

## THE INFLUENCE OF ADVERTISING ON REPURCHASE INTENTION OF LUWAK WHITE KOFFIE PRODUCTS AMONG CONSUMERS AMONG LP3I MEDAN POLYTECHNIC STUDENTS

**Maulidina**

[maulidinabachtiar@gmail.com](mailto:maulidinabachtiar@gmail.com)

LP3I Medan Polytechnic

### ABSTRACT

*Repurchase interest is purchase interest that is based on previous purchasing experiences. Advertising is a form of personal or paid communication about an organization, goods, services, or ideas by a known social media or company. This research aims to determine "The Influence of Advertising on Repurchase Intention for Luwak White Koffie Products among Consumers Among LP3I Medan Polytechnic Students". The preparation of this research uses quantitative methods, where this research is to ask about the relationship between two or more variables by collecting data using statistical (numerical) data analysis to test a series of hypotheses that have previously been determined with the help of the SPSS 25.00 application. The population in the study were students in all study programs with the 2020 standard at the LP3I Medan Polytechnic and the research sample was 49 people. Based on the results of the partial test research (t test) it shows that the t value is  $7.889 < t \text{ table value } 1.677$  with a sig probability of  $0.000 > 0.05$ , so it can be said that Advertising has a significant effect on Repurchase Intention for Luwak White Koffie Products among Consumers Among LP3I Polytechnic Students Field, thus H1 is accepted and H0 is rejected. And the value of R Square obtained is 0.570 (57%). This shows that the dependent variable (Repurchase Intention) has a strong ability (0.60-0.799) in explaining variations in the dependent variable in this study.*

**Keywords:** Advertising, Repurchase Intention

### INTRODUCTION

Advertising is a communication medium used to encourage economic activity in an effort to introduce a product to consumers. Advertising will carry out the process of influencing consumers and creating buying interest in a product. So then if a product can provide satisfaction to consumers then the next stage is to create interest in repurchasing. Repurchase Intention is something that shows a consumer's desire to make repeated visits or purchases from time to time.

In general, interest in repurchasing occurs if during the trial purchase period they feel satisfied and in accordance with what they want, then consumers are indicated to make repeat purchases. Therefore, the main thing that needs to be paid attention to in order to achieve a position of repurchase interest is that an advertisement must be able to display creative things that make a difference for consumers to continue to remember. An advertisement must be able to create and maintain an image of the product being offered.

In previous research conducted by Prawira et al (1) with the research title "The Influence of Advertising on Repurchase Interest with Consumer Perceptions as an Intervening Variable at Café Koffie Time and Seafood Pematangsiantar", the research results showed that advertisement 2 had a positive and significant effect on perceptions consumers at Cafe Koffie Time and Seafood Pematangsiantar. Likewise, previous research conducted by Azmi et al (2) with the research title "The Effect Of Advertising, Sales Promotion, And Brand Image On Repurchasing Intention (Study On Shopee Users)", where the results of the research show that Advertising variables have a positive and significant influence on purchasing interest using the shopee app. This shows that the better the advertisement shown, the greater the possibility that consumers will have repurchase interest to make repeat purchases. Previously, researchers had conducted a pre-survey at the research location and interviewed several students who were respondents who consumed Luwak White Koffie products, and the researchers found several problems that occurred in the field, such as the feeling of inconsistency between the advertisements shown and reality after trying them.

The results of the pre-survey found that in relation to the advertising statement made by the product regarding consuming Luwak White Koffie it does not cause pain in the stomach, this is not entirely the case, because based on the results of interviews it turns out that there are still some consumers who feel a sensation of pain in the stomach after consuming the Luwak coffee product. resulting in consumer hesitation to buy and try the product again. In fact, it also turned out that after carrying out the pre-survey, the researchers realized that there were still people who were not familiar with the Luwak White Koffie product and still felt unfamiliar with this type of product, even though it was known that advertisements for the Luwak White Koffie product had spread widely and existed in various types of advertising media. 3 Therefore, the author was encouraged to discuss and test the theory again by conducting research entitled "The Effect of Advertising on Repurchase Intention of Luwak White Koffie Products among Consumers Among Students of the Medan LP3I Polytechnic"

Formulation of the problem

Based on the background explained above, the problem formulation in this final assignment is "What is the influence of advertising on the repurchase intention of Luwak White Koffie products among consumers among LP3I Medan Polytechnic students?"

## **RESEARCH METHODS**

### **Place and time of research**

The location for this final assignment was carried out at the LP3I Meldan Polytelknik which is located on Jl. Seli Selrayu, Nol.48D, Babura, Kelc. Meldan Sunggal,

Kolta Meldan, North Sumatra, 20121 with a 3 month planning period starting in April 2023 until June 2023.

## RESEARCH RESULTS AND DISCUSSION

### 4.2 Presentation of Data Analysis Results

#### 4.2.1 Validity and Reliability Test Results

##### 1. Validity Test

**Table 4.6 Validity and Reliability Test Results for Advertising Variables (X)**

		(r-Count)	<>	R-table	Statement Valid	Cronbach Alpha	<>	Mark Alpha	Reliability
1	Statement 1	,869**	>	0.282	Valid	,761	>	0.6	Reliable
2	Statement 2	,829**	>	0.282	Valid	,765	>	0.6	Reliable
3	Statement 3	,856**	>	0.282	Valid	,763	>	0.6	Reliable
4	Statement 4	,797**	>	0.282	Valid	,767	>	0.6	Reliable
5	Statement 5	,834**	>	0.282	Valid	,769	>	0.6	Reliable
6	Statement 6	,783**	>	0.282	Valid	,761	>	0.6	Reliable
7	Statement 7	,810**	>	0.282	Valid	,764	>	0.6	Reliable
8	Statement 8	,773**	>	0.282	Valid	,770	>	0.6	Reliable

Sourcer : ResultsPEInellitian2023

Because N = 49, the R table is 0.282 with a significance level of 5%. Based on the results of testing the statement items on the Advelrtising (X) variable presented in the table above, it can be seen that all statements have a calculated value > r table (0.282), so it can be concluded that all statement items are valid.

**Table 4.7 Validity and Reliability Test Results for the Repurchase Intention (Y) Variable**

no		Total Itkor (r-Count)	<>	R-table	Statement Valid	Cronbach Alpha	<>	Mark Alpha	Reliability
1	Statement 1	,748**	>	0.282	Valid	,760	>	0.6	Reliable
2	Statement 2	,822**	>	0.282	Valid	,755	>	0.6	Reliable
3	Statement 3	,793**	>	0.282	Valid	,755	>	0.6	Reliable
4	Statement 4	.708**	>	0.282	Valid	,762	>	0.6	Reliable
5	Statement 5	,831**	>	0.282	Valid	,760	>	0.6	Reliable
6	Statement 6	,820**	>	0.282	Valid	,753	>	0.6	Reliable
7	Statement 7	,684**	>	0.282	Valid	,764	>	0.6	Reliable
8	Statement 8	,771**	>	0.282	Valid	,761	>	0.6	Reliable

Sourcer : ResultsPEInellitian2023

Because N = 49, the R table is 0.282 with a significance level of 5%. Based on the

results of testing the statement items on the Repurchase Intelligence (Y) variable presented in the table above, it can be seen that all statements have a value of  $r_{count} > r_{table}$  (0.282), so it can be concluded that all statement items are valid.

### Reliability Test

To find out the results of the reliability test, the author used the tools of a computer software application program, namely SPSS version 25, and obtained the results as shown in the following table:

#### Reliability Test for Variable X (Advertising)

Item-Total Statistics							
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	<>	alpha value	information
X1	45.02	88,520	,849	,761	>	0.60	reliable
X2	45.08	89,327	,802	,765	>	0.60	reliable
X3	45.04	88,915	,834	,763	>	0.60	reliable
X4	45.04	89,832	,766	,767	>	0.60	reliable
X5	44.98	90,937	,813	,769	>	0.60	reliable
X6	45.24	87,814	,744	,761	>	0.60	reliable
X7	45.16	88,889	,780	,764	>	0.60	reliable
X8	45.04	90,998	,742	,770	>	0.60	reliable

Source: 2023 Research Results

Table 4.9 Reliability Test Results on Advertising Variables (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
,928	8

Based on the results of reliability testing on the Advertising (X) variable presented in table 4.9 above, it was found that the value of the reliability coefficient (Cronbach's Alpha) was a total of  $0.928 > 0.60$  so that it can be concluded that all statement items in the results are reliable for use as instruments in this research.

#### Reliability Test for Variable Y (Repurchase Intention)

Item-Total Statistics							
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	<>	alpha value	information

	Deleted	Deleted	Correlation				
Y1	44.14	91,708	,708	,760	>	0.60	reliable
Y2	44.27	90,574	,793	,755	>	0.60	reliable
Y3	44.31	90,467	,758	,755	>	0.60	reliable
Y4	44.27	92,199	,662	,762	>	0.60	reliable
Y5	44.06	92,434	,808	,760	>	0.60	reliable
Y6	44.20	89,957	,789	,753	>	0.60	reliable
Y7	44.22	92,553	,635	,764	>	0.60	reliable
Y8	44.10	92,427	,738	,761	>	0.60	reliable

Source: 2023 Research Results

**Table 4.8 Reliability Test Results on the Repurchase Intention Variable**

(Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,901	8

Bellrbasethe results of reliability testing on the Reliability Intelligence (Y) variable presented in table 4.10 above, it was found that the value of the reliability coefficient (Crolanbach's Alpha) was a total of 0.901 > 0.60 so it can be concluded that all statement items on the telrselt's reliability calculations were to be used as instruments in this research.

#### 4.2.2 Simple Linear Regression Test

**Table 4.9 Simple Linear Regression Test Results**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,217	2,376		2,196	,033
Advertising	,763	,097	,755	7,889	,000

a. Dependent Variable: Repurchase Intention

Sourcer : ResultsPEInellitian2023

Based on results test regresi linear regresi yang ditampilkan pada gambar

4.11 di atas yang diperoleh melalui pengolahan data menggunakan SPSS

25 dapat dilihat bahwa nilai konstanta (a) adalah 5,217, sedangkan nilai Advertising (b) adalah 0,763 sehingga persamaan regresi dapat ditulis:

$$Y = a + bX$$

$$Y = 5,217 + 0,763X$$

1. Nilai konstanta sebesar 5,217 menunjukkan nilai konstan dari variabel *Repurchase Intention* bernilai 5,217.
2. Koefisien regresi X adalah 0,763, yang berarti bahwa jika *Advertising* mengalami peningkatan sebesar 1% maka *Repurchase Intention* akan meningkat sebesar 0,763.

#### 4.2.3 Partial Hypothesis Test (T Test)

Table 4.10 Partial Hypothesis Test Results (T Test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,217	2,376		2,196	,033
	Advertising	,763	,097	,755	7,889	,000

a. Dependent Variable: Repurchase Intention

Sources: Results Penelitian 2023

Uji t dilakukan untuk melihat sejauh mana pengaruh parsial (individu) variabel independen terhadap variabel dependen (*Intelligence Repurchase*), jika  $t_{hitung} > t_{tabel}$  atau  $significance \leq 0,05$ , maka  $H_0$  ditolak. Untuk mencari nilai tabel, digunakan rumus  $n-2$ . Karena  $N = 49$ , maka nilai tabel adalah 1,677 menggunakan tingkat kepercayaan 95% (0,05). Berdasarkan output hasil uji t di atas, dapat disimpulkan bahwa:

Nilai  $t_{hitung}$  (7,889) lebih besar dari nilai  $t_{tabel}$  (1,677) dan nilai  $significance$  lebih kecil dari 0,05 sehingga  $H_0$  ditolak dan  $H_1$  diterima, yang berarti bahwa variabel *Advertising* (X) berpengaruh positif dan signifikan terhadap variabel *Repurchase Intention* (Y).

#### 4.2.4 Coefficient of Determination Test (R<sup>2</sup>)

The results of the delta detection (R<sup>2</sup>) collegial test are as follows::

**Table 4.11 Determination Coefficient Test (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755a	.570	.561	3,377
a. Predictors: (Constant), Advertising				

Source: Research Results 2023

Bellrbase Table 4.13 of the processing results above explains that the RSquare value obtained is 0.570 (57%), in other words it can be It was concluded that Advertising had a 57% influence on Repurchase Intention, while the remainder (43%) was influenced by other factors.

The R value of 0.755 shows that there is a strong relationship between the Independent Variable Advertising and the Dependent Variable Repurchase Intention.

#### 4.3 Discussion

The author's results were obtained from the results of this research, which was carried out through the distribution of questionnaires to LP3I Meldan Polytechnic Students class of 2020 with a total of 49 respondents. Research was carried out to find out the influence of advertising on Relpurchase *Inteltiolnon* the productWhitel Kolffiel mongoose. This research uses 8 (eight) indicators from 2 (two) variables, namely Can Arouse Attention, Interesting, Can Generate Activity, and Result in Action on Intelligence RelpurchaseI (Variable Y) consisting of Transaction Interest, Referential Interest, Preferential Interest, and Interest Exploratory as a reference for creating a questionnaire.

Bellrbase research carried out then obtained a discussion of each indicator result as follows:

##### 4.3.1 Advertising (X)

BellrbaseThe research results show that partially the Advertising variable has a positive and significant effect on Repurchase Intention for Luwak White Koffie products among LP3I Medan Polytechnic students. This can be seen from simple linear regression analysis using the T test which has a positive sign with a value of tcount 7.889 > ttable 1.677 with significance (a) of 0.000, smaller than 0.05. The results of the regression test show that if Advertising increases by 1%, Repurchase Intention will increase by 0.763. In other words, if there is an increase in Advertising which includes Can Arouse Attention, Attractiveness, Can Generate Activity, and Result in Action, then

the Repurchase Intention of Luwak White Koffie products among LP3I Medan Polytechnic students class of 2020 will also increase. Of the four indicators in the Advertising variable, each indicator has the same respondent answer, namely 25%. In the Can Generate Activity indicator itself there is a statement "Through the advertisement of the Luwak White Kolffiel Product, I am sure that the product is as advertised so I want to try it" which has the highest value of 52%, this means that Luwak White Koffie can continue to maintain and improve The correlation between what they convey in their advertisements and the products they market to consumers will further increase repurchase intention for Luwak White Koffie products.

If it is related to the phenomenon seen by researchers, consumers who feel a sore sensation in their stomachs after trying the Luwak White Koffie product play a very important role in the level of consumer Repurchase Intention among LP3I Medan Polytechnic students class of 2020 towards the Luwak White Koffie product.

## CONCLUSION

BellrbaseFrom the research that has been carried out with the title The Influence of Adveltising on Relpurchasel Intelentioln Luwak Whitel Kolffiel Products in Kolnsumeln Among LP3I Meldan Polytechnic Students, the following conclusions can be drawn:

1. The Advertising variable partially has a positive and significant effect on Repurchase Intention for Luwak White Koffie products among LP3I Medan Polytechnic students. This can be seen from a simple linear regression analysis using the T test which has a positive sign with a tcount value of 7.889 > ttable 1.677 with a significance (a) of 0.000, smaller than 0.05. The positive direction shows that if there is an increase in Advertising by 1%, the Repurchase Intention of Luwak White Koffie products among LP3I Medan Polytechnic students class of 2020 will increase by 0.763.
2. BellrbaseThe results of the correlation analysis obtained an R of 0.755, which when entered into the correlation coefficient interval scale shows that there is a strong relationship between the Independent Variable Advertising and the Dependent Variable Repurchase Intention.
3. The value (R Square) that was researched was 0.570 (57%), so it can be concluded that Advertising had an influence on Selbel's Intelligence Relpurchasel 57% while the remaining 43% was influenced by other factors contained in this research.

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