ANALISIS OF REPEAT ORDER DECISION ON NYUZUU ENTREPRENEURSHIP THROUGH CUSTOMER SATISFACTION, SERVICE QUALITY, AND PRODUCT QUALITY

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Abstract: The purpose of this study to analyze the repeat order decision of the current Nyuzuu beverage products through customer satisfaction, service quality and product quality to NYUZUU's consumers in Sidoarjo City. The method of this study is quantative method. The population in this study was 185 consumers (within 2 months), and the sample was 126 respondents. The sampling technique used was purposive sampling. The data obtained were processed using SPSS 16.0 software and analyzed using multiple linear regression analysis. Data collection was obtained by distributing questionnaires. The outcome of this study is only customer satisfaction that has an significant influence in part on repeat order decisions, while service quality and product quality has insignificant influence. Customer satisfaction (X1) and product quality (X3) have a significant effect on repeat order decisions of Nyuzuu products (Y).

Keywords: customer satisfaction, service quality, product quality and repeat order decision

INTRODUCTION

The existence of the Covid 19 pandemic has an impact on all sectors of the Indonesian economy in terms of trade, investment, and tourism (Hanoatubun, 2020), so that many companies have reduced their workforce. Becoming an entrepreneur is the choice to fulfil the daily needs of employees affected by a reduction in workforce eventually so that many SMEs have emerged both in the

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culinary and garment fields. The culinary business is a business that is still promising to develop because eating is a necessity so that culinary businesses are more developed than in the garment sector, as can be seen from the increasing number of culinary businesses emerging from the types of carts, food stalls, cafés, and restaurants. The existence of new businesses that have sprung up with the same product causes business competition to be tighter, so that business people must be smart in finding opportunities by knowing exactly what the market wants and the level of satisfaction customers want because it will affect the next level of purchase (Khonita et al., 2020).

As a new business we must be able to get customers to make repeat order so that our business can run well and grow. Consumers will turn to other products if they are not satisfied. If they are satisfied, it will create emotional attachment to the brand which will result in high consumer loyalty (Haryono et al., 2014). A repeat order decision is a feeling of interest that is felt by someone in a product, so that there is a desire to buy, try, use, or own the product (Marlius, 2017). According to Savitri & Wardana (2018) repeat order decision will certainly grow and happen to consumers when consumers feel satisfaction and comfort with the products that consumers have bought previously and want to buy again (Savitri & Wardana, 2018). Research by Fang (2014) found that satisfaction has a positive and significant effect on repeat order decision. Research by Savitri & Wardana (2018) found that the customer will make repeat order decision because they are satisfied with the product. Meanwhile, the results of research conducted by (Prastiwi, 2016) found that satisfaction did not have a significant effect on repeat order decision.

Besides customer satisfaction, service quality and product quality is also one of the factors in a repeat order decision of product, so that the entrepreneur must be take note and maintain the quality of the product (Anggita & Ali, 2017). According to Liu et al. (2016), service quality has become the most powerful factor which affects the competitive advantage of service suppliers to survive in the fast-food industry. The results of research conducted by Rosita found that product quality had a positive effect on repeat order decision but service quality had a negative effect (Rosita, 2016). Different research results were found in the research of Palma & Andjarwati (2016) where product quality did not have a significant effect on repeat order decision and negative results were also found

in research conducted by Denniswara (2016) that stated how product quality did not have a significant effect on repeat order decision.

Research on the effect of product quality and service quality on customer satisfaction and the decision to repeat order at fast food (McDonald's) has been conducted by Bahar & Sjahruddin (2017), where customer satisfaction is the mediator variable and the results of his research is how product quality had no significant effect on repeat order decision but service quality has a significant effect (Bahar & Sjahruddin, 2017). Mulyana (2019) also conducted research on service quality and product quality on repeat order decisions through customer satisfaction as a mediator variable where the findings showed that both service quality variables, product quality through customer satisfaction had a significant positive effect on repeat order decision (Mulyana, 2019). Wibowo & Rahadhini conducted a research (2017) resulting in finding the effect of product quality and service quality on consumer satisfaction in forming repurchase intentions at the Solo Pecel restaurant, namely both product quality and service quality have a positive effect on customer satisfaction and will also have an impact on repeat order decision (Wibowo & Rahadhini, 2017).

In order to compete in the business world, we must be able to create new and innovative products that can attract buyers. Today's drinks are booming and have many variations, such as drinks with a variety of boba and healthy drinks made from milk with various variations, taste, and price. Nyuzuu is an entrepreneurship business that sells Nyuzuu products, which are milk-based drinks with various variants such as mocca, chocolate, red-velvet and others to make this drink even more delicious and healthy. This Nyuzuu entrepreneurship has only been pioneered by students implementing the PKM (Student Entrepreneurship program). In implementing this PKM, students are required to be creative in creating new products that can be accepted by the market. Even though this entrepreneurship has just started, it turns out to be able to attract consumers to repeat orders for these products. Consumers are not only from the millennial generation but from all age groups. The results of a fairly large sales evaluation for two months show that Nyuzuu's entrepreneurship has the opportunity to be developed elsewhere.

The purpose of this study is to determine the effect of customer satisfaction, service quality and product quality on repeat order decision to Nyuzzu product

and to find out which variables have the most influence on the decision to repeat order to Nyuzuu products as a consideration that can be used to develop this business in the future and elsewhere. Beside that, the similarity of this study with previous research is that the objects of research are both in the culinary field with the same variables, namely service quality, product quality, customer satisfaction and the decision to repeat order. The difference in this study is customer satisfaction as the independent variable while in previous research customer satisfaction was the mediating variable that affects the decision to repeat order. However, previous research found different results, namely Bahar & Sjahruddin (2017) found that product quality did not have a significant effect on repeat order decision, while Mulyana (2019) and Wibowo & Rahadhini (2017) found that it had a positive effect, which is a reason to be studied deeper.

The conceptual framework proposed as the basis for determining the hypothesis is shown in Figure 1 as follows:
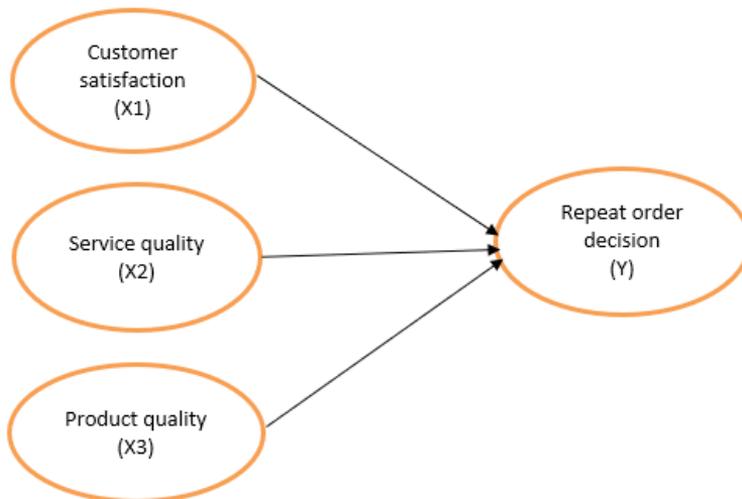

Figure 1 Research Conceptual Framework

Hypothesis
The hypothesis of this study is as follows:
Hypothesis 1: Customer satisfaction has positive influence on repeat order decisions.
Hypothesis 2: Service quality has positive influence on repeat order decisions.
Hypothesis 3: Product quality has positive influence on repeat order decisions.
Hypothesis 4: Customer satisfaction, service quality, and product quality will simultaneously influence repeat order decisions.

METHOD

This study is quantitative research that studies the acquisition of data in the form of numbers or qualitative data and obtains data based on this theory. This research is also a quantitative descriptive study, because the data obtained from the sample of the study population is analyzed according to the statistical method used and then interpreted (Sugiyono, 2016).

Population and Sample

The population of this study is all consumers who have made repeat order decision to buy Nyuzuu 's product both by directly coming to Nyuzuu's booth or online via social media, namely WhatsApp or Instagram, totaling in 185 people (within 2 months). Sample of this study is 126 based on the sample size criteria of the Slovin formula with 5% sampling error.

Research Variable

a. The independent variables include: customer satisfaction (X1), service quality (X2), product quality (X3)
b. The dependent variable is repeat order decision (Y)

In this study, the repeat order decision of Nyuzuu products is determined by the variables of customer satisfaction, service quality, and product quality. Repeat order decision is a repeat purchase that shows a desirecustomers to re-purchase Nyuzuu products. Referring to research by (Savitri & Wardana, 2018), Bahar (2017), Mulyana (2019) and Wibowo & Rahadhini (2017), the indicators that can be used are as follows: (1) The intention of consumers who want to always repeat order Nyuzuu products. (2) The intention of consumers who tend to give reference on nyuzuu products they have bought to be bought by other people as well. (3) The intention of consumers who always have the main preference for nyuzuu products. (4) The intention of consumers who are always looking for information about nyuzuu product variants.

Satisfaction is an expression of customer satisfaction or disappointment that arises when consuming Nyuzuu products. Then the indicators that can be used

are as follows: (1) The quality and quantity of products created by nyuzuu products can meet the expectations of its consumers. (2) Satisfaction that arises when consumers are consuming Nyuzuu products. (3). Consumers have felt that they made the right decision to consume nyuzuu products. The indicators of service quality are reliable, responsive, assuring, empathic, and tangible. Whereas product quality is everything that Nyuzuu products have which can be offered to the market for attention, to be purchased, and to be consumed by consumers. Indicators that can be used are as follows: (1) good taste; (2) durability is measured by how long the durability of Nyuzuu products is; (3) the specialty related to the advantages of Nyuzuu products is that the product is made from milk and does not contain chemicals so that it is a drink that is safe for consumption as well as healthy.

RESULTS

Validity Test

The validity test has been done using 126 respondents. The results of the validity test analysis can be known after performing calculations using the SPSS program, the results show that all items of each statement have a significant value (>0.05). So, the entire item list is declared valid.

Reliability Test

Table 1 Reliability Test Result

Variable	Cronbach Alpha	Alpha	Remarks
Customer Satisfaction (X1)	0,804	0,6	Reliable
Service Quality (X2)	0,819	0,6	Reliable
Product Quality (X3)	0,743	0,6	Reliable
Repeat Order Decision (Y)	0,838	0,6	Reliable

Source: The data obtained were processed using SPSS 16.0 software (2020)

Based on this table, Cronbach's alphabet reliability coefficient values are more than 0.6. The calculated value is greater than r table count so it can be concluded that the instrument or questionnaire used is very reliable.

Classic Assumption Test

1. Normality test

Normal P-P Plot of Regression Standardized Residual

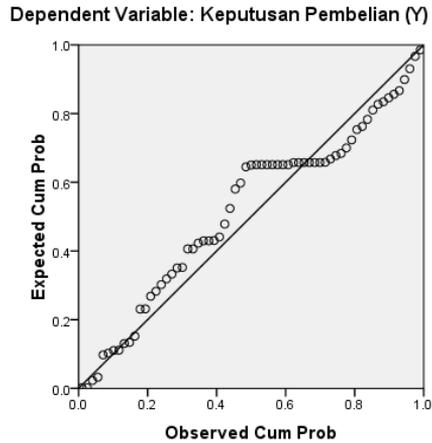Dependent Variable: Keputusan Pembelian (Y)

Figure 2 Normality Test

As seen in the image above, the points are scattered around the line and follow the diagonal line, so the residual value is normal.

2. Multicollinearity test

The results of the multicollinearity test of each independent variable and the VIF value is less than 10. This means that all free variables do not show symptoms of multicollinearity. It can be seen in table below:

Table 2 Multicollinearity Test (Coefficients[a])

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.551	1.753		-.314	.754		
Customer Satisfaction (X1)	.922	.187	.636	4.922	.000	.282	3.540
Service Quality (X2)	.082	.190	.059	.430	.669	.254	3.931
Product Quality (X3)	.319	.206	.190	1.545	.127	.311	3.214

Multiple Linear Regression Test

The multiple regression equation in this study can be stated as:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3$

$Y = -0,551 + 0.922x_1 + 0.82x_2 + 0.319x_3$

Coefficient of Correlation (R) and Coefficient of Determination (R^2)

Table 3 Coefficient of Correlation (R) and Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin Watson
1	.844[a]	.712	.698	1.716	1.991

Description:
a. Predictors: (Constant), Product Quality (X3), Consumer Satisfaction (X1), Service Quality (X2).
b. Dependent Variable: Repeat Order Decision (Y)

Based on the results of the calculation of SPSS 16.0 stating the multiple correlation coefficient (R) = 0.844, it can be seen from the table above that it is greater than 0.5 and the value is very high which indicates a correlation or relationship between the independent variables (X) with the dependent variable (Y) very closely. The multiple coefficients determined is 0.698, which means that the independent variable (X) can explain and influence 69.8% of the dependent variable (Y), so it can be concluded that customer satisfaction (X1), service quality (X2), product quality (X3) will have an impact 69.8% repeat order decision (Y) is quite large, while the remaining 30.2% is influenced by other independent variables outside the model.

Simultaneous Influence Test with F Test

Table 4 F Test (ANOVA[a])

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	818.105	3	272.702	94.355	.000[b]
	Residual	352.601	122	2.890		
	Total	1170.706	125			

Description:
a. Predictors: (Constant), Product Quality (X3), Customer Satisfaction (X1), Service Quality (X2)
b. Dependent Variable : Repeat Order Decision (Y)

Ho: $\beta1$, $\beta2 = 0$, it means that customer satisfaction (X1), service quality (X2), and product quality (X3) have no effect on repeat order decisions (Y) simultaneously.

H1: $\beta1$: $\beta2 \neq 0$, it indicates that customer satisfaction (X1), service quality (X2), and product quality (X3) simultaneously affect repeat order decisions (Y).

Fcount (50.312) > Ftable (2.753), so Ho is rejected and H1 is accepted. Thus, it can be concluded that customer satisfaction (X1), service quality (X2), and product quality (X3) simultaneously affect repeat order decisions (Y).

Simultant Test

Table 5 Simultant -Test

Variable	F count	F table	Remarks
X1	94.355	1.39	Has a Significant and Positive Effect
X2	94.355	1.39	Has a Significant and Positive Effect
X3	94.355	1.39	Has a Significant and Positive Effect

Table 5 shows the value of F count, which is 94,355. While the F table is at the 5% significance level, the f-table is 1,39. This means that F count > F table (94,355> 1,39) with a significance level of 0.000.

In this case, the variables of customer satisfaction (X1), service quality (X2), and product quality (X3) simultaneously have a significant effect on repeat order decision.

Partial Test

Table 6 Partial Test

Variable	T count	T table	Remarks
X1	4.922	1.65744	Has a Significant and Positive Effect
X2	0.43	1.65744	Does not have a significant effect
X3	1.545	1.65744	Does not have a significant effect

The Relation of Customer Satisfaction (X1) on Repeat Order Decisions (Y)

The first hypothesis testing in this study is to test whether customer satisfaction (X1) affects Repeat order decision. The result shows that the t count is 4,922 while the t table with a significance level of 5% is 1,65744 (t count > t table = 4,922 > 1,65744) with a significance value of 0,002, which means 0,002 < 0,05. Thus, H1 is accepted and H0 is rejected. It can be concluded that the customer satisfaction variable has a positive and significant effect towards repeat order decision.

The Relation of Service Quality (X2) on Repeat Order Decisions (Y)

The second hypothesis testing in this study is to test whether the service quality (X2) affects Repeat order decision. The result shows that the t count is 0,43 while the t table with a significance level of 5% is 1,65744 (t count < t table = 0,43 < 1,65744) with a significance value of 0,002, which means 0,002 < 0,05. Thus, H2 is rejected and H0 is accepted. Thus, it can be concluded that the customer satisfaction variable does not have a positive and significant effect towards repeat order decision.

The Relation of Product Quality (X3) on Repeat Order Decisions (Y)

The third hypothesis testing in this study is to test whether the service quality (X2) affects Repeat order decision. The result shows that the t count is 1,545 while the t table with a significance level of 5% is 1,65744 (t count < t table = 1,545 < 1,65744) with a significance value of 0,002, which means 0,002 < 0,05. Thus, H2 is rejected and H0 is accepted. Thus, it can be concluded that the customer satisfaction variable does not have a positive and significant effect towards repeat order decision.

DISCUSSION

The Relation of Customer Satisfaction (X1) on Repeat Order Decisions (Y)

The results of hypothesis testing with t-test calculations show that some customer satisfaction (X1) has a positive and significant effect on repeat order

decisions (Y), and the t count (4.922) > t table (1.65744), which means that customer satisfaction can have significance. Specifically, the impact of positive impacts and attitudes on repeat order decisions. If the consumer's satisfaction is getting bigger, the decision to buy the "Nyuzuu" product will increase. On the other hand, if the customer satisfaction decreases, the decision to buy the "Nyuzuu" product will also decrease.

According to Kotler & Keller (2009) and Kotler et al. (2010), customer satisfaction is defined as "a person's feelings of pleasure or disappointment that result from comparing a product perceived performance (or outcome) to expectations". Customer satisfaction is the main factor that must be improved to increase sales revenue, because with increasingly fierce commercial competition, sellers must be able to satisfy customers so that customers can make purchasing decisions about our products, and of course will continue to be loyal to our products, even suggest our products.

The results of this study support previous research conducted by Research by Fang et al. (2014), (Savitri & Wardana, 2018), Bahar (2017), Mulyana (2019), and Wibowo & Rahadhini (2017) found that the customer will make repeat order decision because they are satisfied with the product. Hypothesis testing on the relationship of customer satisfaction has a positive and significant effect on repeat order decision, so that the more customers feel satisfied, the higher the repeat order decision Nyuzuu's products.

The Relation of Service Quality (X2) on Repeat Order Decisions (Y)

It can be seen from the results of hypothesis testing using the t-test that the service quality (X2) does not have a significant and positive effect on t count (0.430) d" t table (1.65744) on repeat order decisions (Y), which means that service quality doesn't have a significant effect. According to Tjiptono et al. (2011), "Service quality is a level of excellence that can meet customer needs and expectations". Service quality focuses on meeting the needs and expectations of consumers and the accuracy of its delivery to meet consumer needs. Meanwhile, according to Ratnasari & Aksa (2011), service quality is a comparison between real evidence and customer dreams based on the service received.

The results of this study do not support previous research Bahar & Sjaruddin (2017), Mulyana (2019), and Wibowo & Rahadhini (2017) who found that service quality has a positive influence on repeat order decision. This means the quality of service provided by Nyuzuu's entrepreneurship to customers had no effect on customer repeat order decisions.

The Relation of Product Quality (X3) on Repeat Order Decisions (Y)

It can be seen from the results of hypothesis testing using the t test that the quality of some products (X3) does not have a significant positive effect on repeat order decisions (Y), t count (1.545) < t table (1.65744) which means that product quality does not have significant influence. According to the theory put forward by Kotler & Armstrong (2008), product quality is one of the factors that will influence customer repeat order decisions, because product quality affects the reliability of the product to be purchased by the customer.

The results of this study do not support previous research Rosita (2016), Savitri (2018), Mulyana (2019), and Wibowo & Rahadhini (2017) who found that product quality has a positive influence on repeat order decision. This means that the the product quality of Nyuzuu is good, so the customer has no problem with this product.

The Relation of Customer Satisfaction (X1), Service Quality (X2), Product Quality (X3) on Repeat Order Decisions (Y).

The results of hypothesis testing with the F test calculation show that the independent variables (customer satisfaction (X1), service quality (X2), and product quality (X3) have F count (94.355) for the dependent variable, namely the repeat order decision (Y)) at the same time. This shows that if customer satisfaction (X1), service quality (X2), and product quality (X3) are getting better, the repeat order decision (Y) will also get better. Conversely, if customer satisfaction (X1), service quality (X2), and product quality (X3) decreases, the repeat order decision (Y) will also decrease. The coefficient of multiple determination is 0.698. This shows that the three independent variables, namely customer satisfaction (X1), service quality (X2), and product quality (X3), can simultaneously influence the dependent variable, namely the repeat order deci-

sion (Y) of 69.8%. The remaining 30.2% is influenced by other independent variables outside the model.

The customer will make repeat order decision because they feel they are getting satisfaction. Conceptually, satisfaction is an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of the purchase in relation to the anticipated consequences, and operationally, satisfaction is similar to attitude in that it can be assessed as the sum of the satisfactions with the various attributes of the product or service (Seyedaliakbar et al., 2016). In improving customer satisfaction, customer expectations should be noticed and it can be concluded that customer satisfaction is consumer's feeling about the performance of the product where consumers have expectation about the products and feel satisfied if the performance of the product exceeds consumers' expectations (Sudari et al., 2019). Customer satisfaction is a cumulative psychological reaction to the consistency between pre-purchase anticipation and post-purchase evaluation of the customer's transactional behaviors. (Liu, Lee, & Hung, 2016).

A service is defined as an action that is meant to be beneficial to a customer. Therefore, service quality is considered to be the difference between the expected performance of a certain service, and its actual performance (Abd et al., 2017), customer's consistent assessment for the service they received (Oliver & Bearden, 1985), as the measurement of the difference between customer service expectation and the customer's perception of actual delivered service (Parasuraman et al, 1985). According to the research of Parasuraman et al. (2001) in Saidani & Arifin (2012), food service quality was divided into five categories in this study: reliable quality, responsive quality, assured quality, empathic quality, and tangible quality (Saidani & Arifin, 2012)

Product quality is characteristic of the product in the ability to meet the needs that have been determined and latent. The product is defined as everything that can be offered to the market to gain attention, expertise, usefulness, or consumption that satisfies the wants or needs. Philip Kotler mentioned dimensions of quality as follows:

1. Performance
2. The characteristics of operation of a major product
3. Feature

4. Reliability: probability of a product not working or failing
5. Conformity with service ability specifications
6. Aesthetics: how a product is perceived and listened to
7. Perceived determination of quality

Conclusion

1. Customer satisfaction has a positive effect on repeat order decisions so that the first hypothesis is accepted. Increased customer satisfaction will have an impact on the decision to repeat order decision of Nyuzuu products, which will also increase.
2. Service quality doesn't have a positive influence on repeat order decisions, so that the second hypothesis is rejected because the service quality has no effect on repeat order decision for Nyuzuu products.
3. Product quality doesn't have a significant positive effect on repeat order decisions, so the third hypothesis is rejected, because the product quality of the Nyuzuu has no effect on repeat order decision.
4. Customer satisfaction, service quality, and product quality simultaneously influence repeat order decisions, so that the fourth hypothesis is accepted because the value of f count > f table.
5. Customer satisfaction variable is the most dominant variable in influencing repurchase decisions because it has the largest coefficient value among the other two independent variables

Limitation and Suggestions

We realize that this research has a limitation, as the result of this study doesn't support the previous research, where independent variables service quality and product quality has no effect on repeat order decision.

The suggestion for future research is to add the independent variable as price because we found the data that a repeat order would go up drastically when the seller gives a promotional price.

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