



Factors Affecting Repurchase Intention in McDonald's Kediri, East Java, Indonesia

^{1*} Mar'atus Della Fadhila, ¹Kartika Anggraeni Sudiono Putri

¹ State Islamic University (UIN), Maulana Malik Ibrahim Malang, Indonesia

Info Article

Keywords:

Perceived quality
Brand experience
Perceived risk
Repurchase intention

ABSTRACT

This study aims to determine how the influence of perceived quality, brand experience and repurchase intention on repurchase interest in McDonald's products in Kediri City, which is ranked the second most popular fast food restaurant in Indonesia. McDonald's is also one of the pioneers of fast food business in Kediri City where the city is among the richest cities in Indonesia that has successfully recorded the highest Gross Regional Domestic Product (GDP) per capita in Indonesia. This research is a quantitative research with 105 respondents. The sampling technique in this study is non-probability sampling with purposive sampling and data analysis techniques using multiple linear regression. Data analysis was carried out using descriptive statistics with SPSS software version 24. The results showed that perceived quality had a partial significant effect on repurchase intention. Brand experience has a partial significant effect on repurchase intention. Perceived risk has a partial significant effect on repurchase intention. And perceived quality, brand experience and perceived risk have a significant effect simultaneously on repurchase intention.

This is an open access article under [CC-BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/)



*Corresponding author:

Mar'atus Della Fadhila

Faculty of Economics, State Islamic University (UIN) Maulana Malik Ibrahim Malang
Jl. Gajayana No. 50, Dinoyo, Lowokwaru, Malang 65144
Email: 200501110015@student.uin-malang.ac.id

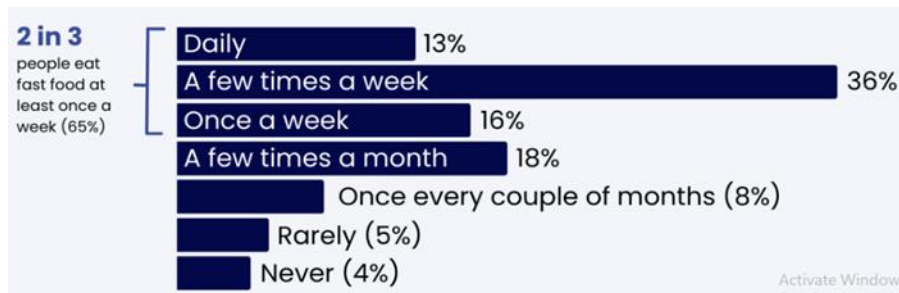
Submitted 29 March 2024; Accepted 7 July 2024; Published 30 August 2024

How to quote: Fadhila, D. M. & Putri, S. A. K. (2024). The Effect of Perceived Quality, Brand Experience, and Perceived Risk on Repurchase Intention. *Journal of Economic and Entrepreneurial Education*, 5(2), 188-203. <https://doi.org/10.20527/jee.v5i2.12156>

1. INTRODUCTION

Business in the food sector or often referred to as culinary is one of the promising businesses because food is a basic human need. Data from the Franchise & Business Concept (IFBC) Expo in 2021, states that culinary is the field that dominates the franchise business in Indonesia by 53%. One of the dominating franchise businesses in Indonesia is the fast-food business which has shown significant development in recent years. This is supported by data that shows that

the tendency of Indonesian people to eat at fast food restaurants several times every week as shown in figure 1.



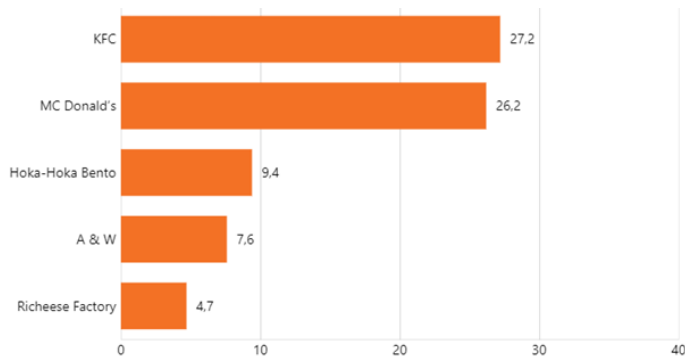
Source : DriveResearch.com, 2023

Figure 1. How Often People Eat Fast Food

According to Kotler and Keller (2016) Repurchase intention is a form of behavior from consumers who want to buy or choose a product based on their experience, use, and desire for a product. One part that becomes an element of perceived quality is in terms of taste, this is supported by data from databoks.id which shows that the reason consumers buy fast food is because of the quality of the product or the appropriate taste. In order for consumers to have an interest in making repeat purchases, they must feel how perceived the quality of the brand. According to Tjiptono (2015), perceived quality is a customer evaluation of the superiority of a product as a whole. Consumer perception of the product will determine consumer behavior when choosing which product to decide to buy. If the perception is good or high, consumers will be interested and consider the input of information obtained from the product and then will make a repeat purchase. According to research by Kusuma et al (2018), perceived quality affects repurchase intention, this research is in line with Larasati & Baehaqi's (2022) research. However, the results of Manullang's research (2017) show different things that perceived quality does not affect repurchase intention. Therefore, research related to this still needs to be continued.

The second factor that influences repurchase intention is brand experience. The amount of fast-food business competition encourages each brand not only to provide a different side of the product, but an experience to customers. The term experience refers to the personal responses and subjective feelings that consumers arise from various brand-related stimuli that they encounter or encounter during interaction. According to research by Assalam & Hidayat (2020), brand experience affects repurchase intention, this research is in line with Kristyani & Kristyana's (2022) research. However, the results of other studies show something different, namely brand experience has no effect on repurchase intention (Soedionon et al., 2020). Therefore, research related to this still needs to be continued.

Regardless of the quality as well as the benefits that the product offers to consumers, some consumers believe that there are risks associated with purchasing the product. According to Peter and Olson (2012) perceived risk is an unexpected consequence and that consumers want to avoid when making purchases and using a product or service. According to research by Herionanda & Nugraha, (2017), perceived risk affects repurchase intention, this research is in line with research (Nofrialdi, 2021). However, the results of Zahroq & Asiyah's (2022) research show different things that perceived risk has no effect on repurchase intention. Therefore, research related to this still needs to be continued.



Source : DataIndonesia.id, 2022

Figure 2. List of Most Popular Fast-Food Restaurants in Indonesia

Based on some of the above, the famous fast food restaurant in Indonesia, McDonald's, was chosen to be the object of this study. According to the results of the report from the Top Brand Award obtained from DataIndonesia.id (2023) in figure 2, McDonald's is ranked as the second most popular fast food restaurant in Indonesia. McDonald's is one of the fast food restaurants that until now is still in great demand by people in Indonesia. McDonald's is one of the largest fast food restaurants experiencing rapid development in Indonesia. McDonald's is also one of the pioneers of fast food business in Kediri City. Researchers chose the location of the study in Kediri City where the city is among the richest cities in Indonesia that successfully recorded the highest Gross Regional Domestic Product (GDP) per capita in Indonesia. Kediri City has also received a tiered award "Most Recommended City for Investments" as a city that is very conducive to investing capital. This affects investors to invest in Kediri City seen from the condition of the people in Kediri City which is also quite consumptive, thus making entrepreneurs or fast food business franchisers willing to enter Kediri City.

In maintaining the quality of the products presented, McDonald's always uses high quality raw materials to ensure consistent taste and quality because McDonald's has a strong and efficient supply chain system to ensure consistent supply of raw materials. Some of McDonald's strategies in creating a brand experience for its consumers include having the slogan "Quick Service Restaurant" which means the company provides speed of service and convenience when ordering. In addition, because the target market of McDonald's is family, in the outlet there is a children's playground so as to bring up the experience from within the consumer. McDonald's also opened a store with a drive thru concept where consumers who are traveling or want to order food for takeaway do not need to park their vehicle first but can easily order by riding their personal vehicle. Some consumers must think about the risks or negative impacts that will be obtained when they buy McDonald's products with one reason is that if eaten excessively it will have an impact on health, but McDonald's also provides healthy foods such as happy meals, artisan grilled chicken classic sandwiches, egg white delight mcmuffins, and hamburgers. According to these phenomena, this study aims to determine whether there is an influence of perceived quality, brand experience and perceived risk on the repurchase intention of McDonald's products in Kediri City.

2. METHOD

The method applied in this study is a quantitative method with a descriptive approach which can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples. Quantitative descriptive is statistical analysis used to describe, summarize, and analyze quantitative data. This research was conducted at McDonald's Kediri

City, located at Sri Ratu Kediri Mall, Jl. Hayam Wuruk No. 46, Dandangan Kec. Kota and on Jl. Brawijaya No. 21 Pakelan, kec. The city is a strategic area in Kediri City.

2.1. Sampling Techniques

In this study, determining the sample using non-probability sampling which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected into a sample using purposive sampling which can be interpreted as a sampling technique with certain considerations. In this study, samples were determined to be taken with the criteria of people domiciled in Kediri City with a minimum age of 17 years because they are believed to have a higher level of cognitive maturity than younger ones and have purchased McDonald's Kediri City products at one of its outlets directly at least 2 times in the past year.

2.2 Research Instruments

Research instrument is a tool used to measure observed natural and social phenomena. Questionnaires are made using indicators of variables used as research instruments. Respondents were given questionnaires containing questions about the indicators and their explanations. The very positive to very negative end of the Likert scale is used to assess the response of the instrument. There are five alternative responses, namely:

- | | | |
|--------|---------------------|----------|
| 1. SS | = Strongly Agree | Scored 5 |
| 2. S | = Agree | Scored 4 |
| 3. N | = Neutral | Scored 3 |
| 4. TS | = Disagree | Scored 2 |
| 5. STS | = Strongly Disagree | Scored 1 |

2.3 Variable Operational Definition

The operational definition of variables in this study is as follows:

Table 1. Variable Operational Definition

Variable	Indicators	Items
Perceived quality (X1)	• Performance (X1.1)	• McDonald's in Kediri City offers a variety of menus that many consumers want (X1.1.1).
	• Service ability (X1.2)	• McDonald's in Kediri City serves delicious dishes, distinctive tastes and according to order (X1.1.2).
	• Durability (X1.3)	• The existence of an order screen with self service at McDonald's in Kediri City makes it easier for customers (X1.2.1).
	• Reliability (X1.4)	• McDonald's employees in Kediri City are willing to help visitors, respond easily to visitors' requests (X1.2.2)
	• Features (X1.5)	• McDonald's employees in Kediri City are always polite and can foster visitor trust (X1.2.3).
	• Conformance with specification (X1.6)	• Products at McDonald's in Kediri City still have a good taste when taken home or left long enough (X1.3.1).
	• Finish (fit and finish) (X1.7)	• McDonald's employees in Kediri City provide services according to orders (X1.4.1).
		• McDonald's employees in Kediri City are responsible if there are problems with service (X1.4.2).
		• McDonald's employees in Kediri City provide fast service and work professionally (X1.4.3).
		• McDonald's in Kediri City has a variety of menu variants including heavy meals, snacks, soda drinks, coffee, and non-coffee (X1.5.1).

Brand experience (X2)	<ul style="list-style-type: none"> • Sensory dimension (X2.1) • Affective dimension (affection) (X2.2) • Behavioral dimension (X2.3) • Intellectual dimension (X2.4) 	<ul style="list-style-type: none"> • McDonald's in Kediri City distinguishes between heavy and light food offerings, drinks containing soda, non-soda, coffee, and non-coffee (X1.5.2). • The presentation of McDonald's products in Kediri City is in accordance with the description of the menu book (X1.6.1). • The taste and appearance of the products served by McDonald's in Kediri City meet the standard (X1.6.2) • McDonald's products in Kediri City are of high quality and do not change from time to time (X1.7.1). • Products from McDonald's in Kediri City are able to create a strong impression on my senses (X2.1.1) • I think products from McDonald's in Kediri City have high appeal in terms of sensory experiences (such as visual appearance, aroma, taste, etc.) (X2.1.2). • I think products from McDonald's in Kediri City appeal to all my senses (X2.1.3). • Products from McDonald's in Kediri City are able to touch my feelings and sentiments (X2.2.1). • I have a strong emotional bond with the McDonald's brand in Kediri City (X2.2.2). • I think the McDonald's brand in Kediri City has characteristics as a brand that gives an emotional impression (X2.2.3). • When consuming products from McDonald's in Kediri City, I engage in physical activity and actions such as making purchases directly to McDonald's outlets in Kediri City (X2.3.1). • McDonald's in Kediri City provides its own physical or physical experience (unique) for me (X2.3.2). • McDonald's brand in Kediri City focuses on physical activity (X2.3.3). • When going to buy McDonald's products in Kediri City, I will consider the quality and time of consuming McDonald's products (X2.4.1). • McDonald's brand in Kediri City stimulated my thought (X2.4.2). • I am curious about the McDonald's brand in Kediri City (X2.4.3).
Perceived risk (X3)	<ul style="list-style-type: none"> • Financial risk (X3.1) • Product risk (X3.2) • Time risk (X3.3) • Shipping risk (X3.4) • Social risk (X3.5) • Security risks (X3.6) 	<ul style="list-style-type: none"> • I think McDonald's products in Kediri City do not match the amount of price I pay (X3.1.1). • I think McDonald's in Kediri City has a large tax/handling fee (X3.1.2). • In my opinion, the quality of McDonald's products in Kediri City is very poorly maintained (X3.2.1). • When the product does not match what was ordered, McDonald's in Kediri City is not willing to replace (X3.2.2). • -I think McDonald's products in Kediri City do not match what is in the ad (X3.2.3). • -McDonald's in Kediri City has a long service (X3.3.1). • -McDonald's in Kediri City has product packaging that is not proper when the product will be taken away (X3.4.1). • McDonald's products in Kediri City did not match the response expectations from family and friends (X3.5.1). • McDonald's products in Kediri City are not safe for all people (X3.6.1) • McDonald's in the City misuses identification when making purchases (X3.6.2).

Repurchase intention (Y)	<ul style="list-style-type: none"> • Transactional interest (Y1) • Referential interest (Y2) • Preferential interest (Y3) • Exploratory interest (Y4) 	<ul style="list-style-type: none"> • McDonald's advertisements in Kediri City are made to attract consumers and expand business networks (Y1.1). • After seeing the ad I had a desire to buy McDonald's products in Kediri City (Y1.2) • I will recommend McDonald's products in Kediri City to others and will invite people around me to buy and visit McDonald's Kediri City (Y2.1). • I want to convey what advantages exist in McDonald's products in Kediri City to the people around me (Y2.2). • I make McDonald's products in Kediri City as the main choice that I want to visit and buy compared to other fast food products (Y3.1). • I have a desire to find information related to the latest menu or information from McDonald's in Kediri City (Y4.1). • I have a great interest in McDonald's products in Kediri City (Y4.2).
--------------------------	---	---

Source : Data processed by researchers, 2024

3. RESULTS AND DISCUSSION

3.1 Result

Identify Respondent Characteristics

Table 2. Respondent Identification

Information		Sum	%
Gender	Man	26	24,8 %
	Woman	79	75,2 %
Age	17 - 22 years	38	36,2 %
	23 -28 years old	43	41%
	29 - 34 years	17	16,2 %
	> 34 years old	7	6,7 %
Work	Student	27	25,7 %
	Civil servants	10	9,5 %
	Private employees	26	24,8 %
	Self employed	17	16,2 %
	Freelancer	8	7,6 %
	Housewives	14	13,3 %
	Honorary teacher	2	1,9 %
	Village apparatus	1	1%

Source : Data processed by researchers, 2024

Table 2 shows the results of descriptive analysis that the distribution of respondents between men and women in this study was unbalanced, namely 24.8% of men and 75.2% of women. Most respondents in this study were in the age groups of 17-22 years and 23-28 years and had different work backgrounds as described in the table.

3.1.1 Instrument Test

3.1.1.1 Validity Test

It can be known that the calculation requirements of the validity test with a significance level of 5% are as follows:

- If r counts $\geq r$ of the table, then there is a significant relationship between the instrument item or statement and the total number (otherwise valid).
- If r is calculated \leq table r , then there is no significant correlation between the instrument item or statement and the total score (declared invalid).

Table 3. Instrument Validity Test

Variable	Indicators	Correlation	Rtabel	Information
Perceived Quality (X1)	X1.1.1	0,490	0,1985	Valid
	X1.2.1	0,541	0,1985	Valid
	X1.2.2	0,368	0,1985	Valid
	X1.2.3	0,349	0,1985	Valid
	X1.3.1	0,449	0,1985	Valid
	X1.4.1	0,430	0,1985	Valid
	X1.4.2	0,229	0,1985	Valid
	X1.4.3	0,316	0,1985	Valid
	X1.5.1	0,382	0,1985	Valid
	X1.5.2	0,423	0,1985	Valid
	X1.6.1	0,404	0,1985	Valid
	X1.6.2	0,512	0,1985	Valid
	X1.7.1	0,395	0,1985	Valid
Brand Experience (X2)	X2.1.1	0,357	0,1985	Valid
	X2.1.2	0,295	0,1985	Valid
	X2.2.1	0,342	0,1985	Valid
	X2.2.2	0,278	0,1985	Valid
	X2.2.3	0,384	0,1985	Valid
	X2.3.1	0,448	0,1985	Valid
	X2.3.2	0,202	0,1985	Valid
	X2.4.1	0,233	0,1985	Valid
	X2.4.2	0,322	0,1985	Valid
Perceived Risk (X3)	X3.1.1	0,320	0,1985	Valid
Repurchase Intention (Y)	Y1.1	0,201	0,1985	Valid
	Y2.1	0,401	0,1985	Valid
	Y3.1	0,210	0,1985	Valid
	Y4.1	0,358	0,1985	Valid

Source : Data processed by researchers, 2024

3.1.1.2 Reliability Test

Table 4. Instrument Reliability Test

Alpha Coefficient	N of Items
0.760	27

Table 5. Indicators and Coefficient

No	Indicators	Alpha Coefficient	Information
1	X1.1.1	0.743	Reliable
2	X1.2.1	0.743	Reliable
3	X1.2.2	0.754	Reliable
4	X1.2.3	0.751	Reliable
5	X1.3.1	0.748	Reliable
6	X1.4.1	0.748	Reliable
7	X1.4.2	0.759	Reliable
8	X1.4.3	0.753	Reliable
9	X1.5.1	0.753	Reliable
10	X1.5.2	0.748	Reliable
11	X1.6.1	0.750	Reliable
12	X1.6.2	0.739	Reliable
13	X1.7.1	0.748	Reliable

14	X2.1.1	0.755	Reliable
15	X2.1.3	0.763	Reliable
16	X2.2.1	0.757	Reliable
17	X2.2.2	0.759	Reliable
18	X2.2.3	0.753	Reliable
19	X2.3.1	0.750	Reliable
20	X2.3.2	0.759	Reliable
21	X2.4.1	0.762	Reliable
22	X2.4.3	0.755	Reliable
23	X3.2.2	0.754	Reliable
24	Y2.2	0.765	Reliable
25	Y3.1	0.751	Reliable
26	Y4.1	0.763	Reliable
27	Y4.2	0.752	Reliable

Source : Data processed by researchers, 2024

From the reliability test results in table 3 shows that all variable items used are reliable, namely for each variable item has an Alpha r value of more than 0.6, meaning that this measuring instrument is able to obtain reliable data.

3.1.2 Classical Assumption Test

3.1.2.1 Normality Test

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		105
Normal	Mean	0.0000000
Parameters ^{a,b}	Std. Deviation	2.69599702
Most Extreme	Absolute	0.085
Differences	Positive	0.051
	Negative	-0.085
Test Statistics		0.085
Asymp. Sig. (2-tailed)		.060c

Source: Data processed by researchers, 2024

From the results of the normality test in table 5, it can be seen that if the significance value > from 0.05, it can be considered that the data is normally distributed.

3.1.2.2 Multicollinearity Test

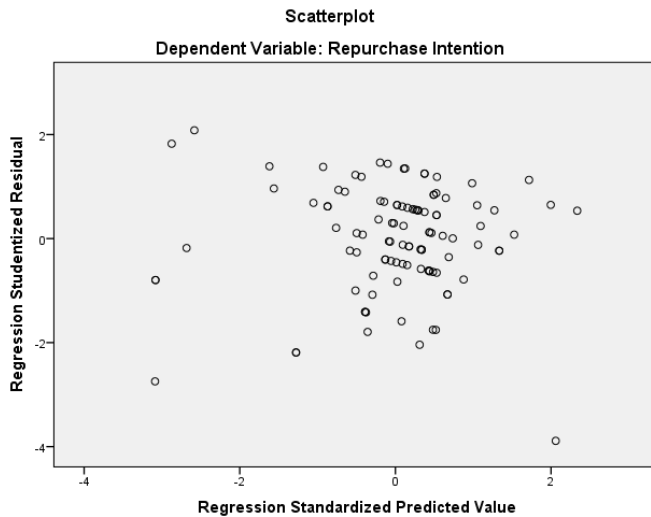
Table 6. Multicollinearity Test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	11.315	1.906		5.936	0.000		
Perceived Quality	0.146	0.031	0.451	4.741	0.000	0.883	1.132
Brand Experience	-0.058	0.038	-0.142	-1.529	0.129	0.930	1.075
Perceived Risk	-0.022	0.261	-0.008	-0.085	0.933	0.916	1.092

Source: Data processed by researchers, 2024

From the results of the multicollinearity test in the table above, it can be seen that the value of VIF < 10 or the value of Tolerance > 0.01, it is stated that multicollinearity does not occur.

3.1.2.3 Heteroscedasticity Test



Source : Data processed by researchers, 2024

Figure 3. Hereroskedasticity Test

From the results of the heteroscedasticity test in figure 1, it can be seen that there is no clear pattern in the form of spreading points above and below the number 0, so heteroscedasticity does not occur.

3.1.3 Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	11.315	1.906		5.936	0.000
Perceived Quality	0.146	0.031	0.451	4.741	0.000
Brand Experience	-0.058	0.038	-0.142	-1.529	0.129
Perceived Risk	-0.022	0.261	-0.008	-0.085	0.933

Source : Data processed by researchers, 2024

From the table above, it can be seen that the multiple linear equations in this study are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 11.315 + 0.146X_1 - 0.058X_2 - 0.022X_3$$

Notes: Y= Dependent variable (*repurchase intention*), a= Constant, B1, B2 and B3=Regression coefficient of independent variable, X1, X2, and X3 = Independent variable (*perceived quality, Brand Experience and perceived risk*), e= Error level.

From the multiple linear regression equation, researchers can explain as follows:

- a. The constant 11,315 indicates that if perceived quality, brand experience, and perceived risk have a good assessment from the customer, then the customer's repeat purchase interest is worth 11,315.
- b. The regression coefficient (B1) indicates a variable value (X1) of 0.146. Then the level of interest in repeat purchases increases by 0.146 if the level of perceived quality increases by one point. Conversely, the level of repurchase interest will decrease by 0.146 if the perceived quality level decreases by one point.
- c. The regression coefficient (B2) indicates a variable value (X2) of -0.058. Then the level of repeat purchase interest decreases by -0.058 if the level of brand experience drops by one point. Conversely, the rate of repeat purchase interest will increase by -0.058 if the level of brand experience increases by one point.
- d. The regression coefficient (B3) indicates a variable value (X3) of -0.022. Then the level of interest in repurchases decreases by -0.022 if the perceived risk level drops by one point. Conversely, the level of repurchase interest will increase by -0.022 if the perceived risk level increases by one point.

3.1.4 Test the hypothesis

3.1.4.1 Test Coefficient of Determination (R²)

Table 8. Test Coefficient of Determination (R²)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.787a	0.619	0.608	0.821

Source : Data processed by researchers, 2024

Based on table 7 adjusted R Square values showing a coefficient of determination (R²) of .608, then 60.8% of the variation in repurchase intention variables in McDonald's products in Kediri City can be accounted for by perceived quality, brand experience, and perceived risk factors combined, with the remaining 39.2% taken into account by other variables that are not included in this research model.

3.1.4.2 Simultaneous Test (F-test)

Table 9. Simultaneous Test (F-Test)

Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	73.042	3	24.347	7.625	.000b
Residuals	322.520	101	3.193		
Total	395.562	104			

Source : Data processed by researchers, 2024

Based on the table above, it can be concluded that the hypothesis (H_a) is acceptable because the variables perceived quality, brand experience, and perceived risk affect the variable repurchase intention simultaneously and the resulting significance value of .000 is smaller than 0.05 and the F_{calculate} value of 7.625 is greater than F_{table} of 2.6

3.1.4.3 Partial Test (T test)

Table 10. Partial Test (T-Test)

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.315	1.906		5.936	.000

Perceived Quality	.146	.031	.451	4.741	.000
Brand Experience	-.058	.038	-.142	-	.129
Perceived Risk	-.022	.261	-.008	1.529	.933

Source : Data processed by researchers, 2024

Judging from Table 9, the influence resulting from each variable can be interpreted as follows:

- With a significance probability value (Sig.) of .000 smaller than .05, the t-test results on the variable X1 that repurchase interest is significantly influenced by the perceived quality variable. The t-count value is 4,741 and the t-table is 1,983 where the t-count is higher than the ttable, i.e. the perceived quality variable affects the repurchase intention in a favorable or positive way.
- With a significance probability value (Sig.) of .129 greater than .05, the t-test results on variable X2 that repurchase interest is significantly not influenced by the brand experience variable. The value of tcount is -1.529 and ttable is 1.983 where tcount is lower than ttable i.e. the perceived quality variable does not affect repurchase intention in an unfavorable or negative way.
- With a significance probability value (Sig.) of .933 greater than .05, the t-test results on the variable X1 represent the perceived risk variable that repurchase interest is significantly influenced by the perceived risk variable. The value of tcount is -.085 and ttable is 1.983 where t-count is lower than t-table. Because the risk variable must elicit a minus or negative result, therefore, it can be concluded that the perceived risk variable affects repurchase intention.

3.2 Discussion

3.2.1 Effect of Perceived Quality on Repurchase Intention

With a significance probability value (Sig.) of .000 smaller than .05, the t-test results on variable X1 representing the perceived quality variable Ho1 are rejected and Ha1 is accepted. It can be concluded that repurchase interest is significantly influenced by perceived quality variables. In addition, the value of tcount is 4.741 and ttable is 1.983 where tcount is higher than ttable. Therefore, it can be concluded that the perceived quality variable affects repurchase intention in a beneficial or positive way.

The results of this study show that perceived quality has a significant and positive influence on repurchase intention which means H1 is accepted. Perceived quality that can affect repurchase intention for McDonald's consumers in Kediri City according to research is because the taste and appearance of the products served by McDonald's in Kediri City meet the standards. The majority of respondents who filled out this study were dominated by students who prioritized not only the taste that met the standards but the appearance of the product must also meet because students / students more often play social media by uploading photos or others. Thus, the results of this study support the hypothesis that perceived quality has a positive and significant impact on the repurchase intention of McDonald's products in Kediri City.

These results are in line with the research of Tarmidi et al. (2020), as well as the research of Marcelino A & Vidyana (2022) states that the overall quality of the product is considered in line with how customers perceive it, whether the product meets their expectations, and whether they have a positive view of it. If this happens, customers tend to return and faithfully consume the same product, and Manullang (2017) which shows that the perceived quality

variable affects the repurchase intention variable. research from Larasati & Baehaqi (2022) shows that the effect of perceived quality on repurchase intention has a significant influence. The higher the perceived quality value received by consumers, the repurchase intention increases. Consumers make product perception considerations as the main reference for repurchasing a product in the future. Anggriani & Ismunandar's (2022) research states that perceived quality affects repurchase intention. When consumers have a good and positive perception of the quality (perceived quality) of a product from the company, the impact on the desire to make repeat purchases of the product becomes more significant.

3.2.2 The Effect of Brand Experience on Repurchase Intention

With a significance probability value (Sig.) of .129 greater than .05, the t-test results on variable X2 representing the brand experience variable Ho1 are accepted and Ha1 is rejected. It can be concluded that repeat purchase interest is not significantly influenced by brand experience variables. In addition, the value of tcount is -1.529 and ttable is 1.983 where tcount is lower than ttable. Therefore, it can be concluded that the perceived quality variable does not affect repurchase intention in an unfavorable or negative way.

The results of this study show that brand experience does not have a significant effect on repurchase intention, which means H2 is rejected. Brand experience that is not able to affect repurchase intention for McDonald's consumers in Kediri City according to research is that products from McDonald's in Kediri City are not able to touch consumer feelings and sentiments. The majority of respondents who filled out this study were dominated by students / students where they came to fast food outlets just to eat, hang out or others. Regardless of their experiences in terms of feelings and sentiments that touch the products they buy and consume. Thus, the results of this study do not support the hypothesis that brand experience does not have a positive and significant impact on the repurchase intention of McDonald's products in Kediri City.

These results are not in line with research conducted by Kristiyani & Kristiyana (2022) which states that brand experience has a significant positive influence on repurchase intention. If a brand has a good brand experience according to customers, then consumer brand loyalty to the brand will also be better. So that it will provide a great opportunity for consumers to buy back the product in the future. In Assalam & Hidayat's (2020) research on the influence of brand experience on repurchase intention has a significant influence. Providing brand experience to consumers is an important key for companies. Not only does it create a positive impression after purchase, but it also helps build a consumer's memory and positive perception of the product or service. If consumers have a good experience with the brand, they will return to make further purchases.

3.2.3 Effect of Perceived Risk on Repurchase Intention

With a significance probability value (Sig.) of .933 greater than .05, the t-test results on variable X1 representing the perceived risk variable Ho1 are accepted and Ha1 is rejected. It can be concluded that repurchase interest is significantly influenced by perceived risk variables. In addition, the value of tcount is -.085 and ttable is 1.983 where tcount is lower than ttable. Because the risk variable must elicit a minus or negative result, therefore, it can be concluded that the perceived risk variable affects repurchase intention. Hieronanda & Nugraha's research (2021) states that perceived risk affects repurchase intention.

The results of this study show that perceived risk has a significant and positive influence on repurchase intention which means H3 is accepted. Perceived risk that can affect repurchase intention for McDonald's consumers in Kediri City according to research is when the product

is not in accordance with what was ordered, McDonald's is willing to replace. Thus, the results of this study support the hypothesis that perceived risk has a positive and significant impact on the repurchase intention of McDonald's products in Kediri City.

Hieronanda & Nugraha's research (2021) states that perceived risk affects repurchase intention. Research conducted by Nofrialdi (2021) shows the effect of perceived risk on repurchase intention has a significant influence.

3.2.4 The Effect of Perceived Quality, Brand Experience and Perceived Risk on Repurchase Intention

Based on the results of the simultaneous test (Test F), it shows that the repurchase intention of McDonald's products in Kediri City can be influenced by perceived quality, brand experience and perceived risk factors simultaneously as evidenced by the value of the coefficient of determination of 0.619 (61.9%). So that the results of this study accept the hypothesis that states that perceived quality, brand experience and perceived risk have a significant effect simultaneously on the repurchase intention of McDonald's products in Kediri City.

These results are consistent with previous research by Anggriani & Ismunandar Research (2022) stating that perceived quality affects repurchase intention. When consumers have a good and positive perception of the quality (perceived quality) of a product from the company, the impact on the desire to make repeat purchases of the product becomes more significant. Brand experience affects repurchase intention. There is a positive and significant influence of perceived risk variables on repurchase intention.

4. CONCLUSION

Based on the results of research and discussion using multiple linear regression analysis that has been carried out, the following conclusions can be drawn: Based on the results of the T test perceived quality (X1) has a significant partial effect on repurchase intention. Brand experience does not have a partial significant effect on repurchase intention. Perceived risk has a partial significant effect on repurchase intention. And based on the results of the F test, it can be concluded that perceived quality (X1), brand experience (X2) and perceived risk (X3) have a significant effect simultaneously on repurchase intention (Y).

ACKNOWLEDGMENTS

In order to complete this article, I would like to express my infinite gratitude to all those who have contributed and supported measurably. First, I would like to thank past researchers who have shared their insights and knowledge in this field. I would also like to thank the lecturers of the faculty of economics UIN Malang and especially my supervisor Mrs. Kartika Anggraeni Sudiono Putri who has provided valuable and constructive input during the research and writing process. Without his contributions, this article would not have achieved the expected level of excellence. My gratitude will never be enough to express my gratitude to all those who have helped and supported me in the completion of this article. Hopefully this article can make a meaningful contribution to the development of science and be useful for readers.

REFERENCE

- Aditiya, I. M. (2021). *Get to know Kediri, the Richest City in Indonesia with Fantastic Income*. Goodnewsfromindonesia.Id.
<https://www.goodnewsfromindonesia.id/2021/01/15/mengenal-kediri-kota-terkaya-di->

- Administration FISIPOL UNMUL*, 10(2), 125.
<https://doi.org/10.54144/jadbis.v10i2.8166>
- Kusuma, A. B., Juanta, A., & Liliani. (2018). The Effect of Perceived Quality, Price, and Product Knowledge on the Interest in Repurchasing M&B Products in Surabaya City. *PERFORMANCE: Journal of Management and Business Start-ups*, 3(4), 472-481.
- Larasati, A., & Baehaqi, M. (2022). The Effect of Perceived Quality and Brand Image on Repurchase Intention with Customer Satisfaction as an Intervening Variable (Study on Vivo Smartphone Users in Kebumen Regency). *Scientific Journal of Management Students*, 4(1), 2022.
<https://jurnal.universitaspurabangsa.ac.id/index.php/jimmba/article/download/64/29>
- Leon G. Schiffman, L. L. K. (2010). *Consumer Behavior (9th ed.)*. Pearson Prentice Hall.
- Manullang, I. M. (2017). The Effect of Quality Perception and Customer Satisfaction on Interest in Repurchasing Pepsodent Toothpaste (Case Study of Students of the Faculty of Economics, Santo Thomas Catholic University, North Sumatra). *Journal of Management and Business*, 69–90. <https://doi.org/10.54367/jmb.v16i1.125>
- Marpaung Rio. (2013). The Influence of Leadership and Motivation on the Morale of Employees of the Agriculture, Livestock and Fisheries Office of Siak Regency. *Journal of Economics*, 21, 1–16.
- Mikhail, E. M. (2013). The effect of Perceived Risk on Online Shopping in Jordan. *European Journal of Business and Management*, 5(6), 76–87.
- Nofrialdi, R. (2021). Online Shopping Behavior Model: Determining the Factors Affecting Repurchase Intention. *Journal of Law, Politics and Humanities*, 1(2), 88–97. <https://doi.org/10.38035/jlph.v1i2.66>
- Pramezwarly, A., Juliana, J., Eagan, B., Putri, F. J., & Setiadi, S. (2021). The influence of Burger King's brand identity and sales strategy on consumer purchasing decisions. *Horizon - Journal of Humanities*, 21(1), 10–18. <https://doi.org/10.31294/jc.v21i1.9540>
- Rodgers, E. (2023). Fast food consumption statistics. Drive Research. https://www-driveresearch-com.translate.goog/market-research-company-blog/fast-food-consumption-statistics/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc
- Sari, A. N., Pangestu, S., Erisya, Y., & Putri, A. M. (2021). Analysis of Strategic Management at McDonald's Fast Food Restaurants. 5, 2917–2927.
- Siregar, S. (2015). *Parametric statistics for quantitative research: Equipped with manual calculations and SPSS application version 17*. Earth Literacy.
- Soedionon, w., Wenadanaji Prasastyo, K., & Adeline, M. (2020). The influence of brand experience, brand image-congruence, brand affect and brand trust on the repurchase intention of Berrybenka fashion products online in Jakarta. *Business Media*, 12(1), 57–66. <https://doi.org/10.34208/mb.v12i1.881>.
- Sugiyono. (2021). *Quantitative, qualitative, and R&D research methods (3rd ed.)*. Alfabeta.
- Tarmidi, D., Santoso, A. B., Marinda, V. S., & Amalia, S. (2022). Perceived Value and Perceived Quality on Repurchase Intention: The Case Study of Spotify in Bandung. *JIIP*

- *Scientific Journal of Educational Sciences*, 5(8), 3212–3216.
<https://doi.org/10.54371/jiip.v5i8.826>.

Tjiptono, F. (2015). *Marketing Strategy*, 4th Edition. Andy Publishers.

Valen. (2021). 12 Differences Between KFC and McD Indonesia. Foodierate.
<https://www.foodierate.com/blog/beda-kfc-dan-mcd>

Zahroq, E. L., & Asiyah, B. N. (2022). Analysis of purchase decision makers and their implications for repurchase interest in Generation-Z Shopee users. *Juremi: Journal of Economic Research*, 2(1), 83–98. <https://doi.org/10.53625/juremi.v2i1.2377>.