The Influence of Quality Perception, Price Fairness, Brand Experience, and Accessibility to Repurchase Interest (Study on Consumer Chatime in Purwokerto)

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Abstract

The purpose of this study is to identify and analyze the effect of perceived quality, price fairness, brand experience, and accessibility towards repurchase intention. The sample in this study is 107 respondents who are the customer of Chatime Purwokerto. The determination of the sample used purposive sampling method. The data was analyze using multiple regression analysis. The result of this study indicates that perceived quality, price fairness, and brand experience affects on repurchase intention partially. While, price fairness have no affect on repurchase intention. The adjusted coefficient of determination R Square is 0,407, which means that perceived quality, price fairness, brand experience, and accessibility are affects on repurchase intention by 44,7%, while remaining 59,3% is affected by other variables that not examined in this study. The most dominant influence variable in this study is brand experience..

INTRODUCTION

At this time the economic development grew so rapidly that these developments led to the emergence of many new companies into the business world. The emergence of several new companies has had an increasingly tighter effect and high competition in the business world. This situation makes the company try to maintain the company's survival, expand market share, and continue to innovate in creating unique and creative products to face competitors.

Maintaining a company so that it can compete in the business world is not easy. Companies are required to be able to choose and implement effective and selective marketing strategies. In addition, the company must also be able to retain its customers and find new customers. But in keeping customers loyal to the company it is quite difficult to do, because loyalty does not come just like that but through strategies and processes to get it.

At this time, the era of globalization is very influencing the life and patterns of people in living their daily lives, including in people's consumption patterns. People at this time are more inclined to consume and buy food and drinks that are practical and fast food. Consumers also do not need to wait too long to order food and drinks, and can be consumed quickly and easily.

According to the Ministry of Industry, the food and beverage industry in Indonesia in the first quarter of 2018 increased by 12.70% and in the beverage industry by 8.41% in semester 1 of 2018. Then, the Ministry of Industry predicts that, soft drink products will continue to grow in line with the needs of modern people who want practical, safe or hygienic beverage products, affordable prices, and added value. The soft drink industry includes producers of bottled water, carbonated drinks, ready-to-drink tea, juice and fruit drinks, coffee and milk drinks, and isotonic (sports and energy) drinks (industri.kontan.co.id, 2018)

Then, based on the development of the beverage industry, the tea beverage industry takes up about 5.7% of the total second soft drink industry after the drinking water industry which accounts for 70%. According to the

Indonesian Soft Drink Association in the period 2005-2017, sales of RTD (Ready To Drink) tea (in million liters) were able to reach an average of 13% and always grow double digits except in 2010, 2012, 2016, and 2017. And according to the Chairperson Asrim, Triyono Pridjosoesilo, said that the Ready To Drink tea industry or large growth is in line with the growth of the soft drink industry. This shows that the packaged tea beverage industry is an attractive category for investors (wartaekonomi.co.id, 2017).

The rapid growth of the Ready To Drink Tea industry in Indonesia has led to many variations of new tea flavors, where in the past few years variations of tea called bubble tea emerged. Bubble tea originated from Taiwan and has been around since the 1980s. And bubble tea in Taiwan is claimed by two brands as the pioneers namely Chun Sui Tang and Hanlin Tea (travel.kompas.com, 2018). In Indonesia bubble tea has the basic ingredients of tea with a variety of toppings such as pearls from tapioca flour, jelly, pudding, and others.

The positive response of the people in Indonesia to the bubble tea led to the emergence of many new brands of the same type and made bubble tea competition even tougher. In the competition, the company must set a strategy to be able to survive against its competitors. The competition also makes companies must be able to attract as many consumers as possible to buy their products and make consumers interested in making purchases of their products continuously. Making consumers interested in repurchasing is also important where consumers will become loyal to the brand in the future. Repurchase interest is a planned decision of a consumer to buy the same product that was previously purchased by weighing the situation, preferences, and product performance with consumer expectations (Hellier et al., 2003).

In Indonesia, the existence of bubble tea was introduced by the Chatime brand. Chatime is operated by the Kawan Lama Sejahtera Group and has opened 230 outlets in Indonesia in 2018 (www.id.wikipedia.org, 2018). Chatime was first available in Indonesia in 2011, located in the Living World Alam Sutera city of Tangerang and the beginning of Chatime's presence was actually intended to support the convenience of Ace Hardware and Informa stores so that there are places to drink for consumers who are shopping (endeus.tv, 2019)

Over time, Chatime continued to build its business and get a positive response from the people of Indonesia and became a very well-known outlet among the community, especially teenagers. Chatime also became the first position in the Top Brand Indonesia in the Teens category in the last 4 years (in 2016-2019).

Table 1. Top brand for teens index 2016-2019.

2016		
Brand	TBI	TOP
Chatime	37.2%	TOP
Hop-hop	23.1%	TOP
Lup-Lup	6.2%	
Calais	3.5%	
2017		
Brand	TBI	TOP
Chatime	46.6%	TOP
Hop-hop	22.5%	TOP
Lup-Lup	5.8%	
Quickly	3.2%	
2018		
Brand	TBI	TOP
Chatime	44.88%	TOP
Hop-hop	30.74%	TOP
Lup-Lup	6.31%	
Quickly	2.01%	
2019		
Brand	TBI	TOP
Chatime	56%	TOP
Hop-hop	12.5%	TOP
Lup-Lup	11.9%	
Chill Bubel Tea	4.5%	
Quickly	3.2%	

Chatime's achievement in becoming the first rank in Top Brand Indonesia is the result of Chatime's efforts in building its brand by always maintaining the quality of its products and also providing the best quality products for its consumers, and can provide a brand experience to consumers that makes Chatime different from the others. The process of making Chatime is carried out with a special standard where Chatime uses fresh tea from natural tea leaves brewed every 4 hours to maintain its freshness. Each fruit aroma is produced from 100% authentic fruit, and other selected compositions are imported directly from Taiwan. The topping used by Chatime is also cooked directly in the store and without preservatives (tekno.kompas.com, 2012). The strategy to provide special qualities of Chatime is carried out in order to provide consumer satisfaction with Chatime products. Consumers who are satisfied with the quality

of Chatime are expected to later create a perception of good quality in Chatime products. Quality perception can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to the intended purpose, relative to alternatives (Alhaddad, 2015). The higher the consumer's perceived quality of a brand, consumers will prefer the brand. Brands that have good quality perceptions impact the value of a brand to be good in the eyes of consumers. The perception of quality will be very useful for a brand that competes in a similar product market, such as the Chatime company if it wants to be able to attract consumers and make its brand the first choice in consumers' minds.

In setting a price must be in accordance with the quality that will be offered by consumers, if the price given is high but not in accordance with the quality offered or low then the consumer will consider the price of the product to be unnatural. Fairness of price refers to consumers' judgments about whether prices for products or services of certain brands are reasonable, satisfying or in accordance with the prices offered (Xia, Monroe, & Cox, 2004). Chatime in providing prices is relatively high, but with the price fixing, consumers feel no objection to buying the product, because Chatime can provide high quality products to its consumers. The willingness of consumers to buy Chatime products at high prices can be seen from the Chatime outlets which are always crowded with visitors. Therefore, creating the perception of a fair price is important to make consumers interested in repurchasing and allowing consumers not to switch to other brands.

Creating brand experience can also be a factor in gaining market competitive advantage (Ismail et al., 2011). Brand experience occurs if there is a direct or indirect interaction of consumers with the brand. A direct interaction occurs when a consumer consumes a product or service offered by a brand, and indirectly is when a consumer sees an ad or marketing strategy carried out by that brand (Brakus et al., 2009). Giving consumers a deep impression of a brand can make the brand memorable for consumers and has a distinctive and memorable characteristic to consumers' memories. Chatime in distinguishing itself with other brands can be seen starting from the color of the Chatime brand in purple with the type of writing that is familiar to consumers. Not only from the logo

but there is also a distinctive impression in the Chatime outlets, beverage packaging and menus by giving a purple accent. This makes consumers' image when they see all kinds of promotions for purple bubble tea products referring to the Chatime brand. Then, Chatime flavor variants that have more than 30 kinds with 9 kinds of toppings, and the ability of consumers when ordering can customize their drinks according to their wishes where consumers can order Chatime with one or two toppings, ice cubes and sugar that is small, ordinary, or many, as well as medium or large sizes. And the concept of a cafe at Chatime outlets where consumers can relax, socialize with family, friends, or business partners and a place to learn. The quality and experience cannot be found in other brands such as Hop-Hop which ranked second in the Top Brand Index in the last 4 years, where Hop-Hop has only about 26 variations of tea and Hop-Hop in the marketing of its products that are not good.

Then, careful marketing strategy planning will not succeed if it is not conveyed to consumers. Choosing the right location and easy access will make it easier for companies to be able to reach consumers. Location has an important role in consumers' preferences when choosing where to eat (Azim et al., 2014). Strategic location and the company's ability to differentiate itself from competitors, allows the company to be able to survive in the long run (Parsa et al., 2005). Chatime's chosen location is in a shopping center and near or in the Ace Hardware and Informa store. And in Purwokerto itself, Chatime's location is in Rita SuperMall Purwokerto and the Ace Hardware and Informa store Purwokerto, which has only been in existence since 2018. The location chosen by Chatime in Purwokerto actually has easy access where the location can be traversed by a variety of private and public land transportation.

This research is the development of research conducted by Kusuma et al. (2018) concerning the influence of perceived quality, price, and product knowledge on repurchase intention. In this study, researchers will add / combine perceived quality / perceived quality, fairness of price, brand experience, and accessibility variables as independent variables due to the phenomenon where Chatime is always crowded with visitors even though prices are relatively high, especially in the city of Purwokerto. Chatime also provides a process with special standards in its products and the existence of special characteristics in the Chatime branding and

the establishment of the concept of a cafe in Chatime outlets and Chatime locations that are easily accessible.

LITERATURE REVIEW
Repurchase Interest
According to Hellier et al. (2003) the definition of repurchase interest is a planned decision of a consumer to buy the same product that was previously purchased by weighing the situation, preferences, and product performance with consumer expectations.

According to Peter and Olson (in Widyanata and Setyono, 2017) consumers make repeat purchases because of an impetus and repetitive buying behavior that can foster a loyalty to what is felt appropriate for him. Thus, repurchase interest is a tendency to repurchase and obtain a positive response to past actions.

Ferdinand (2002) identifies repurchase interest through indicators as follows: (1) Transactional Interest, is a person's tendency to buy the product he has consumed; (2) Referential Interest, is a person's tendency to reference a product that has been bought, so that it can also be purchased by another person, with reference to his consumption experience; (3) Preferential interest, is an interest that describes the behavior of someone who has a primary preference on the product. This preference can only be replaced if something happens with the product of his preference; (4) Explorative Interest, is an interest that describes the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive qualities of the product being prioritized.

Quality Perception
According to Hellier et al. (2003), quality perception is the overall consumer assessment of the standard process of services received. Consumer quality perception determines the value of a brand and has an impact on customer satisfaction and loyalty to the brand. If consumers' perceived quality of a brand is low or negative, the brand will not be liked by consumers and will not last long in market competition. Therefore, the main key to get high consumer quality perception is to provide consumers with high quality products and in accordance with consumer expectations.

Quality perceptions are valued relatively by consumers according to what consumers want and need. According to Sweeney (in Musapat and Armia, 2018), states several indicators of perceived quality as follows: (1) Has consistent quality; (2) Is well made; (3) Has an acceptable standard of quality; (4) Product defects are rare; (4) Would perform consistently.

Fair Price
According to Consuegra et al. (2007), price reasonableness as a price assessment involves the comparison of price procedures related to standards, processes, values, references, and norms, thus creating acceptable and reasonable results. Research conducted by Hanaysha (2016), says consumers tend to make comparisons between one brand and another regarding price and quality offered. Consumers will decide to buy a product after they carefully evaluate the value they will get after buying the product or service. Consumers will prefer brands that provide high value to them and therefore a company if you want to succeed and can increase their brand equity, give consumers a fair price.

According to Consuegra et al. (2007), the reasonableness of the price can be measured by the following attributes: (1) Consumers feel they are paying for the product at a fair price for each purchase transaction; (2) Consumers find it natural that a product of the same type from different brands is set at a different price; (3) A price can be said to be reasonable if the price policy set by the company is acceptable to consumers; (4) The price set is an ethic, provided that consumers are always informed of price changes to be made by the company before setting a new price.

According to Dhurup et al. (2014), there are four indicators to measure the reasonableness of prices, namely: (1) Affordability of prices, Consumers feel that the prices listed on products are in accordance with their purchasing power; (2) Price conformity with product quality, Consumers feel that the quality they get is in accordance with the price they pay; (3) Price conformity with brand, Consumers feel that the price they pay is in accordance with the brand of the product; (4) Price satisfaction, Consumers are satisfied with product prices after consuming and evaluating products.

Brand Experience
Brand experience is defined by Brakus et al. (2009), as sensations, feelings, cognition, and consumer responses caused by brands,

related to stimuli caused by brand design, brand identity, marketing communications, people and brand environment are marketed. And Brakus et al. (2009) also said that brand experience can occur if there is a direct or indirect interaction. Direct interaction occurs when consumers have consumed the product or service offered by a brand, and indirectly is when consumers see advertisements or marketing strategies carried out by the brand.

According to Brakus et al. (2009), there are three indicators of Brand Experience, namely: (1) Sensory: creating experiences through sight, sound, touch, smell, and taste; (2) Affection: a feeling approach by influencing moods, feelings, and emotions; (3) Behavior: creating physical experience, behavior patterns, lifestyle.

Accessibility

The choice of strategic location and the company's ability to distinguish itself among competitors can make the company survive longer (Parsa et al., 2005). According to Hanaysha's research (2016) the success of a business location depends on several factors such as physical location and surrounding demographics. Convenient location is a very important factor that can influence consumer preferences in choosing restaurants.

According to Leksono (2010), accessibility is a measure of the comfort and ease of achieving a location and its relationship with each other, easily or difficult the location is achieved through transportation. Tjiptono (2014) also said that accessibility is a location that is traversed or easily reached by public transportation.

Accessibility indicators (Audistiana et al., 2017) can be identified as follows: (1) Distance; (2) Access to locations; (3) Transportation and (4) Traffic flow.

THE FORMULATION OF HYPOTHESES
Effect of perceived quality on repurchase interest

The results of the study of Ariffin et al. (2016) revealed that perceived quality has a significant positive relationship to repurchase interest, where when consumers perceive higher product quality, it will trigger strong repurchase interest. Then Febiyanti N.'s research (2018) found that perceived quality was positively related to repurchase interest, where the higher the value of the product felt by consumers, the higher the availability of consumers to finally buy.

H1: Perception of quality has a positive effect on repurchase interest.

Effect of fairness on price on repurchase interest

In the results of research studied by Pratama and Ardhy (2017), the reasonableness of price has a positive influence on repurchase interest, where as more consumers give a good assessment of the price information obtained and a comparison between the cost and the value received, the consumer's interest to do higher transactions. Likewise, the results of research from Resti and Devi (2017) that if a fair price or costs incurred in accordance with the value obtained by consumers, it will create a good price perception and refers to consumer interest to make a repeat purchase.

H2: Price fairness has a positive effect on repurchase interest.

Effect of brand experience on repurchase interests

The results of a study conducted by Setyaningrum (2018) found that brand experience has a positive influence on ulag purchase interest, where the better the consumer experience, the greater the consumer interest to make a repeat purchase.

The results of research conducted by Widyanata and Setyono (2017), brand experience has a positive influence on repurchase interest, where a company that creates elements of marketing experiences or experiential marketing will influence consumer interest to repurchase.

H3: Brand experience has a positive effect on interests

Effect of accessibility on repurchase interest

In a study conducted by Marpaung and Sahla (2017), accessibility influences one's interest in visiting a location. Therefore, if access to the business location is not difficult for consumers, consumers will not be burdened if they want to go to the business location for the second time.

H4: Accessibility has a positive effect on repurchase interests.

RESEARCH METHODS
Types of research

This research is a quantitative study and uses survey methods as a data collection tool.

Research sites

This research was conducted in the city of Purwokerto.

Research time

This research was conducted in November - December 2019.

Research subject

The subject of this research is Chatime consumers in Purwokerto.

Object of research

The object of this research is consumer behavior, specifically the repurchase interest by Chatime consumers in Purwokerto which is influenced by variables of perceived quality, fairness of price, brand experience, and accessibility.

Population and Sample

Population

Population is the whole object whose characteristics are to be studied (Suliyanto, 2006). The population used by researchers is consumers of Chatime drinks in Purwokerto.

Sample

Determination of sample size in this study uses estimated intervals by estimating parameters because the population size in this study is not known with certainty, with the following formula (Suliyanto, 2006):

$$n = \left(\frac{Z^2 a/2}{4e^2}\right)$$

Information:

n = minimum number of samples

Za / 2 = area under the normal curve value taken from the normal table above the level of confidence

e = level of error that might occur

If the confidence level is 90% then the coefficient value at that level is 1.96. And if the probability of error is set at 10%, then the minimum sample size can be calculated as follows:

$$n = \left(\frac{1,96^2}{4(0.10)^2}\right) = 96,04$$

Based on the calculation results the minimum sample size is 96.04. Because the researcher believes that the level of returned and filled questionnaires is 90%, 11 questionnaires will be added to avoid the questionnaires. The addition of 11 questionnaires was based on the calculation of the minimum number of samples (100: 90)

x96 = 106.7. So that the addition is rounded up to 11 questionnaires. Thus the questionnaire that will be distributed in this research is 107 questionnaires to make the research more representative.

Sampling Method

Sampling in this study was conducted using non-probability sampling. The sampling method used is the purposive sampling method which is a technique for determining research samples with certain considerations aimed at making the data obtained later more representative (Sugiyono, 2010). Sample criteria in this study were respondents who were at least 16 years old and had consumed Dum Dum Thai Tea for at least 2 times.

Data source

The type of data used in this study is primary data. In this study, primary data sources were obtained directly from researchers' statements distributed through questionnaires.

Data collection technique

The data collection technique used in this study is a questionnaire or questionnaire technique which is a method of collecting data by dividing the list of questions to the respondent so that the respondent provides the answer (Suliyanto, 2006). For primary data collection researchers distributed questionnaires face to face or through the internet via Google forms.

Data analysis technique

Variable Measurement

Measurement of variables in this study using a Likert scale. On a Likert scale, variables are translated into indicator variables. Then the indicator is used as a starting point for compiling instrument items which can be statements or questions. The answers of each instrument item that uses a Likert scale has a gradation from very positive to negative consisting of (Suliyanto, 2011).

Validity test

The formula used is the product moment correlation as follows (Suliyanto, 2011):

$$rxy = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{\{n \sum x^2 - (\sum x)^2\}}\sqrt{\{n \sum y^2 - (\sum y)^2\}}}$$

With the degree of freedom (n-2) and the level of significant = 95%, then:

If r_count> r_tabel, then the question item is said to be valid.

If r_count ≤ r_tabel, then the question item is said to be invalid.

Reliability Test

The reliability test can be measured by the Cronbach Alpha (α) statistical test with the following formula:

$$r = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right)$$

With degrees of freedom (n-2) and α = 0.05 then:

If r_count> r_tabel, then the question item is said to be reliable.

If r_count ≤ r_tabel, the question item is said to be unreliable.

Multiple Regression Analysis

In this research, multiple regression analysis is used to determine the effect of perceived quality, fairness of price, brand experience, and accessibility to repurchase interests. The formula used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \varepsilon$$

Classic assumption test
Normality test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. One way to test normality is to use the Kolmogorov smirnov test for residual standard values against the residual standard values resulting from the regression equation. Standardized residual values are normally distributed if K counts <K table or sig. > alpha (Suliyanto, 2011).

Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent variables). To find out whether there is multicollinearity between variables, one way can be seen by the value of Tolerance (TOL) and Variance Inflastion Factor (VIF). If the Tolerance value> 0.1 and VIF value <10, then the model is declared to have no symptoms of multicollinearity (Suliyanto, 2011).

Heteroscedasticity Test

Heteroscedasticity test aims to test whether the regression model occurs variance inequality from residuals to one observation to another. If the variance from one residual to another observation is still called homoscedasticity, a good regression model is one that is homoscedasticity or one that does not occur heteroscedasticity. Heteroscedasticity test is performed by the Glejser method.

Using this method, the symptoms of heteroscedasticity will be shown by the regression coefficients of each independent variable to the absolute value of the residual (e). If the probability value> alpha value (Sig> α), then it can be ascertained that the model does not contain symptoms of heteroscedasticity or said heteroscedasticity does not occur if t arithmetic <t table (Suliyanto, 2011).

Determination Coefficient Test (R2)

To calculate the magnitude of the coefficient of determination, the following formula is used (Suliyanto, 2011 :):

$$R^2 = 1\frac{\sum(Y - \hat{Y})^2}{\sum(Y - \bar{Y})^2}$$

Simultaneous Significant Test (Statistical Test F)

F table is obtained with degrees of freedom (df) = (k-1), (n-k) and 95% confidence level (α = 0.05), while F arithmetic is obtained by the following formula (Suliyanto, 2011):

$$F = \frac{R^2/(k-1)}{(1 - R^2)(n-k)}$$

Ha accepted: If F arithmetic> F table.
Ha rejected: If F arithmetic ≤ F table.

Partial Test Variables (Statistical Test t)

Partial test is the result of testing the level of regression coefficient values divided by their default errors. Automatically the value of t can be stated in the formula:

$$t = \frac{bj}{se\,(bj)}$$

Hypothesis testing criteria:

Ho: bi ≤ 0, meaning that partially the independent variable has no effect on the dependent variable.

Ha: bi> 0, meaning that partially the independent variable influences the dependent variable.
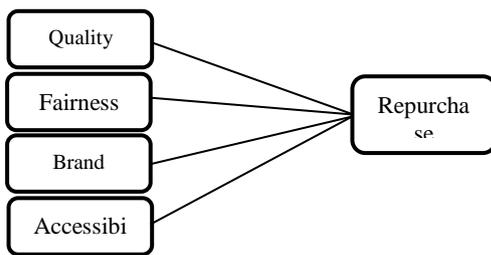
RESEARCH MODEL

Figure 1. Research Model

RESULTS AND DISCUSSION
Hypothesis test
First Hypothesis

Based on the results of multiple regression analysis shows the t-value of the variable perceived quality (X1) is 2.332 greater than the value of the table (1.660) with a significance value of 0.022. The results of these statistical tests prove that perceived quality has a positive and significant influence on repurchase interests. Thus, the first hypothesis which states that perceived quality has a positive effect on repurchase interest, is **accepted.**

Second Hypothesis

Based on the results of multiple regression analysis, it can be seen that the value of the t-count of the price fairness variable (X2) is 2.639, greater than the table value (1.660) with a significance value of 0.010. The statistical test results also show evidence that price fairness has a positive and significant effect on repurchase interests. Thus, the second hypothesis which states that the price reasonableness has a positive influence on repurchase interest, is **accepted**.

Third Hypothesis

Based on the results of multiple regression analysis, the tcount value of the brand experience variable (X3) is 4.905, greater than the ttable value (1.660) with a significance value of 0.000. The test results show evidence that brand experience variables have a positive and significant influence on repurchase interests. Thus, the third hypothesis which states that brand experience has a positive influence on repurchase interest, is accepted.

Fourth Hypothesis

Summary of the results of the multiple regression analysis shows the value of the t-variable of accessibility variable (X4) is 0.385 smaller than the value of table (1.660) with a

significance value of 0.701. The test results show that accessibility has a positive but not significant effect on repurchase interests. Thus, the fourth hypothesis which states that accessibility has a positive effect on repurchase interest, is rejected.

Discussion
The Influence of Quality Perception on Repurchase Interest

The results of this study prove that perceived quality has a positive effect on consumer interest in repurchasing Chatime products in Purwokerto. The findings of this study show evidence that the better the consumer's perception of the quality of Chatime products, the higher the consumer's interest in repurchasing Chatime products in Purwokerto.

Survey conducted by researchers of 107 respondents who have at least bought Chatime products in Purwokerto for the most time, most of them stated that, Chatime products in Purwokerto have been made with good quality materials, good processes and have met good quality standards according to respondents . Then, respondents rarely find the damage that occurs in the packaging of Chatime products and Chatime products have a consistent or unchanging taste. And in the open question, most respondents stated that the quality owned by Chatime was good, but there were some respondents who stated that the consistency of the flavor that was served sometimes changed when respondents visited other Chatime locations.

Empirically, the results of this study are consistent with the findings of previous studies conducted by Ariffin et al. (2016) and Febiyanti N. (2018) who also found evidence that perceived quality had a positive and significant effect on repurchase interest.

Effect of Fairness on Prices Against Interest in Repurchases

The results of this study found evidence that price reasonableness had a positive influence on consumer interest in repurchasing Chatime products in Purwokerto. The causal relationship proves that the better the consumer's perception of the fairness of the price of Chatime products, the higher the consumer's interest in repurchasing Chatime products in Purwokerto.

The results of a survey conducted to 107 respondents, stated that respondents agreed the price given Chatime products were affordable for respondents, and were satisfied

with the prices given the Chatime brand. Respondents also stated that the price of Chatime products was in accordance with the quality provided and did not feel cheated at the price set. And the open question given stated that respondents felt the price given by Chatime was reasonable because the quality given by Chatime to consumers was also good or the price was directly proportional to quality.

The findings of this study are consistent with the results of previous studies conducted by Pratama and Ardhy (2017) and Resti and Devi (2017) which also prove that price fairness has a positive and significant effect on repurchase interest.

Effect of Brand Experience on Repurchase Interest

This research also proves that brand experience has a positive influence on consumer interest in repurchasing Chatime products in Purwokerto. The causal relationship shows evidence that the higher the experience of the consumers associated with the Chatime brand, the higher the consumer's interest in repurchasing Chatime products in Purwokerto.

From the results of a survey of 107 respondents, most respondents stated that Chatime has a distinctive brand symbol, an outlet design that has characteristics, outlets that have a calm atmosphere, a product atmosphere that feels thick and easy to carry, and has a delicious drink composition and fit. Then some respondents also stated that respondents felt happy and proud when buying Chatime products, and also often told Chatime products to friends. In an open-ended question, some respondents stated that respondents had experiences like they felt happy, satisfied, and felt they wanted to buy when they saw, heard or bought and consumed Chatime products.

The results of this study are consistent with the findings of previous studies conducted by Widyanata and Setyono (2017) and Setyaningrum (2018) who also found evidence that brand experience has a positive and significant influence on repurchase interest.

Effect of Accessibility on Repurchase Interests

The results of this study indicate that accessibility does not affect consumer interest in repurchasing Chatime products in Purwokerto. The meaning of the causal relationship is that the better the consumer's perception of accessibility is not always followed by the increasing interest of

consumers to repurchase Chatime products in Purwokerto. Thus, the results of a survey conducted to 107 respondents where the distance of the Chatime outlet from the respondent's location is located, the location of the outlet that is easy to pass, the many types of transportation that can go to the location of the outlet and the traffic flow to the outlet that rarely occurs, will not affect the respondent to repurchase Chatime products in Purwokerto. Some respondents stated that respondents felt unable to reach Chatime outlets because they had to enter the mall building first, and the distance traveled by respondents was less close to the respondent's location given that not all of the respondents' residence or location was close to the Chatime outlet.

Empirically, the findings of this study differ from the results of previous studies conducted by Marpaung and Sahla (2017) that accessibility influences one's interest in visiting a location.

CONCLUSION

Based on the results of testing the hypothesis in this study, it can be concluded as follows: (1) Quality perception has a positive influence on repurchase interest; (2) Price fairness has a positive influence on repurchase interests; (3) Brand experience has a positive influence on repurchase interests; (4) Accessibility has no effect on repurchase interests.

IMPLICATIONS
Theoretical Implications

This research can be used for further research as a literature on the influence of perceived quality, fairness of price and brand experience on repurchase interest. The accessibility variable does not affect the repurchase interest in this study. Suggestions for further research are to add other variables such as brand trust and store atmosphere because the researcher considers that these variables might influence repurchase interest.

Managerial Implications

The results of this study can be utilized by Chatime managers in Purwokerto and Chatime in other cities as considerations in order to increase consumer interest in repurchasing Chatime products. Chatime product marketing managers in Purwokerto need to prioritize policies related to perceived quality, fairness of price and brand experience and ways that can be done include: (1) Chatime parties are advised to offer Chatime

products that are of higher quality compared to other brands supported by the ideal distinctive taste and innovative service; (2) Determine the price level of Chatime products in accordance with the quality and benefits offered; (3) Continue to improve the experience of consumers to experience Chatime products directly through various promotional programs; (4) Maintaining strategic location and Chatime outlets that are easily accessible and traversed.

RESEARCH LIMITATIONS

This research uses the method of distributing questionnaires directly and indirectly (through Google forms) so as to enable the occurrence of bias in its filling, as well as the lack of control in filling out the questionnaire through Google forms which can result in the limited information obtained, because researchers do not face to face. Researchers are also aware of the limitations of knowledge possessed and also the limitations of literature. This study also found that the coefficient of determination (R2) showed a figure of 40.70 percent, which means there are still many other variables that can be examined in this study that can affect repurchase interest.

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