelation.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y). Where the independent variables are Brand Image (X1), Location (X2), Trust (X3), and Consumer Satisfaction (X4) and the dependent variable is Repurchase Intention (Y). In calculating the regression coefficients in this study, the SPSS 26 program was used. Below are the output results presented in the following table.

Table 12. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient s Beta	t	Sig.
		B	Std. Error			
1	(Constant)	3.5	1,134		3,085	0.003
	X1	0.197	0.074	0.217	2,663	0.009
	X2	0.02	0.049	0.038	0.399	0.691
	X3	0.104	0.075	0.134	2,402	0.164
	X4	0.409	0.075	0.498	5,427	0

a. Dependent Variable: Y

From table 12 it can be seen that the multiple linear regression equation known in the Standardized Coefficient column is as follows:

Y = 0.217X1 + 0.038X2 + 0.134X3 + 0.498X4

Information:

Y   = Repurchase Intention

X1   = Brand Image

X2   = Location

X3   = Trust

X4   = Consumer Satisfaction

The interpretation of the results of this equation is as follows:

1) The estimated coefficient uses the standardized coefficient value of the brand image variable of 0.217 with a positive sign which means that a good brand image will increase consumers' repurchase interest.

2) The estimated coefficient uses the standardized coefficient value for the location variable of 0.038 with a positive sign which means that a good location will increase consumers' repurchase interest.

3) The estimated coefficient uses the standardized coefficient value of the trust variable of 0.134 with a positive sign which means that good trust will increase consumers' repurchase interest.

4) The estimated coefficient uses the standardized coefficient value of the consumer satisfaction variable of 0.498 with a positive sign which means that good consumer satisfaction will increase consumers' repurchase interest.

Model Feasibility Test

To test the significance of the influence of the independent variables, namely Brand Image (X1), Location (X2), Trust (X3), and Consumer Satisfaction (X4) on the dependent variable, namely Repurchase Intention (Y), the ANOVA test (F Test) was used. The test results using a significance level of 0.05 are as follows:

Table 13. Model Feasibility Test

ANOVAᵃ

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	86,260	4	21,565	22,240	,000b
	Residual	88,240	91	,970		
	Total	174,500	95			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X1, X2, X3

As shown in the Anova Table data output in Table 13 above, it can be explained that the calculated F value is 22.240 with a sig value of 0.000. Based on the results of calculations assisted by the SPSS 26 program, the value Sig = (0.000) is obtained which is smaller than the alpha or error limit level obtained, namely 5% (α = 0.05). The meaning of the Sig value in the Anova table, the model is said to be significant because it is below the specified alpha value limit of 0.000 < 0.05.

So it can be concluded that in this study the model is said to be significant and suitable for use in this research based on the Sig value obtained, that all independent variables can explain any changes in the value of the dependent variable because they have a significant influence.

Coefficient of Determination (R²)

Coefficient of Determination Analysis (R^2) is used to determine how much the independent variable developed in this research is able to explain the dependent variable.

Table 14. Coefficient of Determination (R²)
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the
1	,703a	,494	,472	,985

a. Predictors: (Constant), X4, X1, X2, X3
b. Dependent Variable: Y

In Table 14 it can be seen that the Coefficient of Determination (R^2) is 0.494. This means that the relationship between the independent variable and the dependent variable is 49.4%, which means that 49.4% of the variation in Repurchase Intention is influenced by variations in Brand Image, Location, Trust and Consumer Satisfaction, while 50.6% is explained by the following factors. other factors outside the regression model analyzed in this study.

t test (Research Hypothesis Test)

This test is used to determine the significance of the influence of independent variables partially or individually on the dependent variable. This effect can be estimated with the significant value and t count obtained. To find out whether Brand Image (X1), Location (X2), Trust (X3), and Consumer Satisfaction (X4) have a significant effect on Repurchase Intention (Y).

Table 15. T test
Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,500	1,134		3,085	,003
	X1	,197	,074	,217	2,663	,009
	X2	,020	,049	,038	,399	,691
	X3	,104	,075	,134	2,402	,164
	X4	,409	,075	,498	5,427	,000

a. Dependent Variable: Y

Based on the calculation results in table 15, it is explained as follows:
a) Brand Image Hypothesis Testing (X1) on Repurchase Intention (Y)
    Based on the test results in table 4.24 above, it shows that the t-count value for the Brand Image variable (X1) is 2.663 and the significant value is 0.009 (0.009 < 0.05), then Ho is rejected and Ha is accepted, which means there is a positive and significant influence between Brand Image (X1) to Repurchase Interest (Y).
b) Location Hypothesis Testing (X2) on Repurchase Intention (Y)
    Based on the test results in table 4.24 above, it shows that the t value for the Price variable (X2) is 0.399 and the significant value is 0.691 (0.691 > 0.05), then Ho is accepted and Ha is rejected, which means there is a negative and insignificant influence between Location (X2) to Repurchase Interest (Y).
c) Testing the Trust Hypothesis (X3) on Repurchase Intention (Y)
    Based on the test results in table 4.24 above, it shows that the t value for the Price variable (X2) is 2.402 and the significant value is 0.164 (0.164 > 0.05), then Ho is rejected and Ha is accepted, which means there is a positive and insignificant influence between Trust (X3) to Repurchase Interest (Y).
d) Testing the Hypothesis of Consumer Satisfaction (X4) on Repurchase Intention (Y)

Based on the test results in table 4.22 above, it shows that the calculated value of the Consumer Satisfaction variable (X4) is 5.427 and the significant value is 0.000 (0.000 < 0.05), then Ho is rejected and Ha is accepted, which means there is a positive and significant influence between Consumer Satisfaction (X4) to Repurchase Interest (Y).

Discussion

Influence of Brand Image (X1) on Repurchase Intention (Y)

According to the results of research conducted by researchers, the results were obtained that brand image has a positive and significant effect on repurchase interest at Alfamart. According to Kotler and Keller (2009), brand image is the consumer's perception of a brand as a reflection of the brand associations that exist in the consumer's mind.

From the results of the average mean brand image holistically, it is identified that the brand image gets a good score. The largest mean resulting from the first statement was 4.52, namely regonation. According to the mean of the questionnaire indicators, it can be observed that the brand affinity variable image indicator has the lowest value at 4.02

The results of this research illustrate that Alfamart consumers' repurchase interest can be built by improving the brand image which consists of indicators of reputation, reputation and affinity. This positive influence means that as the company's brand image increases, Alfamart consumers' repurchase interest in South Jakarta also increases, and vice versa. If the company's brand image decreases, Alfamart consumers' repurchase interest will also decrease. The results of this research are in line with research conducted by Indah (2021) which states that brand image has a positive and significant effect on repurchase intention.

Influence of Location (X2) on Repurchase Intention (Y)

Based on the results of research conducted by researchers, the results were obtained that location has a negative and insignificant effect on repurchase interest at Alfamart. Location according to Bowerox and Cooper in Ari Setiyaningrum (2015: 158) states that: "Distribution channels (location) or marketing channels are a business structure consisting of interrelated organizations, starting from the place where the product is made to the last seller with the purpose of transferring the product and ownership to the final user, namely personal consumption or users"

This negative and insignificant influence means that the level of interest in repurchasing will still occur among Alfamart consumers regardless of whether or not there is a location level in the company. According to the results of the overall mean location, it is identified that the location gets a good score. The largest mean obtained from the first statement is 4.15, namely parking space. This is in line with research conducted by Husni (2018) which states that location has a negative and insignificant effect on repurchase intention.

The Influence of Trust (X3) on Repurchase Intention (Y)

Based on the results of research conducted by researchers, the results were obtained that Trust has a positive and insignificant effect on Repurchase Interest at Alfamart. According to Mowen and Minor in Donni Juni (2017: 116), "Trust is all the knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes and benefits."

This positive and insignificant influence means that trust will increase, which will increase consumers' repurchase interest. According to the overall mean trust results identified that the trust gets a good score. The largest mean resulting from the third statement was 4.33, namely concern. This is in line with research conducted by Ainna (2017) which states that trust has a positive effect on repurchase intention.

The Influence of Consumer Satisfaction (X4) on Repurchase Intention (Y)

Based on the results of research conducted by researchers, the results were obtained that Consumer Satisfaction which consists of conformity to expectations, ease of processing, and willingness to recommend has a positive and significant influence on Repurchase Interest at Alfamart. according to Kotler and Keller (2009:138) Consumer satisfaction means a person's feelings of happiness or disappointment that arise from comparing the product's perceived performance (or results) against their expectations.

According to the results of the average mean overall consumer satisfaction, it is identified that consumer satisfaction gets a good value. The largest mean resulting from the first statement is 4.64, namely ease of obtaining. Consumer satisfaction is the variable that has the greatest contribution value.

This positive impact means that as company customer satisfaction increases, Alfamart consumers' repurchase interest in South Jakarta will increase and vice versa. If the company's location decreases, Alfamart consumers' repurchase interest will decrease. The results of this research are in line with research conducted by Liza (2019) which states that consumer satisfaction has a positive and significant effect on consumer repurchase interest.

CONCLUSION

Based on the results of research and explanations in the previous chapter, as well as discussions accompanied by theories and concepts that support this theory entitled The Influence of Brand Image, Location, Trust and Consumer Satisfaction on Intention to Repurchase Alfamart in South Jakarta, it can be concluded as follows; (1) Brand image has a positive and significant effect on Alfamart Consumer Repurchase Interest in South Jakarta. So it can be concluded that the more the company's brand image improves, the more Alfamart consumers will repurchase interest. A good company brand image will provide many benefits for business success, one of which is marketing products, (2) location does not have a significant effect on Alfamart Consumer Repurchase Interest in South Jakarta. It can be concluded that location does not influence consumers' repurchase interest. Repurchase interest can still occur regardless of whether there is a location level at Alfamart or not, (3) trust influences Alfamart Consumer Repurchase Intention in South Jakarta. It can be concluded that the higher the level of public trust in Alfamart can increase consumers' repurchase interest, and (4) consumer satisfaction has a positive and significant effect on Alfamart consumers' repurchase interest in South Jakarta. The higher consumer satisfaction will increase Alfamart consumers' repurchase interest. Consumer satisfaction is one of the factors that forms repurchase interest. If consumers are satisfied with the services and products provided, this can make consumers want to repurchase the products and services provided.

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