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Does The Purchase Preference and Consumer Beliefs can Predicts Increased of Repurchase Intention of Traditional Culinary in Indonesia?

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Abstract: Kuningan Regency with an area of around 1,110 Km² which 3.14% of the total area of West Java Province with a population of 1,087,105 people. In 2020 there was a significant increase compared to the previous year, reaching 600%. This increase can also be a great opportunity for MSMEs or creative industry players in Kuningan Regency, West Java, one of which is Ibu Misarah's sticky rice. Consumers of Ms. Misarah's sticky rice have spread to the Jakarta area, but consumers only buy tape at certain times. The sustainability of MSMEs is also an important goal in the development of the Kuningan Regency area. This study aims to explore the effect of purchase preference and consumer beliefs on repurchase intention by using an online questionnaire instrument with a total of 100 respondents. Data processing in this study used the partial least square structural equation modeling technique (SEM-PLS). The results of this study indicate that purchase preference and consumer beliefs affect repurchase intention.

Keyword: Purchase Preference, Consumer Beliefs, Repurchase Intention, Traditional Culinary

INTRODUCTION

Sticky rice is a traditional food typical of Kuningan Regency, West Java. Traditional food is one sector of the creative industry that requires a touch of creativity. Kuningan Regency is a strategic city for developing creative industries. This is because Kuningan has an area of around 1,110 km² and is directly adjacent to Brebes and Cilacap Regencies. The city with the nickname "City of Horses" covers 3.14% of the total area of West Java Province with a population of 1,087,105 people (Sejarah Kuningan, Third Oldest Regency in West Java, n.d.).

The Kuningan creative industry sector has not experienced any development as can be seen from the fact that when the number of tourists increased in 2020 it did not have a significant impact on Small Medium Enterprises (SMEs).

The researcher conducted a pre-survey of 20 respondents who had purchased or tried Mrs. Misrah's sticky rice tape domiciled in Jakarta. Based on these results, 66.7% of respondents were not interested in buying back tape ketan. The discrepancy phenomenon found by researchers, even though local and foreign tourist visits experienced a significant increase, that did not have an impact on repurchasing interest in Ms. Misrah's sticky rice tape. Consumers have several factors in purchasing Ibu Misrah's sticky rice, including: The delicious taste, unique packaging, characteristics, long consumption period and the benefits of this sticky rice. In addition, based on the survey results that have been conducted, it can be seen that the purchase preference of sticky tape has a fairly high yield, up to 80%. However, consumer beliefs have not occurred in purchasing sticky tape because there are still many respondents who are not aware of the attributes of the sticky tape product. This becomes the researcher's question How influential are Purchase Preference and Consumer Beliefs in increasing repurchase intention.

Some researchers say that purchase preference has an influence on repurchase intention, it's just that the level of significance obtained is different. Purchase preference for fast food has an absolute significance level, but meat food has almost no effect. Based on this research, purchasing preferences have several factors including taste, uniqueness, emotional value, packaging, etc. Kung et al., (2021). In purchase preferences, there are other factors that can influence repurchase, namely consumer confidence in the product. Some researchers say that consumer beliefs have an influence on repurchase intention. Confidence and consumer trust have an absolute significance level for purchases at online stores but this does not occur in research on repurchasing at bakeries. Consumer confidence in a product has several factors including the benefits obtained and the familiarity with the product purchased Anafi, (2020) Anugrah, (2021).

From the data in the field, the phenomenon of the gap, and the research gap, the researcher formulates a research problem and questions, namely how much does purchasing preference influence repurchase intention and how much does consumer confidence affect repurchasing intention. So the purpose of this study was to evaluate and analyze the effect of purchase preferences on repurchase intentions, and evaluate and analyze the effect of consumer beliefs on repurchase intentions.

METHOD

In this study the approach method used is quantitative. The number of respondents obtained was 100 respondents. Some of the purposive sampling techniques used by the researchers provide some specific criteria, namely the respondent has bought or tried Mrs. Misrah's sticky rice tape and is domiciled in the Jakarta area. Data processing used by researchers is Structural Equation Modeling (SEM) Smart PLS Software.

RESULTS AND DISCUSSION

Based on the R-Square value of 0.648 which indicates a moderate influence on Purchase Preference and Consumer Beliefs variables on Repurchase Intention of 64.8% while the remaining 35.2% is influenced by other variables not discussed in this study.

The results of testing hypothesis 1 on the effect of purchase preference on repurchase intention give a t-statistics value of 5.865 with a t-table value of 1.96 and a coefficient value of 0.513 with a significance value of 0.000 <0.05. It can be said that there is a positive effect of purchase preference on repurchase intention. The indicators on the purchase preference variable that have the greatest influence are positive mood indicators on the emotional value

dimension and indicators of sweet taste on the Unique flavor, taste, and packaging dimensions. This is also in line with research (Otterbring et al., 2021) which reveals that consumer purchasing preferences influence food choices which can lead to repurchasing. Purchase preferences have also been studied (Zhang & Jakku, 2020) where there are several attributes in the product that become purchase preferences. These attributes can be in the form of local and organic attributes, flavor, taste, health, and safety of the food. In addition to these attributes, the packaging is also the first image seen by consumers when making their first purchase (Chen et al., 2023) because consumers' first experiences are directly proportional to purchases (Shiffa et al., 2021).

The results of testing hypothesis 2 on the effect of consumer beliefs on repurchase intention give a t-statistics value of 3.683 with a t-table value of 1.96 and a coefficient value of 0.368 with a significance value of $0.000 < 0.05$. It can be said that consumer beliefs have a positive and significant effect on repurchase intention. The indicators that have the most influence on this variable are the indicators of edibility and traditional recipes on the familiarity dimension. Besides that, the health-friendly indicator also has an influence on the repurchase intention variable. This is also in line with research conducted by (Anugrah, 2021) which shows that when a product provides benefits to consumers, it encourages future purchases. This is because consumer confidence will arise because of concerns (Featherman et al., 2021). Consumer beliefs and behaviours are also directly proportional to preferences in product selection to maintain health consumers will choose products that are guaranteed cleanliness and safety (Spendrup & Holumalm, 2022).

Managerial Implication

Factors that can strengthen the repurchase intention of this sticky tape product are the willingness or desire of consumers to buy it again. The reasons consumers have a desire to buy back include because consumers want to maintain stock availability of these products, but cannot be used as snacks and meal replacements. Other factors that strengthen repurchase intention are purchase preference and consumer beliefs. The main dimension in purchase preference by consumers in purchasing a product is emotional value. Business actors can continue to maintain emotional value, especially in terms of giving a positive mood to consumers. In addition to maintaining emotional value, business actors must also continue to maintain the unique taste, flavor, and packaging of a product, especially the characteristic sweet taste of the food products sold. However, business actors also need to improve a number of things in terms of consumer preferences such as increasing the uniqueness of the packaging used with the aim of increasing the target market's interest in trying the product. Consumer confidence in the edibility and traditional recipes of these traditional food products must be maintained, moreover, sticky tape is one of the traditional snacks from Kuningan, West Java. Other consumer beliefs that still need to be improved are the dimensions of durability and safety. Consumer confidence in cleanliness and safety in the packaging of sticky tape food products has not been well established, so efforts are needed to improve the cleanliness and safety of the packaging of sticky tape food products.

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