

THE EFFECT OF FREE LUNCH ON CONSUMER REPURCHASE INTEREST AT MITRA SEDEKAH STORE

Yeni Fajrin

¹Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Buana Perjuangan Karawang
e-mail: yeni.fajrin@ubpkarawang.ac.id

Abstract

Study this aim is to know how big an influence there is a free lunch to interest buy repeat consumers at Mitra Sedekah Store. Data were collected with a method spread questionnaire in the form of Google forms to consumers through Whatsapp Group and Facebook Mitra Sedekah account, successful data was collected from as many as 214 respondents. The method used is quantitative, then data analysis using SPSS version 26 software with assumption test classic namely normality test, multicollinearity test, heteroscedasticity test, and testing hypothesis in a manner partial (t). Research results are No there is a significant influence there is a free lunch to interest buy repeat consumers at Mitra Sedekah Store. Not all shops give matter like that, consumers consider matter thereby unique and interesting. Then the results study descriptive concluded that products in Mitra Sedekah Store quality, the choice of many and varied goods, and the price offered is also cheaper, as well as the services provided are friendly. Social programs carried out by Mitra Sedekah Store Enough help society in need, so become an attention magnet consumer, for shopping at the Mitra Sedekah Store.

Keywords: Free Lunch, Repurchase Interest, Consumers

INTRODUCTION

Competition in business in today's era increase with fast-paced, fierce competition in all business sectors no can be denied. Along with development technology and other supporting factors grow the flower something company. Every company's demand can maintain consumers. Because that company or businessmen must be ready and able to provide goods or services to the hopes and requests of consumers. So, the company must be more creative as well as innovative to be able to Keep going and survive. In developing something product, manufacturers must be capable of determining the quality position product on the market. marketed quality must own the best value from product other companies. That product offered own a place in the hearts of consumers. (Azmi, 2020).

Industrial business fields such as retail and modern shops also compete strictly. The development of the business world of actors business expected capable for follow market development and afford to endure in an increasingly competitive global market strictly to aim from a company the reached. (Ari Gunawan et all, 2023).

If the Consumer becomes the objective main of something company, then the company must know how to consumers happy and like the services provided, because factor this is one reason purchases are repeated by consumers. Satisfied consumers with the service given, then will make the company exist, because without consumer company No will Can last long. Business venture moment This growing very rapidly, so make company challenged For Can strategize so you can survive, for as give promotions, discounts, and cashback can become a Power pull for interesting interest buy repeat consumers. (Bella, 2019).

Mitra Sedekah Store is one place for made object research, shop was established on May 26, 2021, in the Village Tegalurung subdistrict of Cilamaya Kulon, Karawang Regency. Mitra Sedekah Store is a field industrial business that offers various types of equipment House stairs, accessories, goods electronics, home decoration, toys for children, cosmetics, tools stationery, clothing, shoes, bags, and equipment need House ladders other.

The objective established Mitra Sedekah Store is for Customers as partners in giving to charity, more and more Lots generated turnover, then the more Lots alms given. Examples of alms programs that have been run by Mitra Sedekah Store are sharing groceries to pack poor, giving help treatment to sick and deprived people capable in facet material, helping finance labor mothers who gave birth and less capable in facet materials, sharing fan free wind for mosques around, give free breakfast every Friday. Store Motto This is " The more growing, increasingly useful, happier ". Besides That, the Shop also implements a sales strategy like promotions, discounts, and rewards, however, there is one business strategy a very unique Mitra Sedekah Store for interesting attention consumers that gives Eat free lunch every day to shoppers, so every day Mitra Sedekah Store always many visited by visitors.

According to Agus Wahyu et all, 2022 in Book "*Spiritual Marketing Reformulasi Sedekah di tengah Modernitas*", Spiritual Marketing from A porridge alms. " Porridge Alms " is a form of practice food that is Porridge (food made from rice), then sold accompanied with activity give alms from consumers. The result of alms collected For Then provided by the seller porridge to clan poor. The results study concluded that, with a charity program that, makes turnover sales the more increase compared to before running a charity program. before the program usually sold only about 2kg of rice, but after the porridge program alms increase increased to 5 kg of rice. This is significant sales.

Research by Sinta Sri Wahyuni et all, 2020 entitled "*Makna Laba pada Rumah Makan Gratis*" displays if the owner of the restaurant gives the meaning that the profit of the restaurant is free with Calm, Happiness, and Blessing. Profit of Tranquility is defined as living conditions that are comfortable, calm, and without fuss, the profit of happiness is defined as always feeling happy because you can share with others, and the profit of blessing is defined as a form of blessing and gratitude from the sustenance that always flows without stopping.

According to Durianto in Hariyanto et all (2022), stated that " Interest Buy is a desire to have a product, desire the will arise If consumer affected by quality and quantity product, all information related to product, price, advantages, and disadvantages product compared to with other products ".

Whereas According to Sukmawati and Suryono in Ilham & Sarpan (2023), Interest Buy Repeat is part of component behavior in attitude consumption. Interest Buy Repeat is the stage Where consumers form a choice between several incorporated brands in trap choice, then in the end something is purchased at one preferred alternative or process consumer for buy something goods or services based on various development. Study This Aim to Know " The Effect of Free Lunch on Consumer Repurchase Interest at Mitra Sedekah Store in the Village Tegalurung Subdistrict Cilamaya Kulon Karawang Regency.

METHOD

Data collection was carried out with a spread questionnaire in the form of Google forms to consumer Alms Partner Shop through Whatsapp Alms Partner Shop Facebook group and account, from June 7-11, 2023. Successful data was collected from as many as 214 Respondents. The method used _ in the study This is a method quantitative with the use of an approach descriptive, that is exposing all research data. For now, that researcher using SPSS software version 26 viz with Test Assumptions classic. As for the assumption test the author's classic Meaning namely the normality test, multicollinearity test, and heteroscedasticity test. Then test the hypothesis that is testing hypothesis in a manner partial (t) is used for testing Correct or No something statement in a manner statistics, as well as the interesting conclusion, the data accepted or rejected.

RESULTS AND DISCUSSION

Research results based on collected data from the results development questionnaire obtained results as follows:

Viewed from a gender perspective 214 respondents were studied, dominated by respondents of the Woman that is as much as 96.3% and 3.7% of the man. From the aspect of age, respondents are aged 21-30 years 45.3%, then ages 31-40 years as much as 35.5%, aged < 20 years that is as much as 11.2%, and aged > 41 years as much as 7.9%. Respondents who know Mitra Sedekah Store from social media which is as much as 57.5%, then from Friends as much as 22%, and family as much as 20.6%. In aspect time visit respondents come to Most Mitra Sedekah store are at 2-6 pm WIB as much as 41.6%, then followed at 8-11 am by 31.3%, then at 11-2 pm by 24.3%, and at 6-8 pm by 2.8%. Then in aspect frequency shopping in 1 month respondent shop namely 1-2 times as much as 47.7%, 3-4 times as much as 34.6%, and ≥ 5 times as much as 17.8%. In aspect objective purchase, use Alone as much as 86% and for sale return as much as 14%. Then from aspects of social programs carried out by Mitra Sedekah Store Enough interesting attention consumers seen from facet presentations that responded strongly agreed 66.8 % of respondents agreed, 31.3% of respondents then answered enough agree as much as 1.4% of respondents, no agreed 0.5% of respondents and those who answered strongly did not agree 0%. Then from facet price, respondents strongly agree that the price offered by the Mitra Sedekah Store is cheaper compared to other shops from the results questionnaire that is as many as 49.5% of respondents who answered strongly agreed as much as 43.9% agreed, 6.5% of respondents, and 0% answered No agree and strongly disagree agree. Then from the aspect of promotions, discounts, and rewards provided by Mitra Sedekah Store 50.5 %, strongly agree, 41.1%, agree, 7.5%, enough agreed and 0.9% answered No agree, and 0% answered strongly do not agree.

1. Assumption Test Classic

The assumption tests classic use method multiple linear analysis, with see assumptions underlying the regression model such, ie the normality test, multicollinearity test, and heteroscedasticity test.

a) Normality Test

Normality test This is used in the framework to see data that is normally distributed or not. The data is assumed distributed normally if the number is significant Kolmogorov -Smirnov Sig > 0.05 means that data is normally distributed, and if Sig <0.05 shows that distributed abnormally.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		214
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.28328787
Most Extreme Differences	Absolute	.209
	Positive	.094
	Negative	-.209
Test Statistic		.209
Asymp. Sig. (2-tailed)		.000 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

From the table on known that mark is significant ie $0.000 < 0.05$, so concluded the mark is distributed abnormally.

b) Multicollinearity Test

The multicollinearity test is used to get out of the habit of decision-making about the partial test effect in each independent variable to the dependent variable. The basis for taking the Multicollinearity Test:

- Seeing the Tolerance Value: If the Tolerance Value is > 10 then Multicollinearity Occurs
- Seeing the VIF Value: If the VIF value < 10 then Multicollinearity Does Not Occur

Table 2. Multicollinearity Test

Model		Unstandardized Coefficients		Coefficients ^a		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.249	.884		7.068	.000		
	Free Lunch	.529	.064	.493	8.253	.000	1.000	1.000

a) Dependent Variable: Repurchase Interest

From the results of the data it can be seen that the Tolerance and VIF values are < 10 , so it can be concluded that there is no multicollinearity in the data.

b) Heteroscedasticity Test

The objective of the Heteroscedasticity Test is For test is in the regression model to happen variance inequality of residual one observation to another observation. The basis of deciding the Heteroscedasticity Test are:

- If the value is significant > 0.05 then No Happen Heteroscedasticity
- If the value is significant < 0.05 then Happen Heteroscedasticity

Table 3. Heteroscedasticity Test

Model		Unstandardized Coefficients		Coefficients ^a		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.407	.486		2.892	.004
	Free Lunch	-.024	.035	-.046	-.670	.504

a. Dependent Variable: RES2

Based on these outputs is known that mark The Free Lunch variable is significantly more than 0.504 big from 0.05 up can conclude that No happen Heteroscedasticity.

2. Hypothesis Test

Testing hypothesis kindly Partial (t-test). Testing This aim to test How to influence in a manner Partial the independent variables to the dependent variable. The hypothesis is as follows:

- **H₀**: There is no Free Lunch influential in a manner significant to interest buy repeat consumers at Mitra Sedekah Store
- **H_a**: Having a Free Lunch has an effect in a manner significant to interest buy repeat consumers at Mitra Sedekah Store

Basis of deciding on hypothesis testing:

- If the significant value is > 0.05 , then **H₀** is accepted and **H_a** is rejected
- If the significant value < 0.05 , then **H₀** is rejected **H_a** is accepted

Table 4. Partial Hypothesis Testing (t-test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
I(Constant)	5.927	.892		6.644	.000
Free Lunch	.551	.065	.505	8.521	.000

a. Dependent Variable: Repurchase Interest

Based on the data above, it is known that the value significant for the effect of free lunch on repurchase intention is $0.000 < 0.05$ so it can be concluded that the hypothesis (**H₀**) is rejected and (**H_a**) is accepted, meaning that the existence of Free Lunch has a significant effect on consumer repurchase interest at Mitra Sedekah Store.

3) Determination Coefficient Test

The coefficient of determination test is used to find out how much the independent variable contributes, namely free lunch, and the contribution of other variables that are not explained in this study to the ups and downs of the dependent variable, namely repurchasing interest at Mitra Sedekah Store.

Table 5. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.505 ^a	.255	.252	1.298

a. Predictors: (Constant), X

From the table above it is known that R Square is 0.255%, meaning that interest in repurchasing is influenced by free lunch. While the remaining 0.745 is influenced by other factors not present in this study.

CONCLUSION

Based on the results of the author's research, then can conclude that there is a significant influence there is a free lunch to interest buy repeat consumers at Mitra Sedekah Store. Not all shops Can give matter like it, and consumers consider matter thus very unique and interesting, as well can help people or consumers who haven't time Eat the Afternoon when shopping. From the results study descriptive concluded that products in Mitra Sedekah Store are of quality as well as a choice of many and varied goods, then the price offered is also cheaper, as well the service provided is very friendly. Social programs carried out by Mitra Sedekah Store Enough help society in need, so become an attention magnet consumer, for shopping at the Mitra Sedekah Store. By objective founded Mitra Sedekah Store is a customer as a partner To give charity, the more Lots generated turnover, then the more Lots alms given, so the existence of Mitra Sedekah Store gets support from society. On the side That Mitra Sedekah Store also upholds tall dignity and humanity, managed in a manner professional and ethical. Buyer is king, then give services and things that can interesting attention to consumers, so consumers become happy and finally return To buy the product offered. Objective sales besides getting profit, too accompanied with give alms from results profit sales. So that the business being carried out can be beneficial for the perpetrator's business, consumers, and society.

BIBLIOGRAPHY

- Alam, I. K., & Sarpan, S. (2023). Pengaruh Kualitas Produk, Kepuasan Pelanggan Dan Promosi Penjualan Terhadap Minat Beli Ulang Ulang Mazaya Dekoratif Dan Skincare Pada Toko Tangga Mas Tambun. *IKRAITH-EKONOMIKA*, 6(2), 284-291.
- Ardhya, B. N. (2019). Pengaruh Promo terhadap Minat Beli Konsumen (Study Pada Promosi, Cashback dan Diskon terhadap Minat Beli Konsumen di Restaurant Mister Baso di Mall CBD Cileduk). *Indikator*, 3(3), 353537.
- Desyanti, I. G. A. T., & Yani, N. W. M. S. A. (2023). Analisis faktor–faktor yang mempengaruhi minat konsumen berkunjung kembali ke titik temu coffee ubud. *Jurnal Ilmiah Pariwisata dan Bisnis*, 2(1), 55-69.
- Dewantara, Y. F. (2022). Pengaruh Kualitas Produk terhadap Minat Beli Ulang di Union Deli Grand Indonesia. *Journal FAME: Journal Food and Beverage, Product and Services, Accomodation Industry, Entertainment Services*, 4(2).
- Fiona, D. R., & Hidayat, W. (2020). Pengaruh promosi penjualan dan e-service quality terhadap minat beli ulang melalui kepuasan pelanggan (Studi pada pelanggan Gopay di Jabodetabek). *Jurnal Ilmu Administrasi Bisnis*, 9(1), 333-341.
- Gunarsih, C. M., Kalangi, J. A., & Tamengkel, L. F. (2021). Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang. *Productivity*, 2(1), 69-72.
- Hafidz, G. P., & Nurhayati, N. (2023). Pengaruh Persepsi Manfaat dan Persepsi Kepercayaan terhadap Minat Beli Ulang Melalui Kepuasan pada Air Minum Isi Ulang. *JHIP-Jurnal Ilmiah Ilmu Pendidikan*, 6(5), 3381-3390.
- Hapsari, B. C., & Astuti, S. R. T. (2022). Pengaruh Keragaman Produk dan Promosi Penjualan Terhadap Minat Beli Ulang di Toko Online Lazada dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Diponegoro Journal of Management*, 11(2).
- Hidayah, S. A., & Apriliani, R. A. E. (2019). Analisis Pengaruh Brand Image, Harga, Kualitas Produk, Dan Daya Tarik Promosi Terhadap Minat Beli Ulang Konsumen Batik Pekalongan (Studi Pada Pasar Grosir Setono Batik Pekalongan). *Journal of Economic, Business and Engineering (JEBE)*, 1(1), 24-31.

- Hidayat, R., & Resticha, D. (2019). Analisis Pengaruh Variasi Produk Dan Labelisasi Halal Terhadap Kepuasan Konsumen Untuk Meningkatkan Minat Beli Ulang Pada Kosmetik Wardah. *Journal of Applied Business Administration*, 3(1), 40-52.
- Imran, M. I. A. (2018). Pengaruh kepuasan pelanggan terhadap minat beli ulang makanan di rumah makan ayam bakar wong solo alauddin kota makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 2(1), 50-64.
- Ismail, A., & Satibi, I. (2021). *Pengaruh Variasi Produk, Harga, Dan Customer Experience Terhadap Minat Beli Ulang Konsumen Roti Mawarid Di Pondok Pesantren Roudlotul „Ulum Desa Karangtanjung, Alian, Kebumen* (Doctoral dissertation, Institut Agama Islam Nahdlatul Ulama (IAINU) Kebumen).
- Mahardika, Y., & Jumhur, H. M. (2023). PENGARUH KUALITAS LAYANAN, PERSEPSI HARGA, DAN CITRA MEREK TERHADAP MINAT BELI ULANG PADA E-COMMERCE TOKOPEDIA. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi dan Pelayanan Publik*, 10(2), 4001-4011.
- Permatasari, E., Luthfiana, H., Pratama, N. A., & Ali, H. (2022). FAKTOR-FAKTOR YANG MEMPENGARUHI PEMBELIAN ULANG: PROMOSI, HARGA DAN PRODUK (LITERATURE REVIEW PERILAKU KONSUMEN). *Jurnal Ilmu Manajemen Terapan*, 3(5), 469-478.
- Qudus, M. R. N., & Amelia, N. S. (2022). The Pengaruh Kualitas Produk, Kualitas Layanan, dan Harga Pada Minat Beli Ulang Konsumen Restoran Ayam Bang Dava. *International Journal Administration Business & Organization*, 3(2), 20-31.
- Salsabila, A. N., & Saidani, B. (2022). Pengaruh Kualitas Pelayanan dan Harga terhadap Minat Beli Ulang melalui Kepuasan Pelanggan sebagai Variabel Intervening: Studi Kasus Pada Pelanggan Website Beautyhaul Gen Z di Indonesia. *Jurnal Bisnis, Manajemen, dan Keuangan-JBMK*, 3(1), 87-100.
- Salsabila, C., Umbara, T., & Setyorini, R. (2022). Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Produk SOMETHINC. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi dan Pelayanan Publik*, 9(4), 668-679.
- Sari, R. M., & Prihartono, P. (2021). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 5(3), 1171-1184.
- Sibarani, T. E., & Saragih, N. (2022, October). PENGARUH HARGA, VARIASI PRODUK, KUALITAS PRODUK DAN FASILITAS TERHADAP MINAT BELI KONSUMEN DI PONDOK INDAH PASAR BUAH TANJUNG REJO MEDAN. In *Seminar Nasional Manajemen dan Akuntansi* (Vol. 1, pp. 260-269).
- Sri Wahyuni, S., Gusliana Mais, R., Nasution, N., & Nasution, N. (2020). STUDI FENOMENOLOGI: MAKNA LABA PADA RUMAH MAKAN GRATIS CIANGSANA. *STUDI FENOMENOLOGI: MAKNA LABA PADA RUMAH MAKAN GRATIS CIANGSANA*.
- Triatmo, A. W., & Yuliar, A. (2022). *SPIRITUAL MARKETING: REFORMULASI “SEDEKAH” DI TENGAH MODERNITAS*. Penerbit Lakeisha.
- Zullaihah, R., & Setyawati, H. A. (2021). Analisis Pengaruh Iklan, Identitas Merek, dan Kepuasan Pelanggan Terhadap Minat Beli Ulang. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 3(1), 169-184.