

RE-PURCHASING TRENDS OF IAIN LHOKSEUMAWE'S FEBI STUDENTS FROM 'SHOPEE': EXPLORING PRODUCT QUALITY, PRICES, AND PROMOTIONS FOR THE BEST DEALS

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Abstract

This study intends to investigate the interaction of product quality, price, and promotion on the desire to repurchase in the Shopee market. Using online surveys sent to 92 respondents, it also aims to evaluate how product grade, pricing, and promotional efforts positively influence repurchase interest among students at the Islamic Business and Finance Faculty (FEBI). The study used quantitative methodologies, and the questionnaire had seven questions total, with seven questions each about the product quality, pricing, promotion, and desire to repurchase. Numerous statistical tests were used, such as testing for the validity and reliability of the hypotheses, conventional assumption tests, multiple linear regression analysis, T-tests, F-tests, and determination square tests (R^2). The results of the F test showed that all three variables—product quality, price, and promotion—cooperately affect repurchase interest in the Shopee marketplace. In addition, the T-test results showed that product quality has a large impact on repurchase attractiveness, whereas price and promotion had less of an impact on shoppers' desire to make a second purchase on Shopee.

Keyword : *product quality, prices and promotions*

Abstrak

Fokus dari penelitian ini untuk 1) mengetahui pengaruh kualitas produk, harga dan promosi terhadap minat untuk pembelian kembali pada platform belanja Shopee. 2) melihat apakah terdapat pengaruh positif pada kualitas produk, harga dan promosi secara parsial terhadap minat beli ulang pada shopee marketplace. Penelitian ini dilakukan dengan menyebarkan kuesioner *online* kepada 92 mahasiswa/i Fakultas Ekonomi dan Bisnis Islam (FEBI) IAIN Lhokseumawe sebagai responden, terdiri dari 7 pertanyaan mengenai kualitas produk, 6 pertanyaan tentang harga, 7 pertanyaan tentang promosi dan 7 pertanyaan tentang minat beli ulang, dengan menggunakan metode kuantitatif. Uji validitas, reabilitas, uji asumsi klasik, analisis regresi linier berganda, uji T, uji F, dan uji determinasi square (R^2) ialah metode yang digunakan penulis dalam penelitian ini untuk menguji hipotesis. Hasil analisis data menunjukkan bahwa: berdasarkan uji F, kualitas produk, harga dan promosi secara bersama-sama berpengaruh terhadap minat beli ulang terhadap platform belanja shopee. berdasarkan uji t, kualitas produk berpengaruh terhadap minat beli ulang pada shopee marketplace, sedangkan harga dan promosi tidak berpengaruh terhadap minat beli ulang pada shopee platform.

Kata Kunci: kualitas produk, harga, promosi

A. Introduction

Since technological advancements have continued to advance so quickly, not only are human needs becoming more and more accessible, but technologically based commercial innovations are also growing. Due to the resulting rise in commercial competitiveness, entrepreneurs must be more inventive and creative to adapt to change. The most crucial aspect of a business company's strategy that they must have in order to compete and increase consumer interest in their products is strategy dependability.

The introduction of E-Commerce, a type of commerce that prioritises electronic instruments using the Internet in the process of buying, selling, or exchanging goods, services, and information, has completely transformed the world of business as we know it today. Whereas with e-commerce, buyers and sellers can transact electronically/online through the internet network, sellers and buyers must typically physically meet and engage. Surveys or online deliveries are said to be a special draw for marketers to rapidly and efficiently find information. Because everything can be quickly purchased via shopping online, it is quite advantageous for customers to be able to get what they want without having to sacrifice time to leave the house.

Shopee is one of the well-liked online shopping websites available today. People may easily and swiftly buy what they desire thanks to Shopee. In 2015, Shopee made its exist in Singapore. Since then, Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines are all part of Shopee's growing list of Asian nations.

Shopee demonstrates positive market trends in Indonesia and across the ASEAN region. Shopee platform is a C2C-based online marketplace that offers ways to sell to other consumers. Through Shopee, vendors can set up their online shops to cater to potential customers from all across the nation who have access to the shopping platform. Shopee uses social media and advertising to introduce its site to users. As Shopee's existence evolved into one of the most well-known e-commerce in Indonesia, its commercials are presented in a very intriguing and time-evolving manner. Shopee classifies its products by category using hashtags, which is another oddity. The purpose of using hashtags is to make it simpler for customers to locate the precise things they want to purchase so that customers are satisfied with the convenience they provide.

One of the most well-known shopping platforms in Indonesia, Shopee frequently has sales. This had a favourable effect and led to many customers using and purchasing at Shopee. Due to increased online spending, manufacturers and distributors must pay close attention to the quality of the products they are marketing. The buyer will be satisfied by the quality, and as a result, it is anticipated that consumers would be drawn to make additional purchases on the same platform, eventually turning into a regular client.

Pricing is another tactic that may be used to draw customers in addition to product quality. Pricing things in a way that can elicit reactions from the market is good pricing. The price is the value to be paid if the product's quality is tied to how well the items work together. Since August 2017, Shopee has promised its customers access to discounted goods at the lowest price compared to other online retail sites. However, there are also goods that are sold for a high price but are certain to be of excellent quality, as Kottler (1994) asserts that high price determination allows for the production of goods of high quality. However, in general, the costs are still low when compared to other internet retailers.

Students are one of the target markets that are consumers that commonly purchase on online shopping platforms due to the availability of products with low prices and high quality. In this instance, students from the Faculty of Islamic Economics and Business (FEBI) IAIN Lhokseumawe frequently purchase items from internet stores. They believe that the availability of online retailers will make purchasing more convenient. Since Shopee is one of the most well-known online shopping platforms in Indonesia today, the authors are curious to discover how the product quality, prices, and promotions relate to their interest in becoming a regular client and continuing to buy things online. The primary or essential aspect of an issue that contributes to the establishment of a study or research is the preliminary content.

B. Theory Framework

E-Commerce

A type of trading activity employing electronic media as its primary access is known as electronic commerce, or e-commerce. E-commerce was first practised through the telephone and television, but as technology has advanced, it is now more frequently

conducted online. An industry group called CommerceNet offers a thorough explanation of the usage of computer networks for establishing commercial connections. E-commerce and MarketPlace are essentially understood differently (Mantri, 2007). E-commerce is the word used to describe any type of transaction that takes place over electronic means and limits the sale of a site's products to one seller who is also a site member. While the market is an online marketplace with a wide range of sales and numerous merchants. Marketplace is a platform that offers services to allow vendors to utilise the website directly as a container for online commerce. Additionally, there are still a lot of prospects for e-commerce in the business sector because there is still a large market share available, particularly in Indonesia (Rehatalanit, 2021).

Product Quality

The majority of consumers chose quality products as their first concern when purchasing a product, thus every business that wants to compete in the market must establish its objective in giving the best services by supplying consumers with quality items. A way to increase the amount of consumers choosing the company's target items is to produce high-quality goods.

Unless the good that is being advertised is one of the same brand, the quality of the product can differ from store to store. For instance, the original Gucci grocery store's merchandise is sold at both store A and store B. Customers' desire to learn about and confirm the authenticity of the goods will grow as a result. When it is discovered that the products don't live up to expectations, it is very likely that the customer won't return to the store or may decide to shop at another marketplace platform. Numerous indications of product performance, attributes, and functions, as well as product durability, can be used to assess product quality (Fandy Tjiptono, 2008).

Price

Promotion is a form of attract from the producer to the consumer in introducing and giving attractiveness about the products traded in an effort to make consumers know the products offered. Promotion and the introduction of a brand or brand of manufactured items to the consumer market are closely intertwined. This may entice customers to concentrate on the desired product (Ningsih, 2008).

One of the components of a company's marketing mix is promotion, which is generally understood to be an effort to influence others (Ari Setiyannigrum, 2015).

The goals of the promotion, according to Kotler and Armstrong (2012), were as follows:

- a. In the short term, can encourage purchases as well as can improve customer relationships in the long term
- b. Encourage resellers to be able to continuously sell new items with a relatively large supply of goods
- c. Advertising the company's products as marketing targets so it can give the company more flexibility.
- d. To encourage sellers to attract customers and acquire the sales force's cooperation in promoting both new and old products that have already been produced or marketed.

Interest in Customer Re-Buys

Repurchase interest is a sign of consumer consumption habits. Consumer inclination or an action made before to making a purchase is known as "buying interest." High levels of satisfaction may influence a customer's desire to repurchase a given product. After a consumer uses a product, he or she may develop a fondness for it or a distaste for it, which can lead to a decision to quit using the product or to repurchase it (Arflani Bahar Dan Herman Sjaharuddin, 2015). The impulse to repurchase a product or acquire alternative things at the same store or marketplace might therefore arise when customers are happy with the goods they have purchased.

Development of a hypothesis

Product quality and consumer interest in repeat purchases

Product quality refers to the process by which a good or service is judged according to how closely it adheres to a set of measuring standards. When a product satisfies all the requirements, it is given a high quality rating, and so forth (Prakaso and Dwiyanto, 2021). A product's quality is determined by its ability to meet consumer needs and provide value. The product's quality can also be used as a competitive advantage when competing with other shops on the Shopee marketplace. As a result, the

quality of each shop's products varies. The consumer's interest in a product increases with its quality.

This is consistent with research showing that consumer interest in repeat purchases is influenced by the product's quality. (Mahyarani tiara ghassani dan Sri Suryoko serta Annisa Dwi Hariyanti) (Tiara Ghassani & Sri Suryoko, 2017) dan (Hariyanti, 2011).

H_{a1} : The product's quality determines whether FEBI IAIN Lhokseumawe students are interested in making another purchase on Shopee's online marketplace

Relationship Between Price and Consumer Interest

Price is the sum of money that customers must spend when purchasing a good or service together. Price is a factor that affects how well a product's quality compares to that of comparable goods. People are generally quite interested in reasonably low prices. Nevertheless, despite the price being higher than that of comparable goods, many individuals continue to value quality. Therefore, when choosing the pricing of a product that is intended for a certain market, Shopee ecommerce platform vendors should exercise caution. The consumer will typically flee to another store if the goods is more expensive there than it is at the other shop. Customers are probably going to choose the most affordable option when the prices are comparable but different. However, if the product is advertised as high-quality or premium, a price that is set fairly high can still be compensated for by the product's ability to meet the needs of the customer.

H_{a2}: Price impacting FEBI IAIN Lhokseumawe students' interest in repurchasing on the Shopee marketplace

Promotional interest and consumer repurchase interest

To encourage the recognition of the targeted product with a brand that is easily recognised by distributors and consumers anywhere along distribution channels and purchasing chains in an effort to a sales programme, promotion is the introduction of a product through the distribution path to attract or attract a person's attention in order to be a consumer for the product created. Murti (2011) asserts that promotions have an impact on consumer interest in repeat purchases.

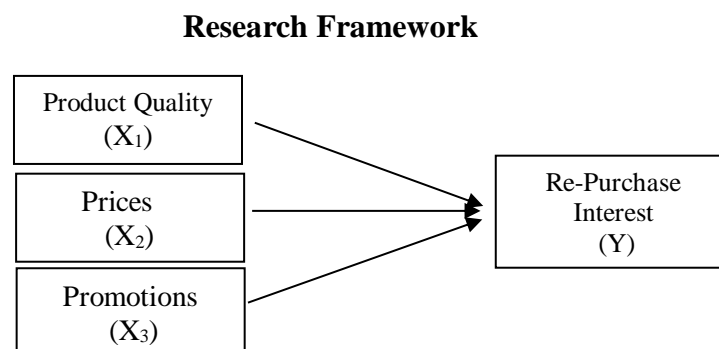
H_{a3}: Promotion affects FEBI IAIN Lhokseumawe students' interest in making a second purchase on the Shopee buying platform

Product quality, price, and promotion in relation to consumer interest in repeat purchases

One of the most crucial factors in determining consumer interest is product quality. While advertising serves as a venue for introducing the advantages and benefits of the product, price serves as a component of assessment for the level of product quality targeted by the market in meeting customer wants. These three factors are crucial for managing the business to expand and pique consumer interest. Each variable has a specific part in achieving the same objective, which is to satisfy customers by fulfilling their wants and enabling them to gain from the product.

The researchers arrived at the provisional conclusion that consumer interest in repeat purchases was significantly influenced by product quality, prices, and promotions.

H_{a4}: Quality of products, prices and promotions to the FEBI IAIN Lhokseumawe students on Shopee shopping platform



Picture 1
Theoretical Framework Model

C. Research Method

This research adopts a quantitative approach with a survey mechanism. The subjects of this study are all male and female students of the Faculty of Islamic Economics and Business (FEBI) at IAIN Lhokseumawe, totaling 1178 individuals. The sample size of 92 students was determined using the Slovin formula. The technique used is purposive sampling with criteria: active students of FEBI, users of a marketplace application, and those who have purchased or are currently consuming products on the Shopee platform. The fulfillment of these criteria was obtained from information on how often the consumers shop on Shopee and the amount of expenditure incurred. The independent variables in this study are product quality, price, and promotion, while the dependent variable is consumers' repurchase intention.

The research uses SPSS PASW Statistic 18 software as an analytical tool. Data was collected through an online questionnaire using Google Forms, utilizing a linear or Likert scale to measure attitudes, opinions, and perceptions of individuals or groups related to social phenomena (Hikmat, M. M : 79) and then categorized into 5 classes as follows: Very Low (SR) if the variable score is 1.00 to 1.79, Low (R) if the score is 1.80 to 2.59, Adequate (C) if the score is 2.60 to 3.39, High (T) if the score is 3.40 to 4.19, and Very High (SS) if the score is 4.20 to 5.00. Descriptive analysis, validity test, reliability test, classical assumption test, and hypothesis test were used by the researchers in analyzing the data.

D. Result and Discussion

Analysis Result

Descriptive Analysis

1. The respondent's biodata

The respondent's biodata indicates that out of a total of 92 individuals, or 100%, there were 17 male respondents (18.5%), and 75 female respondents (81.5%). Among them, 66 respondents were studying Islamic Economics, accounting for 71.7% of the total. The remaining respondents were from the Sharia Banking and Accounting departments, with 12 students (13%) and 14 students (15.2%) respectively.

2. Research Variable

Validity Test

Table 1
Validity Test Result

Variabel	Item	R Count	R Table	Informatio n
Product Quality	X1.1	0.368	0.202	Valid
	X1.2	0.392	0.202	Valid
	X1.3	0.336	0.202	Valid
	X1.4	0.270	0.202	Valid
	X1.5	0.455	0.202	Valid
	X1.6	0.480	0.202	Valid
	X1.7	0.481	0.202	Valid
	X1.8	0.593	0.202	Valid
Prices	X2.1	0.557	0.202	Valid
	X2.2	0.5	0.202	Valid
	X2.3	0.592	0.202	Valid
	X2.4	0.484	0.202	Valid
	X2.5	0.318	0.202	Valid
	X2.6	0.498	0.202	Valid
Promotions	X3.1	0.498	0.202	Valid
	X3.2	0.442	0.202	Valid
	X3.3	0.559	0.202	Valid
	X3.4	0.572	0.202	Valid
	X3.5	0.352	0.202	Valid
Re-purchase Interest	Y.1	0.697	0.202	Valid
	Y.2	0.602	0.202	Valid
	Y.3	0.628	0.202	Valid

Source: Processed Primary Data in 2020

The questionnaire data in this study is considered valid as all calculated values (r count) are \geq to the table values (with a significance level of 0.05). Based on the test results, it is known that the calculated value (r table) is \geq to the table value (0.202), indicating that the test results are considered valid.

Reability Test

Table 2
Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N Of Items
.893	27

Source: Processed Primary Data in 2020

The reliability test resulted in a calculation of Cronbach's alpha as $0.893 > 0.60$, indicating that the data in this research is reliable and can be trusted.

Classical assumption test

1. Normality Test

To determine whether the regression equation results are normally distributed or not, the normality test is used to assess the data of the independent and dependent variables. If the significance level is > 0.05 , then the distribution is normal. Conversely, if the significance level is < 0.05 , then the variable is not normally distributed. The results of the normality test for this research can be seen in the following table:

Table 3
Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		92
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.93296818
Most Extreme Differences	Absolute	.088
	Positive	.059
	Negative	-.088
Kolmogorov-Smirnov Z		.848
Asymp. Sig. (2-tailed)		.468

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Primary Data in 2020

The significance value of the research data is 0.468, which is > 0.05 , indicating that the residual values are normally distributed.

2. Multicollinearity Test

The data is considered to meet the multicollinearity test if the tolerance value is < 0.10 or the VIF (Variance Inflation Factor) is > 10 .

Table 4
Multicollinearity Test Result

a. Dependent variable: consumers re-purchase interest

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9.348	3.947		2.368	.020		
Product quality	.433	.111	.506	3.889	.000	.330	3.027
Prices	.244	.138	.225	1.761	.082	.342	2.924
Promotions	.059	.131	.035	.451	.653	.915	1.093

Source: Processed Primary Data in 2020

The data in Table 4 above shows that the tolerance value for the variable "product quality" (X1) is $0.330 > 0.10$, for the variable "price" (X2) is $0.342 > 0.10$, and for the variable "promotion" (X3) is $0.915 > 0.10$. The VIF values for the variables "product quality" (X1) is $3.027 < 10.00$, for the variable "price" (X2) is $2.924 < 10.00$, and for the variable "promotion" (X3) is $1.093 < 10.00$. Based on this, it can be concluded that there is no multicollinearity issue in the primary data of the research in the regression model above.

3. Autocorrelation test

Autocorrelation can be observed by examining the results of the Durbin-Watson test in the regression model.

Table 5
Autocorrelation Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.712 ^a	0.507	0.491	2.983	2.222

a. Predictors: (Constant), kualitas produk (X1) harga (X2) promosi (X3)

b. Dependent Variable: Minat beli ulang

Source: Processed Primary Data in 2020

The results indicate that there is no autocorrelation problem as the Durbin-Watson value falls within the range of $dU < d < 4-dU$.

4. Heteroskedasticity Test

The results of the heteroskedasticity test show that the significance value is greater than the alpha value ($\text{sig} > \alpha$), indicating the absence of heteroskedasticity.

Tabel 6
Hasil Uji Heteroskedastisitas

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.748	2.371		3.689	.069
	Product Quality	-.262	.067	-.634	-3.917	.060

	Prices	.127	.083	-.243	1.530	.129
	Promotions	-.066	.078	-.081	-.835	.406
a. Dependent Variable: abs_RES						

Source: Processed Primary Data in 2020

Table of heteroskedasticity test shows that the significance values for the all variables are greater (>) than 0.05. The results indicate that there is no heteroskedasticity issue in this research data.

Hypothesis Testing

1. Multiple regression analysis

The results of the multiple regression analysis in this research are as follows: $Y = 9.348 + 0.433X_1 + 0.244X_2 + 0.059X_3$. The constant value of 9.348 indicates that when all independent variables (X_1 , X_2 , X_3) are considered zero, the predicted value of Y is 9.348. The coefficient of "product quality" (X_1) is 0.433, indicating that product quality can positively influence the repurchase intention (Y). The coefficient of "price" (X_2) is 0.244, showing that price can positively influence the repurchase intention (Y). The coefficient of "promotion" (X_3) is 0.059, indicating that promotion can positively influence the repurchase intention (Y).

2. T Test

Table 8
T Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.348	3.947		2.368	.020
	Product Quality	.433	.111	.506	3.889	.000
	Prices	.244	.138	.225	1761	.082
	Promotions	.059	.131	.035	.451	.653
a. Dependent Variable: Re-purchasing Interest						

Source: Processed Primary Data in 2020

The results of the t-test for each independent variable in this study are as follows:

- a. Tabel Table 8 shows that the t-test results for the variable "product quality" have a significance value of $0.000 < 0.05$, and the regression coefficient obtained is positive, with a value of 0.506 and a t-value of $3.889 >$ the t-table value of 2.36947. Since the significance value is less than 0.05 and the t-value is greater than the t-table value, the result indicates that product quality has a positive and significant influence on the repurchase intention of students from the Faculty of Islamic Economics and Business (FEBI) at IAIN Lhokseumawe on the Shopee platform. Therefore, the first hypothesis is accepted.
- b. The t-test results for the variable "price" have a significance value of 0.082, which is greater than 0.05, and the regression coefficient obtained is positive, with a value of 0.225 and a t-value of $1.761 <$ the t-table value of 2.36947. Since the significance value is greater than 0.05 and the t-value is less than the t-table value, the result indicates that price does not have a positive and significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe on the Shopee platform. Therefore, the second hypothesis is rejected.
- c. For the variable "promotion," the t-test results show a significance value of $0.653 <$ 0.05, and the regression coefficient obtained is 0.035 with a t-value of 0.451, which is smaller than the t-table value of 2.36947. Since the significance value is greater than 0.05 and the t-value is smaller than the t-table value, it can be concluded that promotion does not have a positive and significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe on the Shopee platform. Therefore, the third hypothesis is accepted.

3. F Test

Table 9
F Test Result
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	806.180	3	268.727	30.209	.000 ^b
Residual	782.810	88	8.896		
Total	1588.989	91			

a. Dependent Variable: Re-purchase Interest (Y)

b. Predictors: (Constant), Product Quality (X1) Prices (X2) and Promotions (X3)

Source: Processed Primary Data in 2020

Based on the observation of the F-table, the obtained F-value is 30.209, which is greater than the F-table value of 2.71, with a significance value of $0.000 < 0.05$. Therefore, the fourth hypothesis can be accepted. Consequently, it can be stated that product quality, price, and promotion have a simultaneous, positive, and significant influence on the repurchase intention of students from the Faculty of Islamic Economics and Business (FEBI) at IAIN Lhokseumawe on the Shopee platform.

4. Coefficient of Determination (R-Squared)

Table 10
Results of the Determination Test (R-Squared)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 ^a	.507	.491	2.98254

a. Predictors: (Constant), Product Quality (X1) Prices (X2) and Promotions (X3)

Source: Processed Primary Data in 2020

Based on the information from Table 10, the obtained R-Squared value is 0.507 (50.7%). This value indicates that approximately 50.7% of the variation in the

dependent variable (Repurchase intention) can be explained by the independent variables (Product quality, price, and promotion) included in the regression model. The remaining 49.3% of the variation is influenced by other variables that were not included in this research.

Discussion

1. **The Influence of Product Quality on Repurchase Intention** The research results show that the product quality variable has a significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe. This indicates a positive relationship between product quality and repurchase intention. Thus, the higher the product quality, the higher the repurchase intention, and vice versa.
2. **The Influence of Price on Repurchase Intention** Based on the research results, the price variable does not have a significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe. This suggests that price alone does not guarantee customers will return to make repurchases. Even if a store offers low prices, there may be other stores with similar products that offer the same or even lower prices. Ultimately, the research shows that the main focus for consumers (X1) is to obtain quality products, and product quality becomes one of the main considerations when making a purchase decision.
3. **The Influence of Promotion on Repurchase Intention** The research indicates that the promotion variable does not have a significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe. Promotions are meant to inform, demonstrate, offer, persuade, or disseminate a product or service to potential buyers/customers, with the aim of increasing sales and profits, as well as attracting new customers. Therefore, promotions primarily serve as an introduction to potential buyers, and for existing customers, they might not be needed to attract repeat purchases.
4. **The Influence of Product Quality, Price, and Promotion on Repurchase Intention** Furthermore, all independent variables in this research (product quality, price, and promotion) simultaneously have a significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe. The results show that

high product quality, favorable pricing, and effective promotion have a positive impact on repurchase intention. On the other hand, if these variables create a negative impression, the repurchase intention of students from FEBI at IAIN Lhokseumawe will decrease. These findings are consistent with the research conducted by M. Rizal Nir Irawan, who used the same three independent variables (Irawan, 2020).

Conclusion

1. The product quality variable has a significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe.
2. On the other hand, the price variable does not have a significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe.
3. Similarly, the promotion variable also does not have a significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe.
4. However, all the variables, product quality, price, and promotion, together have a simultaneous and significant influence on the repurchase intention of students from FEBI at IAIN Lhokseumawe.

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