

PERSONAL SELLING MODERATING VALUES AND PRICE ON REVISIT BY MEDIATING CUSTOMERS' SATISFACTION

Surya Bintarti¹, Nur'aeni², Indra Permana³, Ergo Nurpatria⁴

^{1,2,3,4}Faculty of Economics and Business, Universitas Pelita Bangsa, Bekasi, West Java, Indonesia

¹ surya.bintarti@pelitabangsa.ac.id ² nur'aeni@pelitabangsa.ac.id ³ indra.permana@pelitabangsa.ac.id

PAPER INFO ABSTRACT

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Background: Millennials tend to want to try everything they see on the internet, characters who like to try and be expressive as an example of one of them are food, this of course affects the lifestyle of the millennial generation. Various kinds of bakeries spread across Indonesia, sales of Holland Bakery always occupy the third position. Holland Bakery offers a variety of interesting products to consumers.

Aim: This study aims to examine the relationship between perceived value and price on repurchase intentions through the mediation of consumer satisfaction moderated by personal selling.

Methods: This research uses quantitative methods. Sampling in this study used the Non Probability Sampling Method with a purposive technique. The population used by the community in Bekasi district. The samples obtained were 100 consumer respondents who consumed Holland Bakery. This research data analysis fully uses SmartPLS 4.0.

Findings: Personal selling can play a role in strengthening the perceived value of consumer repurchase intentions of Sari Roti and BreadTalk brand bread, but not so for Holland Bakery brand products that personal selling has a direct role on repurchase intention. Personal selling can play a role in strengthening the price of consumer repurchase intentions of Holland Bakery and BreadTalk brand bread, but not so for Sari Roti brand products that personal selling has a direct role on repurchase intention.

KEYWORDS *perceived value, price, consumer satisfaction, personal selling, repurchase intention*



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INTRODUCTION

The current business in Indonesia, especially in the food sector, has grown rapidly over time. This can be seen in the development of ready-to-eat products for practical daily meals. Based on environmental phenomena, bread is one of the favorite foods to replace rice. The bakery market in Bekasi has great opportunities for entrepreneurs. The demand for bread continues to increase, even though bread is not a staple food. Achievement of sales in the first half of 2022 reached IDR 1.79 trillion, an increase of fifteen point one percent. This was driven by an increase in demand for bakery products in line with the recovery from Covid-19 and an increase in selling prices which had been carried out since the first quarter of 2022 by ten percent (Handoyo, 2022).

Three companies currently known to the Indonesian public, based on Top Brand Award data from 2018 to 2022 show that Sari Roti's sales level is in first place with an acquisition of sixty-five point two percent, BreadTalk's second position is fifteen point one percent, Holland Bakery took third place at five point one percent. Sari Roti had controlled the market share of up to seventy-two point eight percent in 2018, but this figure has continued to decline until now to sixty-five point two percent, even though the Sari Roti bakery company has experienced

a decline, there are still many consumers who consume the Sari Roti bakery company and do repurchases beat bread companies Holland Bakery and BreadTalk (Top Brand Award, 2022).

Holland Bakery's bread company is lagging behind Sari Roti and BreadTalk, where Holland Bakery is a bakery company that was established earlier than Sari Roti and BreadTalk in Indonesia, this is very interesting to analyze. Repurchase intention can be understood as an action in which a consumer buys the same product or uses the same service again from a company without significant consideration (Riptiono, 2013; Tresna et al., 2019). Hellier et al. (2003) in Anjani (2021) stated that repurchase intention can be understood as someone's intentional decision to buy a particular product or service based on post-purchase experience from positive or negative responses, and also has four indicators to measure a request repurchase to a consumer, namely: explorative interest, referential interest, preferential interest and transactional interest. Consumer satisfaction can also influence a person's purchasing decision.

Customer satisfaction directly or indirectly affects the development of bakery companies. Consumer satisfaction results from consumer evaluation of products or services in terms of those products or services that meet the needs and expectations of a customer (Kristianto et al., 2022; Zeithaml et al., 2009). Customer satisfaction with certain transactions is the first result after purchase or positive feelings originating from recent transaction experiences (Bintarti & Kurniawan, 2017; Oliver, 1993).

Taste quality is the key to success in creating and building a bakery company. The public's interest in enjoying a bakery product is a consideration for a company to provide good and satisfying product quality and service quality. The quality of the Sari Roti bakery uses high quality ingredients made from one hundred percent whole wheat, has a large fiber content, is free from chemicals, and has a delicious taste and soft texture. The quality that belongs to BreadTalk is using high quality ingredients, the taste and tenderness of the bread. And the quality that is owned by the Holland Bakery bakery uses high-quality ingredients, made from whole wheat which is high in fiber and contains minerals and vitamins E and B, and has a soft texture and an authentic taste. Woodruff (1997) in Satriandhini (2019) defines customer value based on the customer's assessment of what is received (benefits provided by the service) and what is provided (cost or sacrifice in obtaining and using the service). The results found by Santriandhini et al. (2019) reveal that perception of value have a positive and significant effect on repurchase intention, and the results from Han et al. (2019) that perceived value has a positive effect on repurchase intention. These results are different from the results found by Muhajir and Indarwati (2021), in which perceived value has no effect on repurchase intention, and the results of (Lianto, 2019) also state that perceived value has a negative and insignificant effect on repurchase intention. Product packaging can also affect a perceived value to a consumer.

Unique product packaging can always attract the attention of potential customers. The packaging used at the Sari Roti bakery company uses branded plastic packaging, and also uses a special plastic bag for every purchase of its products. BreadTalk products use unbranded plastic, but for packaging they use paid paper bags. For bakery companies, Holland Bakery uses branded plastic packaging, and also for packaging it uses paid paper bags. Packaging today is not only designed to hold contents together and protect goods as they move through distribution channels, but also to make products easier and safer to promote and use. In addition

to good product quality, packaging also matters. Because unique and innovative packaging can satisfy consumers. Therefore, the more unique the product packaging, the more satisfied (Anggi et al., 2017; Lamb et al., 2001).

One of the things that is very helpful in maintaining and increasing the sales of a bakery business is Brand Image. The brand image of the Sari Roti bakery company is known as "Sari Roti, Indonesian bread", BreadTalk is seen from its logo, and Holland Bakery is seen from the logo and also Holland Bakery is top because of its quality. Variants of taste are very important in a bakery. Holland bakery company has more variants compared to Sari Roti and BreadTalk. Sari Roti has 51 (fifty one) variants, BreadTalk bakery company has 160 (one hundred and sixty) variants, and Holland Bakery has quite a lot of variants, namely 270 (two hundred and seventy) variants. Product variants are the entire product, which consists of the depth, breadth and quality of the products provided as well as product availability at any time in the store (Ariyanto, 2020; Liwe, 2013).

Setting prices is not easy in a bakery. The price of bread with the lowest price was achieved by the Sari Roti bakery company with a price of five thousand to twenty thousand five hundred rupiah, BreadTalk with a price of seven thousand five hundred to one hundred and fifteen thousand rupiah, and the price of Holland Bakery bread was more expensive than Sari Roti bread. and BreadTalk, which costs five thousand seven hundred rupiahs to one million four hundred and ninety nine rupiahs. Price is a fee paid to consumers to obtain, control, and use a product. Hasan (2018) in Qudus and Amelia (2022) mentions some of the price indicators used are price compatibility with product quality, price compatibility with interest, price affordability, and price competitiveness. Price can be understood as the main factor that is always taken into account when making decisions in choosing or buying a product (Hadi, 2021; Kim et al., 2020). Price refers to the value of money (monetary) and voluntary (non-monetary) made by a customer to obtain a product (Yasri et al., 2020). The results found by Qudus and Amelia (2022) state that price has a positive influence on repurchase intention, and the results from Hadi (2021) also state that price has a positive and significant influence on repurchase intention. These results are different from the results found by Yasri et al. (2020) price perception has no effect on repurchase intention, and also the results from Uslu and Huseynli (2018) also state that price has a negative and insignificant effect on repurchase intention.

The research gap above shows the impact or role of other variables outside of the perceived value and price variables on repurchase intentions, namely Personal Selling. Promotion is very important in running a business. Bakery companies really need promotion in order to attract customers. The promotion strategy carried out by the bakery company Sari Roti is through advertising on social media (Instagram, Facebook, Youtube, and Twitter), Word of Mouth, working with educational institutions, picking up consumers, and giving discounts. BreadTalk markets its products through social media (Instagram, Facebook, Youtube, Twitter), Word of Mouth, and also advertises using banners.

Promotions carried out at Holland Bakery bakery companies through social media (Instagram, Facebook and Twitter), Word of Mouth, advertising using banners, utilizing online delivery applications, providing discounted prices, and free shipping via website purchases. Personal selling is the interaction between consumers and sellers, and processes designed so that consumers buy the products offered by persuading the consumers themselves (Prihatini & Gumilang, 2021; Shimp, 2014). The dimensions of Personal Selling consist of product

knowledge, empathy, and communication skills (Prihatini & Gumilang, 2021; Shimp, 2014). Personal selling is a personal presentation of a seller to a company to make sales and build relationships with a consumer (Anggarawati et al., 2022; Kotler et al., 2001).

Based on the explanation above, perceived value and price have a gap in research on repurchase intentions. The results of a research study on perceived value on repurchase intention found state that perceived value has a positive and significant effect on repurchase intention (Satriandhini et al., 2019). Perceived value has a positive effect on repurchase intentions (Han et al., 2019). These results are different from the results found by Muhajir and Indarwati (2021) who stated that perceived value has no effect on repurchase intentions. Perceived value has a negative and insignificant effect on repurchase intention (Lianto, 2019).

Likewise with prices, the results of research studies found by Qudus and Amelia (2022) state that prices have a positive influence on repurchase intentions, and the results from Hadi (2021) also state that prices have a positive and significant influence on repurchase intention. These results are different from the results found by Yasri et al. (2020) price perception has no effect on repurchase intention, and also the results from Uslu and Huseynli (2018) also state that price has a negative and insignificant effect on repurchase intention.

Based on the explanation that has been presented, there are several stated research objectives, namely: First, to test and explain the perceived value of consumers and the prices set for the Holland Bakery, Sari Roti, and Bread Talk bread brands. will affect the repurchase intention. Second, testing and explaining the perceived value and price set for Holland Bakery, Sari Roti, and Bread Talk bread brand products will affect repurchase intentions through the mediation of consumer satisfaction. The third is to test and explain the level of consumer satisfaction with Holland Bakery, Sari Roti, and Bread Talk bread brand products that will affect repurchase intentions. Fourth, to test and explain the perceived value of the prices set for the Holland Bakery, Sari Roti, and Bread Talk bread brand products that will affect repurchase intentions with Personal Selling mediators.

The hypothesis used in this study are:

- 1) H₁: The perceived value of the Holland Bakery, Sari Roti, and Bread Talk bread brand products has a significant positive effect on influencing repurchase intentions, where the established hypothesis is supported by theoretical studies and previous research results as follows: (Han et al., 2019; Satriandhini et al., 2019; Tresna et al., 2019; Woodruff, 1997).
- 2) H₂: Prices set for Holland Bakery, Sari Roti, and Bread Talk bread brand products will affect repurchase intentions, where the set hypothesis is supported by theoretical studies and previous research results as follows: (Hadi, 2021; Hasan, 2018; Mahendrayanti & Wardana, 2021; Qudus & Amelia, 2022);
- 3) H₃ and H₄: Perceived value and price set for Holland Bakery, Sari Roti, and Bread Talk bread brand products will affect repurchase intentions through the mediation of consumer satisfaction, in which the set hypothesis is supported by theoretical studies and results previous research as follows: (Dewi & Andjarwati, 2018; Irawan, 2008; Kristianto et al., 2022; Miao et al., 2021; Salim et al., 2020; Salsabila et al., 2022);
- 4) H₅: Consumer satisfaction with Holland Bakery, Sari Roti, and Bread Talk bread brands will influence repurchase intentions, where the set hypothesis is supported by

theoretical studies and previous research results as follows: (Anjani, 2021; Hellier et al., 2003; Praja & Haryono, 2022; Setiawan & Rastini, 2021); and

- 5) H₆ and H₇: Perceived value and price set for Holland Bakery, Sari Roti, and Bread Talk bread brand products will influence repurchase intentions with Personal Selling moderation, which in the established hypothesis is supported by theoretical studies and results previous research as follows: (Anggarawati et al., 2022; Prihatini & Gumilang, 2021; Shimp, 2014).

METHODS

This study used a quantitative method, because this method is very suitable for authentication (Ghozali, 2021). This filling data can be measured in the form of a questionnaire with a Likert Scale research model that is filled out by respondents in the questionnaire that will be distributed. The population in this study were all people who had bought or consumed Holland Bakery, Sari Roti, and Bread Talk bread , with an age limit of 17-60 years and residing in the areas of North Cikarang, West Cikarang, East Cikarang, South Cikarang, Bekasi Regency. So that the nature of the population is non-probability sampling. The technique of taking respondents in populations that are non-probability sampling is purposive sampling. The purposive technique can be understood as a sampling technique with certain considerations. In determining the number of samples in this study, it is recommended that a sample size be between 50 and 500 (Ghozali, 2021).

Descriptive statistical analysis and inferential analysis were used to analyze the data in this study, with the steps carried out using descriptive statistical analysis , inferential statistical analysis. The modeling that will be used in this study is the Structural Equation Model (SEM) to examine the relationship between the independent variable and the dependent variable. This study uses SEM modeling because it can be used to perform confirmatory factor analysis and path analysis. SEM modeling can be used to perform simultaneous testing of relatively complex sets of relationships (Ferdinand, 2014) . The SEM modeling in this study will utilize Partial Least Square (PLS) analysis using the Wrap PLS application version 7.0.

RESULTS AND DISCUSSION

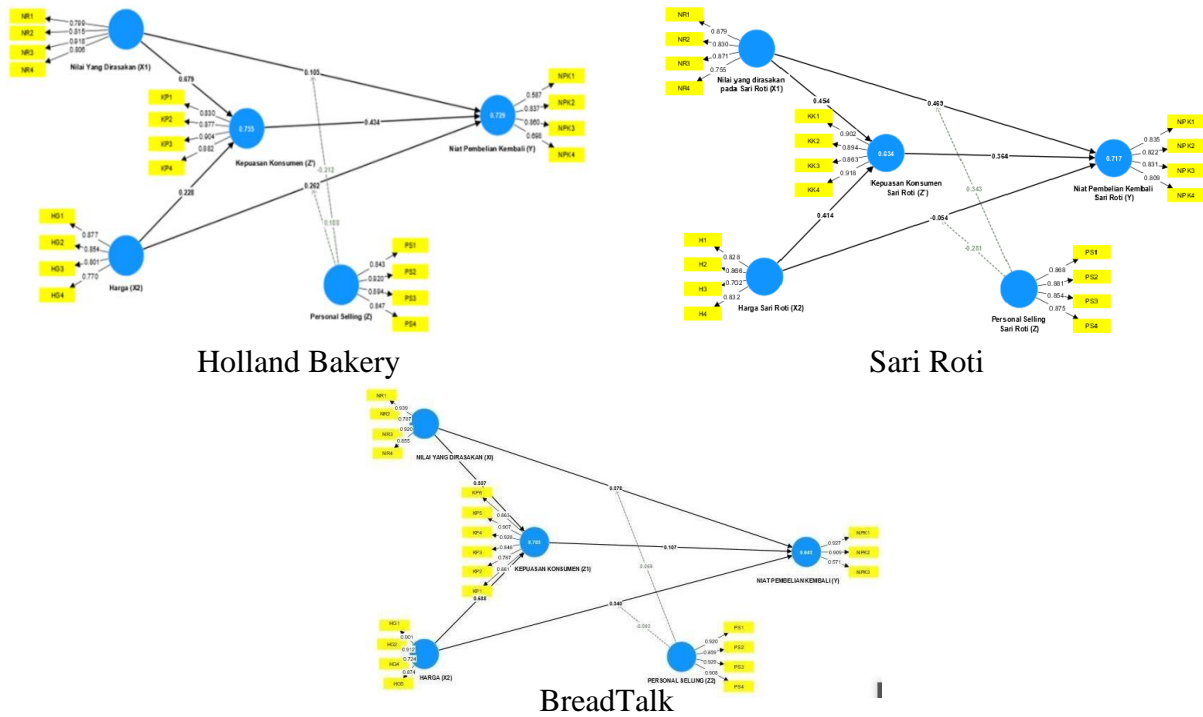


Figure 1. SEM-PLS Test Results

Source: Results of Primary Data Processing, 2023

Inner Model Evaluation Test as the Relationship and Effect of Research Variables

Table 4. Inner Model Evaluation Test

Hypothesis Description	R-Square		
	Holland Bakery	Sari Roti	BreadTalk
Perceived Value → Repurchase Intention	0.105	0.469	0.373
Price → Repurchase Intention	0.262	-0.054	0.340
Perceived Value → Repurchase Intention → Consumer Satisfaction	0.679	0.165	0.307
Price → Repurchase Intention → Consumer Satisfaction	0.228	0.151	0.688
Consumer Satisfaction → Repurchase Intention	0.434	0.364	0.107
Perceived Value → Repurchase Intention → Personal Selling	-0.212	0.343	0.058
Price → Repurchase Intention → Personal Selling	0.188	-0.281	0.082

Source: Results of Primary Data Processing, 2023

Holland Bakery

The R-square value of the perceived value variable on repurchase intention is 0.105. This shows that the perceived value of Holland Bakery products has a positive role on repurchase intention

The R-square value of the price variable on repurchase intention is 0.262. This shows that the price set for Holland Bakery products has a positive role on repurchase intention.

The R-square value of the perceived value variable on repurchase intention through the mediation of consumer satisfaction is 0.679. This shows that the perceived value of Holland Bakery products has a positive role on repurchase intention through the mediation of consumer satisfaction.

The R-square value of the price variable on repurchase intention through the mediation of consumer satisfaction is 0.228. This shows that the price set for Holland Bakery products has a positive role on repurchase intention through the mediation of consumer satisfaction.

The R-square value of the consumer satisfaction variable on repurchase intention is 0.434. This shows that the level of consumer satisfaction with Holland Bakery products has a positive role in repurchasing intentions.

The R-square value of the perceived value variable on repurchase intention moderated by personal selling is -0.212. This shows that the perceived value of Holland Bakery products has a negative role on repurchase intentions with moderation of personal selling.

The R-square value of the price variable on repurchase intention moderated by personal selling is 0.188. This shows that the price of Holland Bakery products has a positive role on repurchase intentions with moderation of personal selling.

Sari Roti

The R-square value of the perceived value variable on repurchase intention is 0.469. This shows that the perceived value of Sari Roti products has a positive role on repurchase intention.

The R-square value of the price variable on repurchase intention is -0.054. This shows that the price set for Sari Roti products has a negative role on repurchase intention.

The R-square value of the perceived value variable on repurchase intention through the mediation of consumer satisfaction is 0.165. This shows that the perceived value of Sari Roti products has a positive role on repurchase intention through the mediation of consumer satisfaction.

The R-square value of the price variable on repurchase intention through the mediation of consumer satisfaction is 0.151. This shows that the price set for Sari Roti products has a positive role on repurchase intention through the mediation of consumer satisfaction.

The R-square value of the consumer satisfaction variable on repurchase intention is 0.364. This shows that the level of consumer satisfaction with Sari Roti products has a positive role on repurchase intentions.

The R-square value of the perceived value variable on repurchase intention moderated by personal selling is 0.343. This shows that the perceived value of Sari Roti products has a positive role on repurchase intention with moderation of personal selling.

The R-square value of the price variable on repurchase intention moderated by personal selling is -0.281. This shows that the price of Sari Roti products has a negative role on repurchase intention by moderating personal selling.

BreadTalk

The R-square value of the perceived value variable on repurchase intention is 0.373. This shows that the perceived value of BreadTalk products has a positive role on repurchase intention.

The R-square value of the price variable on repurchase intention is 0.340. This shows that the price set for BreadTalk products has a positive role on repurchase intention.

The R-square value of the perceived value variable on repurchase intention through the mediation of consumer satisfaction is 0.307. This shows that the perceived value of BreadTalk products has a positive role on repurchase intention through the mediation of consumer satisfaction.

The R-square value of the price variable on repurchase intention through the mediation of consumer satisfaction is 0.688. This shows that the price set for BreadTalk products has a positive role on repurchase intention through the mediation of consumer satisfaction.

The R-square value of the consumer satisfaction variable on repurchase intention is 0.107. This shows that the level of consumer satisfaction with BreadTalk products has a positive role on repurchase intentions.

The R-square value of the perceived value variable on repurchase intention moderated by personal selling is 0.058. This shows that the perceived value of BreadTalk products has a positive role on repurchase intentions with moderation of personal selling.

The R-square value of the price variable on repurchase intention moderated by personal selling is 0.082. This shows that the price of BreadTalk products has a positive role on repurchase intention with moderation of personal selling.

CONCLUSION

The perceived value of the Holland Bakery, Sari Roti and Bread Talk brand products can encourage consumers to repurchase, because the quality of taste offered by Holland Bakery and Sari Roti is very appropriate so that consumers want to repurchase.

The prices set for the Holland Bakery and Bread Talk brand bread products can encourage consumers to repurchase, because the prices of bread offered for the Holland Bakery and Bread Talk brands are very affordable and in accordance with consumer desires so that consumers have the desire to buy again. However, the price of Sari Roti brand products does not encourage consumers to intend to repurchase, because consumers assume that the prices set for Sari Roti products are in accordance with the quality offered by consumers, so consumers ignore prices and do not make excuses for make a repurchase

The value felt by consumers for Holland Bakery, Sari Roti, and BreadTalk brand products creates a feeling of satisfaction that encourages them to make repeat purchases, because the flavors offered by Holland Bakery, Sari Roti, and BreadTalk satisfy consumers. In the end, consumers make repeat purchases.

Prices set by producers for Holland Bakery, Sari Roti and BreadTalk brand products generate a feeling of satisfaction that can encourage repurchasing, because the prices offered by Holland Bakery, Sari Roti and BreadTalk are relatively affordable, and consumers are satisfied if the quality the product is as expected.

A high level of consumer satisfaction can encourage consumers to repurchase Holland Bakery, Sari Roti and BreadTalk brand products, because the higher the level of consumer

satisfaction with the quality of products offered by Holland Bakery, Sari Roti and BreadTalk, the higher the power attract consumers to buy back Holland Bakery, Sari Roti, and BreadTalk brand products.

Personal selling can play a role in strengthening the perceived value of consumers' repurchasing intentions of Sari Roti and BreadTalk bread brands, because with personal selling or direct face-to-face sales with good communication and service coupled with the high and good taste value of Sari Roti, of course it will increase the repurchase intention of Sari Roti consumers. However, this is not the case for Holland Bakery brand products that personal selling has a direct role in repurchasing intention, so it cannot strengthen the perceived value relationship to Holland Bakery consumer repurchase intentions, because Holland Bakery has its own taste but there are outlets that have less service so that Holland Bakery consumers do not repurchase.

Personal selling can play a role in strengthening the price of consumer repurchase intentions of Holland Bakery and BreadTalk brands, because personal selling can play a strong role in price on Holland Bakery consumer repurchase intentions, with personal selling the price offered by Holland Bakery is not a problem so that Holland Bakery consumers do repurchase. However, this is not the case for Sari Roti brand products that personal selling has a direct role in repurchasing intention, so it cannot strengthen the price relationship with Sari Roti consumer repurchase intentions, even in the absence of direct sales consumers will still look for Sari Roti products because prices determined according to quality, so that consumers will ignore the presence of personal selling.

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