



The influence of salespeople and prices on repeat purchases mediated by service quality

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ABSTRACT

Repurchasing or repeat orders is consumer behavior in buying a particular product based on their experience. This experience will shape the consumer's decision to accept or reject a product after the consumer has tried it. The purpose of this study was to determine the influence of the sales force and price on repurchasing which is mediated by the quality of service to WOM Finance Semarang Branch consumers. The subjects of this study were companies and employees of WOM Finance Semarang Branch Company. The sampling technique in this study used purposive sampling. The instrument used in this research is a questionnaire. the analytical method used is the instrument used is the validity test and reliability test and hypothesis testing. The results of the following research are that salespeople have a positive and significant effect on repeat purchases, prices have a positive and significant effect on repeat purchases, salespeople have a positive and significant effect on service quality, prices have a positive and insignificant effect on service quality, service quality has a positive and significant effect on repeat purchases, service quality has a significant effect in mediating the relationship between salespeople and repeat purchases, and service quality has a significant effect in mediating the relationship between price and repeat purchases for WOM Finance Semarang Branch consumers.

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INTRODUCTION

An advanced economy provides a wide choice of goods and services that can be consumed by the public. Today's society doesn't have to always be pay in cash because many companies offer services Financing. Services undergo specialization according to development of product development and customer needs (Wahyunawati & Momongan, 2022).

Repurchasing or repeat orders is consumer behavior in buying a particular product based on their experience. This experience will shape the consumer's decision to accept or reject a product after the consumer has tried it. Acceptance of a product arises when consumers have the perception

that the product has good quality and meets or even exceeds their desires and expectations, resulting in repurchasing behavior. High repurchase interest will have a positive impact on product success in the market (Amron, 2018).

PT. Wahana Ottomitra Multiartha Tbk. or it can be called WOM Finance is a company engaged in motor vehicle financing. WOM Finance focuses on the field of consumer finance (consumer finance), with the aim that people who previously were unable or had difficulty buying the desired vehicle in cash, can be resolved easily and quickly (Angka, 2021). As a consumer finance company, WOM Finance manages repurchases as one of its main focuses.

PT. Wahana Ottomitra Multiartha Tbk. or it could be called WOM Finance is one of several companies that conduct business movements in the field of motor vehicle financing. WOM Finance focuses on areas consumer financing (consumer finance), with the aim that people who previously unable or difficult to buy the desired vehicle in cash, can be resolved easily and quickly (Angka, 2021).

The convenience provided by WOM Finance to consumers who make repeat purchases, of course, is a potential that all must have branch. However, this is different from the conditions experienced by the Branch Semarang. The composition of consumers who make repeat purchases is less compared to the national average. "Service is astages of the entire process from the formation of corporate image, both through news media, shaping corporate culture internally, as well as conducting communication about company views (Fauzi, 2021). Therefore, WOM Finance seeks to improve the quality of services provided, which is seen through sales force and price factors.

Research conducted by (Gunarsih et al., 2021) found that prices have a significant effect on consumer decisions. Affordable prices, suitability of perceived benefits, and competitive prices with similar products can increase consumer decisions by 9.6 times fold. Based on the previous description, it can be interpreted that the purchase conducted by consumers WOM Finance Semarang Branch influenced by the quality of services provided by the company. While quality service can be seen from the sales force factor and the price offered by the company.

Research conducted by Gunarsih et al. (2021) found that price has a significant effect on consumer decisions. Affordable prices, the suitability of perceived benefits, and competitive prices with similar products can increase consumer decisions by 9.6 times. Therefore, in assessing the quality of service perceived by consumers, WOM Finance can be reflected in the prices they get.

Service is an overall process of forming the company's image, both through the news media, forming the corporate culture internally, and communicating about the company's views (Figures, 2021).

The task of the salesperson is to influence product users by introducing or presenting a product, selling the product, ensuring that the product reaches consumers and acting as a consultant for consumers of the product (Hasibuan, 2021).

Researchers consider that these variables are relevant for research, so researchers can find out how these variables affect to consumer decisions to make repeat purchases at WOM Finance Semarang Branch. Therefore, the following study was conducted under the title "The Influence of Salespeople and Price on Mediated Repurchases by Service Quality (Study at WOM Finance Semarang Branch).

RESEARCH METHOD

This research was conducted in July - December 2022 at PT WOM Finance Semarang Branch. Companies that carry out business movements motor vehicle financing facilities. The object of research is repeat purchase, service quality, sales force, price. The subjects of this study were companies and employees of PT WOM Finance Semarang Branch. The total population is 338 people. The sampling technique in this study used purposive. In this study, data analysis was processed using the SPSS application (Sugiyono, 2018).

Table 1. Variable operationalization

Variable	Definition	Measurement
Purchase repeat (Y)	Repurchases ie purchasing activity done more than one times or several times. From this definition can it is said that there is an intention from customers to re-purchase the product similar services (Peter & Oslon, 2013)	1. Attention 2. Interest 3. Desire 4. Action
Satisfaction Service (Z)	Service satisfaction is alignment and level ability to used of the whole products and services that provided in fulfillment of expectations consumers want with direct evidence personal attention to consumer needs, power catch the employee inside service and reliability.	1. Reability 2. Tangibles 3. Responsiveness 4. Assurance 5. Emphaty
Power Seller (X1)	Salespeople are one the level at which power sellers can reach assigned target by the company on himself (Challagalla & Shervani, 1996)	1. Prospecting and Qualyfinf 2. Preapproach 3. Presentation and Demonstration 4. Overcoming Objections 5. Closing 6. Follow up and Maintenance
Price (X2)	Price is a sum of money charged on a product or service or amount of exchanged value consumers for benefits - the benefits of having or use the product or the service." (Kotler & Armstrong, 2017)	1. Flowers 2. Installments 3. Ceiling 4. Loan/ Thawing

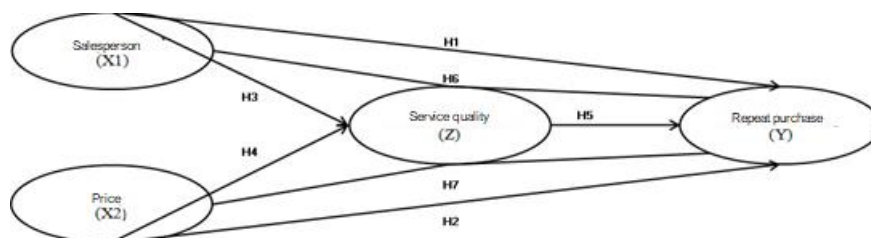


Figure 1. Research conceptual framework

Explanation of the Nature of Moderation

1. The influence of salespeople on repeat purchases of WOM Finance Semarang Branch consumers
2. Effect of price on consumer repurchase at WOM Finance Semarang Branch.
3. The influence of the sales force on the quality of service to consumers WOM Finance Semarang Branch

4. Effect of price on service quality to consumers WOM Finance Semarang Branch
5. The effect of service quality on repeat purchases of WOM Finance Semarang Branch consumers.
6. The mediating effect of service quality on the relationship between salespeople and repeat purchases of WOM Finance Semarang Branch consumers
7. The mediating effect of service quality on the relationship between price and repurchase of WOM Finance Semarang Branch consumers.

RESULTS AND DISCUSSIONS

Data analysis

Table 1. Determination coefficient test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,700 ^a	,490	,484	,41897

The test results for the coefficient of determination obtained an Adjusted R^2 Square value of 0.484 which means that the repurchase variable can be explained by the salesperson and price variables by 48%, while the remaining 52% is explained by other variables outside the model researched.

Table 2. Determination coefficient test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,623 ^a	,388	,381	,42455

The results of the test for the coefficient of determination obtained an Adjusted R^2 Square value of 0.381 which means that the service quality variable can be explained by the salesperson and price variables by 38%, while the remaining 62% is explained by other variables outside the model.

Table 3. Determination coefficient test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,808 ^a	,653	,649	,34569

The results of the test for the coefficient of determination obtained an Adjusted R^2 Square value of 0.649 which means that the repurchase variable can be explained by the salesperson and price variables after mediation by the service quality variable by 64%, while the remaining 36% is explained by other variables outside the model studied.

Simultaneous Significance Test (F Statistical Test)

Table 4. Simultaneous significance test results (Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,330	2	15,165	86,393	,000 ^b
	Residual	31,596	180	,176		
	Total	61,927	182			

The results of the F test obtained an F-count value of $86.393 >$ from an F-table of 2.65 with a probability value of Sig. of $0.000 <$ compared to the alpha level of 5% or 0.05, showing the results of the statistical

assessment value that salespeople and prices have a positive and significant influence simultaneously on repurchasing at WOM Finance Semarang Branch consumers.

Table 5. Simultaneous significance test results (Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,552	2	10,276	57,011	,000 ^b
	Residual	32,444	180	,180		
	Total	52,996	182			

The results of the F test obtained an F-count value of 57.011 > from an F-table of 2.65 with a probability value of Sig. equal to 0.000 < compared to the alpha level of 5% or 0.05, indicating the results of the statistical assessment value that salespeople and prices have a positive and significant influence simultaneously on service quality to consumers of WOM Finance Semarang Branch.

Individual Parameter Significance Test (Statistical Test t)

Table 6. Results of partial significance test (t test) 1

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	,911	,271		3,364	,001
	Tenaga Penjual	,575	,078	,500	7,354	,000
	Harga	,261	,066	,270	3,971	,000

The results of the t-test for the salesperson variable obtained a t-count value of 7.354 > t-table of 1.653 with a significance probability value of 0.000 < 0.05 (alpha) with a standardized coefficients value of 0.500, indicating the results of statistical research that salespeople have a significant effect on purchases repeat to consumers WOM Finance Semarang Branch.

The results of the t-test for the price variable obtained a t-count value of 3.971 > t-table of 1.653 with a significance probability value of 0.000 < 0.05 (alpha) with a standardized coefficients value of 0.270, indicating statistical research results that price has a significant effect on repurchase in consumers WOM Finance Semarang Branch.

Table 7. Results of partial significance test (t test) 2

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1,588	,275		5,785	,000
	Tenaga Penjual	,600	,079	,563	7,570	,000
	Harga	,080	,067	,089	1,200	,232

The results of the t-test for the salesperson variable obtained a t-count value of 7.570 > t-table of 1.653 with a significance probability value of 0.000 < 0.05 (alpha) with a standardized coefficients value of 0.563, indicating the results of statistical research that salespeople have a significant effect on quality services to consumers WOM Finance Semarang Branch.

The t test results for the price variable obtained a t-count value of 1.200 < t-table of 1.653 with a significance probability value of 0.232 > 0.05 (alpha) with a standardized coefficients value of 0.089, indicating the results of statistical research that price has no significant effect on service quality to consumers WOM Finance Semarang Branch.

Table 8. Partial significance test results (t test) 3

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,834	,243		3,429	,001
	Kualitas Layanan	,802	,054	,742	14,895	,000

The results of the t-test for the service quality variable obtained a t-count value of 14.895 > t-table of 1.653 with a significance probability value of 0.000 < 0.05 (alpha) with a standardized coefficients value of 0.742, indicating the results of statistical research that service quality has a significant effect on purchases repeat to consumers WOM Finance Semarang Branch.

Moderation Regression Test Results

Table 9. Moderation regression test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,010	,243		,041	,967
	Kualitas Layanan_Tenaga Penjual	,567	,108	,458	5,251	,000
	Kualitas Layanan_Harga	,454	,104	,379	4,351	,000

Service quality variable in mediating salespeople and prices with a significance probability value of 0.000 < 0.05. The results of statistical research that the service quality variable (Z) has a significant effect in mediating the relationship between salespeople (X1) and repurchase (Y) for WOM Finance Semarang Branch consumers. The results of statistical research that the variable service quality (Z) has a significant effect in mediating the relationship between price (X2) and repurchase (Y) for WOM Finance Semarang Branch consumers.

Discussion

1. The influence of salespeople on repeat purchases of WOM Finance Semarang Branch consumers

The partial test results (t test) for the salesperson variable in table 4.14 obtained a t-count value of 7.354 > t-table of 1.653 with a significance probability value of 0.000 < 0.05 (alpha) with a standardized coefficients value of 0.500. So it can be concluded that salespeople have a positive and significant effect on repurchase of WOM Finance Semarang Branch consumers, hypothesis (H1) is accepted.

2. Effect of price on repurchase on WOM consumers Finance Semarang Branch

The partial test results (t test) for the price variable in table 4.14 obtained a t-count value of 3.971 > t-table of 1.653 with a significance probability value of 0.000 < 0.05 (alpha) with a standardized coefficients value of 0.270. So it can be concluded that price has a positive and significant effect on repurchasing at WOM Finance Semarang Branch consumers, hypothesis (H2) is accepted.

3. The influence of the sales force on the quality of service to consumers WOM Finance Semarang Branch

The partial test results (t test) for the salesperson variable in table 4.15 obtained a t-count value of 7.570 > t-table of 1.653 with a significance probability value of 0.000 < 0.05

(alpha) with a standardized coefficients value of 0.563. So it can be concluded that salespeople have a positive and significant effect on service quality to consumers of WOM Finance Semarang Branch, hypothesis (H3) is accepted.

4. Effect of price on service quality to WOM consumers Finance Semarang Branch

The partial test results (t test) for the salesperson variable in table 4.15 obtained a t-count value of $1.200 < t\text{-table of } 1.653$ with a significance probability value of $0.232 > 0.05$ (alpha) with a standardized coefficients value of 0.089. So it can be concluded that price has a positive and not significant effect on service quality to consumers of WOM Finance Semarang Branch, hypothesis (H4) is rejected.

5. The effect of service quality on consumer repurchase at WOM Finance Semarang Branch

The partial test results (t test) for the service quality variable in table 4.16 obtained a t-count value of $14.895 > t\text{-table of } 1.653$ with a significance probability value of $0.000 < 0.05$ (alpha) with a standardized coefficients value of 0.742. So it can be concluded that service quality has a positive and significant effect on repurchase of WOM Finance Semarang Branch consumers, hypothesis (H5) is accepted.

6. The mediating effect of service quality on the relationship between salespeople and repeat purchases of WOM Finance Semarang Branch consumers

The results of partial testing (t test) of the service quality variable in mediating salespeople in table 4.17 obtained a t-count value of $5.251 > t\text{-table of } 1.653$ with a significance probability value of $0.000 < 0.05$ (alpha) with a standardized coefficients value of 0.458. So it can be concluded that service quality (Z) has a significant effect in mediating the relationship between salespeople (X1) on repeat purchases (Y) for WOM Finance Semarang Branch consumers, hypothesis (H8) is accepted.

7. The mediating effect of service quality on the relationship between price and repurchase of WOM Finance Semarang Branch consumers

The results of partial testing (t test) of service quality variables in mediating price staff in table 4.17 obtained a t-count value of $4.351 > t\text{-table of } 1.653$ with a significance probability value of $0.000 < 0.05$ (alpha) with a standardized coefficients value of 0.379. So it can be concluded that service quality (Z) has a significant effect in mediating the relationship between price (X1) and repurchase (Y) for consumers of WOM Finance Semarang Branch, hypothesis (H9) is accepted.

CONCLUSION

The conclusions from this study can be drawn as follows: The sales force has a positive and significant effect on repeat purchases of WOM Finance Semarang Branch consumers. The sales force is one of the factors that can influence repeat purchases made by WOM Finance Semarang Branch consumers. Research conducted by Pakpahan (2020) states that the variable that has the most dominant influence on the decision to repurchase is the competence of the salesperson. The salesperson's performance as the spearhead of the company is required to demonstrate the performance achieved through hard work to obtain the expected results, in this study, is an increase in the number of repeat purchases. Price has a positive and significant effect on repurchasing at WOM Finance Semarang Branch consumers. Price is another factor that can influence repeat purchases made by WOM Finance Semarang Branch consumers. Research conducted by Anuraga & Sitohang (2015) found that price has a significant positive influence on repurchase decisions. In addition, research conducted by Rambe, Maksum, and Jasin (2017) found that the price variable has a positive and significant effect on consumer repurchase. Lamb, Hair, and McDaniel (2001) state that

price is a number of values that must be given by consumers (buyers) to get a product. The sales force has a positive and significant effect on service quality to WOM Finance Semarang Branch consumers. Salespeople are one of the factors that can affect the quality of services provided by the company. Research conducted by Hendriyanto (2012) states that there is a significant relationship between salesperson skills and service quality. Meanwhile, research by Muhtarom, Syairozi, and Wardani (2022) states that good service quality can increase sales. Price has a positive and not significant effect on service quality to WOM Finance Semarang Branch consumers. Price is a determining factor whether the quality of service provided is able to meet consumer expectations. Price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of having or using the product or service (Philip & Armstrong, 2012). In line with research conducted by Junior, Areros, & Pio (2019) found that there is an insignificant and positive effect between price perceptions on service quality. Service quality has a positive and significant effect on repurchase of WOM Finance Semarang Branch consumers. Research conducted by Ekaprana, Jatra, and Giantari (2020) explains that service quality factors have a positive influence on consumer repurchase intentions. Service quality can be seen from five (5) dimensions, including: physical evidence, reliability, responsiveness, assurance, and empathy (Ekaprana et al., 2020). In line with research (Albina Anim, Ni Luh Putu Indiani, 2020), service quality can significantly encourage repurchase intention, to encourage repurchasing, service quality can be improved by ensuring the appearance of employees is neat, providing professional service, providing good service. fast and responsive, employees understand well about the various products offered, and employees are able to communicate well with customers. Research (Br. Marbun, M., Ali, H., & Dwikoco, F., 2022) service quality has an effect on repeat purchases. Service quality has a significant effect in mediating the relationship between salespeople and repeat purchases of WOM Finance Semarang Branch consumers. The salesperson is one of the service quality factors that influence repeat purchases. The salesperson's performance as the spearhead of the company is required to demonstrate the performance achieved through hard work to obtain the expected results, in this study, is an increase in the number of repeat purchases. Quality of service has a significant effect in mediating the relationship between price and repurchase of WOM Finance Semarang Branch consumers. By adjusting prices according to consumer needs, it is hoped that the quality of service will increase, thereby increasing the number of repeat purchases. Therefore, it can be assumed that price is a mediating variable between the influence of salespeople on repurchasing by consumers. For future researchers, they can conduct research on a larger scale, because in this study, researchers only collected data at WOM Finance Semarang Branch, such as research at WOM Finance on a regional or national scale. For future researchers, they can add other variables that have not been added by researchers, such as financing process variables that influence consumer decisions to make repurchases

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