

**PANEL OF EXAMINERS
APPROVAL SHEET**

The panel of examiners declare that the thesis entitled “**THE INFLUENCE OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION: A Case Study at Papa Ron’s Pizza Jababeka**” that was submitted by Agam Khalilullah majoring in International Business from the faculty of Economics was assessed and approved to have passed the Oral Examination on March 16th, 2012.

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RECOMMENDATION LETTER

This thesis entitled “**The Influence of Customer Satisfaction on Repurchase Intention: A Case Study at Papa Ron’s Pizza Jababeka**” prepared and submitted by Agam Khalilullah in partial fulfillment of the requirements for Bachelor Degree in the Faculty of Economics has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, March 15, 2012

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DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “**The Influence of Customer Satisfaction on Repurchase Intention: A Case Study at Papa Ron’s Pizza Jababeka**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, March 15, 2012

Agam Khalilullah

ABSTRACT

The influence of customer satisfaction on repurchase intention: A Case Study at Papa Ron's Pizza Jababeka. Thesis Agam, 2012.

There has been argued by previous researchers that customer satisfaction is the key to a company to survive in tough competition, even customer satisfaction can contributes significantly to a company success. Based on that case, this study is going to examine the impact of customer satisfaction on repurchase intention in Papa Ron's Pizza Jababeka.

The respondent of this research was customer of Papa Ron's Pizza Jababeka which consists of 96 respondents. The data was gathered by questionnaire and further analyzed using statistical tool which was a Multiple Regression.

Based on the multiple regression analysis, the result of this study shows that customer satisfaction significantly influences on customer repurchase intention. This means that the more customers who are satisfied, the more that customer will be likely to stay with the same company. However, quality is the main factor that influences customers' repurchase intention. This means that customer has met their expectation on the product they have purchased.

As a suggestion to the company it is better to keep customer satisfied by providing better services and quality of the product to meet customer's expectation.

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Writer,

Agam Khalilullah

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CHAPTER I

INTRODUCTION

1.1 Background of Study

There have been many researches in customer satisfaction. Every business has to know its market to have a good relationship with customers in order to improve sales and profits. In this era which is highly competitive, it is really hard to get the customer loyalty. Without knowing the consumers well, their satisfaction is hardly achieved (Raco, 2008). However, every restaurant must provide the best services to customer in order to survive in the tough competition.

Many companies are trying to make every consumer satisfied. A satisfied consumer is more likely to stay with the same company and involve in a positive worth of mouth communication (Wahyuningsih and Nurdin, 2010). If Papa Ron's Pizza restaurant want to deliver an appropriate service, then Papa Ron's needs to satisfy the expectation of the customer (Judith, Robin, Marcia, and Fern, 2009). However, in order to do that, the company needs to satisfy the customer first. Wherever consumer eats or uses some products from a company; consumer expects excellent services such as good quality of product, and pleasant environment.

As consumers are increasingly interested in better quality of food, which including taste and preparation, better environment condition, and superior service, they are willing to pay a higher price. Customer satisfaction has become the main focus of a company to satisfy their customers. This will lead

to word of mouth communication from the customers, whether it will bring bad or good comment from the customers of the services that they got.

Actually, this might not see as a big problem but it is a big problem. Every customer has different characteristic and different expectation of services. That is why many companies have treated their customer well such as Apple, Amazon, eBay, Toyota, Google, and FedEx (Fornell, 2007). The more powerful customers is the more responsive the companies in order to provide the best service.

However, when consumers are empowered by a lot of choices in choosing a product, the customer is a king. Therefore, companies that fail to satisfy their customers are tending to lose them (Fornell, 2007).

1.2 Company Profile

Papa Ron's Pizza was established since 2000, and until now Papa Ron's Pizza has opened 43 branches all around Indonesia. Papa Ron's Pizza has become familiar among Indonesian people. In addition receiving the award for "The Best Tasting Pizza, Jakarta Post magazine version, they also received the third position in customer satisfaction survey, this survey did by SWA magazine. Based on Asosiasi Franchise Indonesia (AFI), Papa Ron's Pizza is a national pizza that capable to compete with another international restaurant like Pizza Hut, and Domino Pizza.

Papa Ron's Pizza has a concept as a family restaurant with target market divided into 2 categories, which are Papa's Favorite Pizza and Loaded to The Max Pizza as their top line pizza.

They also have interesting program in order to attract the children like "Junior Pizza Maker" for children under 12 years old and "Kitchen Tour" for the

participant above 12 years old. This program will give the best experience for the participants because they will teach how to make a Pizza, and also got the Certificate as a Junior Pizza Maker or Kitchen Tour Certificate.

Papa Ron's Pizza has a vision which *"Being a world class leader in the restaurant industry in Indonesia, with international development."*

Papa Ron's Pizza has offered wide variety of menu of tasty traditional Italian pizzas, along with crunchy and yummy other dishes such as pastas, calzones, drinks and desserts.

1.3 Problem Identification

Papa Ron's Pizza is a restaurant that only produces pizza. Since established in 2000, Papa Ron's Pizza is growing faster in local market. Papa Ron's Pizza has expanded 43 outlets all over Indonesia, and one of their outlets is in Jababeka, Bekasi. Papa Ron's pizza already got the attention from the consumers, yet Papa Ron's Pizza also has to compete with another local restaurant and multinational restaurant.

Table 1.1 Fluctuation of Papa Ron's Pizza Customers, 2007 – 2010.

Year	Average/Month	Average/Day
2007	3, 730	124
2008	4, 017	134
2009	3, 837	126
2010	3, 834	126

Source: Visitor Report of Papa Ron's Pizza Jababeka, 2007 - 2010.

Based on Table 1.1, there is a decreasing in the number of visitors in Papa Ron's Pizza Jababeka on 2009. While the average per month of visitors on 2008 is 4, 017 customers, which is the highest number compare to 2007 with 3,730 visitors, 2009 with 3,837 visitors, and in 2010 with 3,834 visitors. This is

a problem of Papa Ron's Pizza Jababeka, while the competition between Pizza Hut and Pizza Domino are increasing and caused the decreasing of Papa Ron's Pizza visitors on 2009 and 2010. Papa Ron's Pizza Jababeka has to give the best service to the customers in order to keep the customers. If the customers are not satisfied with the services, automatically the customers will not repurchase to Papa Ron's Pizza. Customers who are satisfied will give a good contribution toward Papa Ron's Pizza by repurchasing again.

While the satisfaction of customers is the key for Papa Ron's Pizza to enhance the employee performance and become successful in the future, the writer would like to examine the impact of customer satisfaction on behavioral intention in Papa Ron's Pizza. However, the writer also would like to examine the main factor that influencing Papa Ron's Pizza customers repurchase intention.

1.4 Statement of Problem

In this research the researcher would like to provide the answer of this problem that stated below:

- a. Is there any impact of customer satisfaction on repurchase intention in Papa Ron's Pizza Jababeka?
- b. What is the main factor that influencing customers repurchase of Papa Ron's Pizza Jababeka?

1.5 Research Objective

The writer would like to study about the relationship between customer satisfaction and behavioral intention in Papa Ron's Pizza Jababeka. In other words, the writer would like to measure whether there is the influence of customer satisfaction on behavioral intention or there is no effect. Indeed, the

writer also would like to know what is the factor that influencing the customers of Papa Ron's Pizza Jababeka toward their repurchase intention.

1.6 Significance of the Study

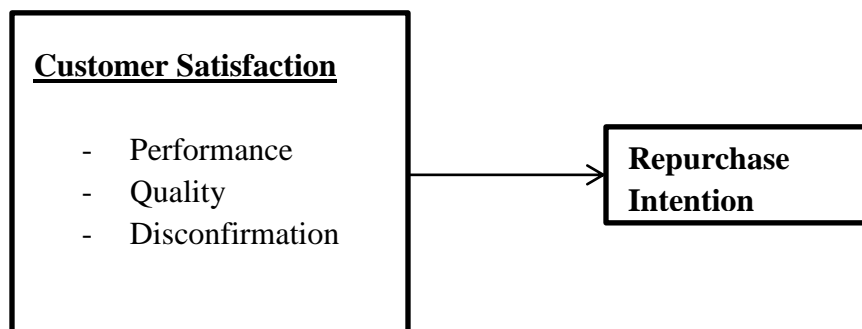
This study is one of the requirements for the writer to graduate from University. However, that is not the only reason to why the writer does the research about this study.

The purpose of this study is also to provide the result for Papa Ron's Pizza Jababeka in order evaluation of their service performance, quality of the product, expectation and disconfirmation of the customers. Although, this study give benefits information to Papa Ron's Pizza Jababeka whether they give good service or bad to their customers in order to keep the customers.

The study is also as a reference for others who will do more research on this topic in the future in other service industries.

1.7 Theoretical Framework

Figure 1.1. Theoretical Framework



Source: Wahyuningsih and Nurdin (2010)

Some theories that use in this study are based on theories that has provided by writers before. These theories are helping the writer and other researcher in solving problems that occurred in this research.

However the theoretical framework is based on these theories, Customer Satisfaction, and Behavioral Intention. Based on the theoretical framework above, customer satisfaction consists of three variables which are performance, quality, and disconfirmation.

Based on the model above, this research describes that customer satisfaction will affect customer repurchase intention. Based on (Wahyuningsih and Nurdin, 2010), Hellier defined that repurchase Intentions is the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances.

1.8 Hypothesis

The hypothesis of this study is there is the impact of customer satisfaction on repurchase intention.

1.9 Scope and Limitation

This research is focusing on the topic "The Influence of Customer Satisfaction on Repurchase Intention: Study at Papa Ron's Pizza Consumer in Jababeka."

In this research the writer tries to find out or to measure the effect of customer satisfaction on repurchase intention. It is how far the satisfaction that customer got from the services that company give to the customers will affect to their behavioral intention.

However, the researcher would like to find the correlation between those factors that affect customer to stay purchase in the same company.

1.10 Definition of Term

Customer satisfaction is argue that customer satisfaction is a cumulative construct that is affected by market expectations and performance perceptions in any given period, and is also affected by past satisfaction from period to period. (Wahyuningsih and Nurdin, 2010)

Performance, based on Wirtz and Bateson (1999) performance has a high degree of heterogeneity specifically in service industry due to the real time production and consumption of services, which make quality control difficult and introduce time and place constraints on the service encounter.

Quality is totality of features and characteristics of products or services that depend on its ability to satisfy that stated or implied. (Kotler and Keller, 2009)

Disconfirmation is the evaluation of perceived performance according to one or more comparison standards. (Wahyuningsih and Nurdin, 2010)

Repurchase Intention individual's judgments about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances. (Wahyuningsih and Nurdin, 2010)

Empowerment is based on the idea that giving employees skills, resources, authority, opportunity, motivation, as well holding them responsible for outcomes or their actions, will contribute to their competence and satisfaction (businessdictionary.com)

CHAPTER II

LITERATURE REVIEW

2.1 Customer Satisfaction

Customer satisfaction has been popular for many years. Wahyuningsih and Nurdin (2010) stated that satisfaction outcomes are a function of perceived performance and perceive disconfirmation. Based on olive that stated by Wahyuningsih and Nurdin (2010), this perceived disconfirmation depends on perceived performance and a standard for comparison. Standard of comparison may include expectations, ideals, competitors, other service categories, marketer promises and industry norms. If perceived performance is significantly worse than the comparison standard, a customer will experience negative disconfirmation; in other words, products and services do not meet the comparison standard. (Wahyunigsih, and Nurdin, 2010)

Wahyuningsih and Nurdin (2010) restated the argument from Wirtz and Bateson (1990) who has been developed the model above by introducing uncertain performance expectations in satisfaction. It describes the impact of expected performance heterogeneity and level of disconfirmation on the satisfaction process. At higher levels of disconfirmation, uncertainty in expectations does not show any effect on disconfirmation levels; in contrast, at small level of actual disconfirmation, the presence of uncertainty in expectations improves the level of disconfirmation, shifting it towards better than expected, and improving overall satisfaction. Based on Ueltschy *et al.*, (2004) that stated by Wahyuningsih and Nurdin, customer satisfaction is

involving three important elements which are expectation, performance, and quality.

From the definitions of customer satisfaction above, the researcher construct into three determinants. These are performance, quality and disconfirmation. Those three determinants will be discussed below.

2.1.1 Performance

Based on Mittal and Sheth (2001) that stated by Wahyuningsih and Nurdin (2010), performance and services is what customer look to meet their requirements and deliver the outcomes they are seeking.

Based on Wirtz and Bateson (1999) that stated by Wahyuningsih and Nurdin (2010), performance has a high degree of heterogeneity specifically in service industry due to the real time production and consumption of services, which make quality control difficult and introduce time and place constraints on the service encounter.

However, the perceived performance often differs from objective or technical performance, especially when a product or service is complex, intangible, and when the consumer is unfamiliar with the product or service. (wahyuningsih and nurdin, 2010)

2.1.2 Quality

Quality is depending on the satisfaction of product and service. Quality is totality of features and characteristics of products or services that depend on its ability to satisfy that stated or implied. (Kotler and Keller, 2009)

Influence the quality of products and services, and customer satisfaction are closely related. The higher level of quality, the higher the level of customer satisfaction produced. (Kotler and Keller, 2009)

From the definition above, the quality is determined by customers rather than organization itself and the management quality need to be based on customer's expectation. Indeed, to meet customer expectation, the organization must to satisfy what customer wants and needs. (Wahyuningsih and Nurdin, 2010).

However, evaluation of such services may be affected by customers' interactions with the employees, the physical setting of the business, and even other customers. In this case, provider must be able to interact with customers in order to satisfy customers. (Lovelock et al., 2005)

2.1.3 Disconfirmation

Peter and Olson (1996) stated that disconfirmation is the difference between pre-purchase expectation and post-purchase perceptions. Pre-purchase expectation is the belief about the performance of a product that is expected to appear.

Most studies are based on the theory that the confirmation/disconfirmation of pre consumption expectations are the essential determinant of satisfaction. This means that customers have certain service standards in mind prior to consumption (their expectations), observe service performance and compare it to their standards, and then form satisfaction judgments based upon this comparison (Lovelock *et al.*, 2005).

Based on Peter and Olson (1996), there are two types of disconfirmation: negative disconfirmation, and positive disconfirmation. Negative disconfirmation occur when the performance of the product less than what was expected, positive disconfirmation occur when the performance of the product turned out better than expected.

However, once customers have been delighted, their expectations are raised. They will be dissatisfied if service levels return to previous levels, and it will take more effort to “delight” them in the future. (Lovelock *et al.*, 2005)

2.2 Repurchase Intention

Wahyuningsih and Nurdin (2010) stated Hellier statement that repurchased intentions are defined as individual’s judgments about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances. From this definition, it is clear that repurchase behavior occurs when customers are purchasing the products or services for second times or more with the same company. However, repurchase behavior is triggered by customer satisfaction and experience of the products or services.

Theory suggests that increasing customer retention is a key act of the ability of company to generate profits (Wahyuningsih and Nurdin, 2010). This is because the longer customer stays with the same company, the more products or services they buy from company. To retain customers, a company needs to improve its service quality, which in turn leads to high service value (Wahyuningsih and Nurdin, 2010). Thus, it is noticed that consumers are more likely to purchase again with the same company

if they think that the products or services that they have purchased was worth what they have given up (Wahyuningsih and Nurdin, 2010).

2.3 Previous Researches

The writer found that there are several researches have been done the research about customer satisfaction. Below is presented the summary of researches that has been previously done.

Table 2.1. Previous Research on Customer Satisfaction

No	Name of the Researcher(s)	Title	Observed variable(s)	Analytical tool(s)	Result
1	Wahyuningsih, Djayani Nurdin	The Effect of Customer Satisfaction on Behavioral Intentions: A Study on Consumer Behavior of Car Insurance Consumers in Melbourne, Australia.	<ul style="list-style-type: none"> - Customer Satisfaction (Performance, Quality, Expectation, and Disconfirmation) - Repurchase Intention - Word of Mouth Communication 	Structural Equation Modeling (SEM)	Positive relationship between customer satisfaction and behavioral intention.
2	Yuzza Bayhaqi	Analisis Pengaruh Kualitas Layanan, dan Keunggulan Produk Terhadap Kepuasan Pelanggan dan Dampaknya pada Minat Membeli Ulang.	<ul style="list-style-type: none"> - Kualitas Layanan - Keunggulan Produk - Kepuasan Pelanggan - Minat Membeli Ulang 	Structural Equation Modeling (SEM)	Positive relationship between quality of service, product quality, repurchase intention on customer satisfaction.
3	Harry A. P. Sitaniapessy	Pengaruh Kepuasan Pelanggan Terhadap Niat Pembelian Ulang	<ul style="list-style-type: none"> - Customer Satisfaction - Repurchase Intention 	Linear Regression	Customer Satisfaction has positive influence on customer

		di Matahari Department Store Ambon.			repurchase intention.
4	Diana Puspitasari	Analisis Pengaruh Persepsi Kualitas dan Kepuasan Pelanggan Terhadap Minat Beli Ulang.	<ul style="list-style-type: none"> - Minat Beli Ulang - Persepsi Kualitas - Harga - Reputasi Perusahaan - Kepuasan Pelanggan 	Structural Equation Model (SEM)	Price and Company Reputation have positive influence on perceived quality. Perceived quality and customer satisfaction have positive influence on repurchase intention.
5	Eldon Y. Li, Jerry Cheng-Chieh Hsiao, Jean Ai-Jun Yang, and HsiuJu Rebecca Yen	Examining the Antecedents of Repurchase Intention in Convenience Stores: A Perspective of Expectation-Disconfirmation Theory.	<ul style="list-style-type: none"> - Convenience Store - Service Quality - Expectation-Disconfirmation Theory - Customer Satisfaction - Repurchase Intention 	Evaluate using Structural Equation Model (SEM)	Service quality has significant effect on disconfirmation. There is relationship among service quality, satisfaction, and repurchase intention.
6	Margaretha Ardhanari	Customer Satisfaction Pengaruhnya Terhadap Brand Preference dan Repurchase Intention Private Brand.	<ul style="list-style-type: none"> - Customer Satisfaction - Brand Preference - Repurchase Intention - Private Brand 	Multiple Regression	Customer satisfaction has positive impact on brand preference with private brand. Brand preference and customer satisfaction

					give positive impact on repurchase intention in private brand.
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CHAPTER III

METHODOLOGY

3.1 Research Methodology

There are two types of research method, quantitative and qualitative. In this study, the writer would like to use quantitative method rather than qualitative method. The writer use quantitative method in order to make people easily to absorb what the writer has studied.

Quantitative method is research based on the numbers and the analysis based on statistic. Quantitative method also can be defined as research method that used to research on specific population or specific sample, data analysis based on statistic, where the objective to test the hypothesis that has been set. (Sugiyono, 2011)

3.2 Scope of Study

The scope of the research is Papa Ron's Pizza Jababeka that involves the customers who comes to Papa Ron's Pizza Jababeka.

3.3 Method of Data Collection

3.3.1 Type and Data Source

Type of data that gathered in this research is primary data and secondary data. Primary Data is the data that directly capture from the respondents. Primary data that has been captured based on the customers of Papa Ron's Pizza Jababeka. Secondary data gathered from Papa Ron's Pizza

Jababeka. The data that has been gathered is the visitor data to Papa Ron's Pizza Jababeka.

3.3.2 Data collection Technique

The writer uses the questionnaire as the data collection technique. As the writer explained above, questionnaire is one of tools to capture the data by spreading questionnaire to respondents. Questionnaire is data collection technique that is performed by giving a set of questions or a written statement to respondent to be answered (Sugiyono, 2011).

The researcher is using questionnaire in this study because the questionnaire is data collection technique that is fast and efficient. However, research conducted in the scope that that is not too broad, so that the questionnaire can be delivered directly to the respondents in a short time. With the direct contact between researcher and respondents will create a fairly good condition, so that respondents would voluntarily provide fast objective data. (Sugiyono, 2011)

In this study, the writer will deliver questionnaire directly to the respondents.

3.4 Population and Sample Technique Collection

Population is the generalization area that consists of: the object/subject that has certain qualities and characteristics that are determined by the researchers to study and then drawn the conclusions. (Sugiyono, 2011).

Sample is part of the number and characteristics that possessed by the population. (Sugiyono, 2011)

For the method of data collection, the writer is using simple random sampling technique. Retrieval of sample carried out randomly of number of buyers who come directly to Papa Ron's Pizza Jababeka.

3.4.1 Sampling Technique Applied

Sample is the part of the population that we actually examine in order to gather information. So we can apply the concept to this research. The writer uses random sampling method for the research to gather the data from the respondent. The amount data taken is targeted to have confidence level of 95%, and margin error of 5%.

The sample size population will be determined by using Infinite Population, as follows:

$$n = \frac{\{z^2 x p x 1 - p \}}{c^2}$$

Where:

n = Sample size

Z= 1. 96 (95% confidence level)

P = Percentage of population with a particular choice

C = 100% - Z

The writer using Infinite Population is because the population is unknown.

3.4.2 Margin Error

For this research, margin error the writer used is 5%. Meaning that the level of error is 5%, and the research has 95% confidence level.

3.4.3 Actual Computation of the Sample

The computation of the sample uses infinite population that the writer has stated before. In order to find the actual sample, the researcher has to spread questionnaire for pretest because the equation required the percentage of population with a particular choice. For pretest, the researcher use 30 respondents with 20 questions. As the result, the researcher got 28 people out of 30 that has been visited Papa Ron's Pizza Jababeka, and at least once is 2 people. Hence, the researcher use 0.06666667 (the number of respondent who has been visited Papa Ron's for only one time divided total number of respondent) as value of p.

Table 3.1
Respondent Visit

Visit more than once	First time visit	Total Respondent
28	2	30

Source: Self Construct

The actual computation of the sample is as follows:

$$\begin{aligned}n &= \frac{(1.96)^2 \times 0.06666667 \times (1 - 0.06666667)}{0.0025} \\ &= 95.613 \\ &= 96\end{aligned}$$

Based on the result, the writer has determined the number of respondents to be taken as (96) respondents.

3.4.4 Sample Size

Based on the calculation of infinite population formula, the writer defines sample of population is (96). However, the writer will use (96) respondents for the research and 18 questions for the questionnaire.

3.5 Testing Instrument

In order to test the questionnaire, the writer conducted validity test and reliability test.

3.5.1 Validity Test

Andiza (2009) stated that Validity is the extent to which a test measures what we actually wish to measure. For this research purposes, the questionnaire has been reviewed by thesis mentor and view lecturers. In testing the construct validity, the writer used Pearson's correlation coefficient. The questionnaire question valid if the r computation is bigger than r table. For pre-test questionnaires, the researcher use 30 questions and 30 respondents, and the mean correlation coefficient between variables or $r = 0.361$. It means that according to corrected item-total correlation table, if r result is greater than r table, the variable is valid. If r result is smaller than r table, the variables are not valid.

$$r = \frac{N \sum XY - \sum X \sum Y}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Where:

r = numeral of correlation

N = quantity of respondent

X = question score from respondent

Y = total score of respondent

3.5.2 Reliability

For this study, the writer uses Cronbach Alpha formula to determine the reliability. According to Sekaran, as cited in Priyanto (2010), Cronbach's Alpha value less than 0.6 considered to be poor, while 0.7 is acceptable, and 0.8 or above considered good. The Cronbach Alpha formula was used to measure this reliability testing Based on Jonathan (2006), the formula is stated below:

$$\alpha = \frac{k}{k - 1} \left(1 - \frac{S_i^2}{S_x^2} \right)$$

Where:

K = the number of instruments in question

S_i^2 = the amount of variance from each instrument

S_x^2 = Variance of the whole instrument

However, to run the reliability and validity test, the writer will use SPSS.

3.6 Measurement Scale

In analyzing the data, the researcher uses Likert Scale. It is the most frequently used variation of the summated rating scale. Summated rating scales consist of statements that express either a favorable or an unfavorable attitude toward the object of interest. The participant is asked to agree or disagree with each statement. Based on Cooper and Schlinder that stated by Andiza (2009), each response is given a numerical score to measure the participants overall attitude. Based on Cooper and Schlinder that stated by Andiza (2009), the researcher chose Likert Scale for this study because of several reasons as follows:

- a. It is common, very convenient, and most widely used.
- b. It is more reliable and provides a greater volume data than many other scales.
- c. It is applicable to this study both that focus on the object and respondents study.

Table 3.2.
Grading Statement for Each Dimension

Grading Statement	Score
Strongly Agree	5
Agree	4
Moderate	3
Disagree	2
Strongly Disagree	1

Source: Lavrakas (2008)

3.7 Data result of Validity and Reliability Testing

3.7.1 Validity Test Result

In testing the construct of validity, the researcher uses Pearson's correlation coefficient. This formula is used to test items validity. Validity testing must check before data processing. The questionnaire question valid if the r computation is bigger than r table. Based on the calculation, the result for pre-test questionnaires with 30 questions and 30 respondents, the mean correlation coefficient between variables or $r = 0.361$. It means that according to corrected item-total correlation table, if r result is greater than r table, the variable is valid. If r result is smaller than r table, the variables are not valid.

Table 3.3

Validity Test

N	R Computation	R Table	Remarks
1	.593	0.361	Valid
2	.548	0.361	Valid
3	.575	0.361	Valid
4	.515	0.361	Valid
5	.517	0.361	Valid
6	.374	0.361	Valid
7	.501	0.361	Valid
8	.388	0.361	Valid
9	.580	0.361	Valid
10	.765	0.361	Valid

11	.775	0.361	Valid
12	.490	0.361	Valid
13	-.341	0.361	Invalid
14	.451	0.361	Valid
15	-.330	0.361	Invalid
16	.668	0.361	Valid
17	.485	0.361	Valid
18	.436	0.361	Valid
19	.472	0.361	Valid
20	.593	0.361	Valid

Source: SPSS V 16.0 and Primary Data

The result from the table 3.2, there are two questions that are not valid and eighteen questions are valid. Based on Sugiyono, if there are any invalid questions, the researcher has two choices whether eliminate the question or revise the questions. In this study, the writer prefers to eliminate the invalid questions.

3.7.2 Reliability Test Result

The result of Reliability test of each variable can be seen on the table 3.3 below:

Table 3.4

Reliability Test Result

Variable	Cronbach's Alpha	Remark
Performance	0.754	Reliable
Quality	0.688	Reliable
Disconfirmation	0.662	Reliable
Repurchase	0.707	Reliable

Source: SPSS V16.0 and Primary Data

3.8 Method of Data Analysis

In this study, the writer uses multiple regression analysis as the function to examine the effect of independent variables (performance, quality, expectation, and disconfirmation) on dependent variable (repurchase intention).

The format of the equation is given below:

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

Where:

- Y = Dimension score repurchase intention
- a = Constant

b1...b3	= Regression Coefficient
X1	= Dimension score of Performance
X2	= Dimension score of Quality
X3	= Dimension score of Disconfirmation

There are 3 assumption test for regression model, that are normality test, Multicollinearity test, and heteroscedasticity test (Widarjono, 2010).

3.8.1 Normality test

Normality tests are used to determine whether a data set is well-modeled by a normal distribution or not. In this study, the writer will use normal probability plot of SPSS 16.0 to do Normality test. Normal Probability Plot is easy to determine whether the data is normal distribution or not and work well as a quick check on normality.

A normal probability plot is basically a plot of the ordered observations from a sample against the corresponding percentage points from the standard normal distribution. The data is normally distributed if the points will plot along an approximately straight line. The data has followed a linear relationship model and the standardized deviation has followed the normal standardized distribution. (Ryan and Joiner, 1976)

3.8.2 Multicollinearity Test

Multicollinearity is a situation where the correlations among the independent variables are strong (Widarjono, 2010). In this study, there is multiple linear regressions about customer repurchase as follow:

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

Where

Y = Repurchase;

X1 = Performance;

X2 = Quality;

X3 = Disconfirmation

In the equation above, there are four (4) variables that affect customer repurchase, those are performance, quality, expectation, and disconfirmation. However, supposedly there is linear correlation between each independent variable.

Multicollinearity can be tested by Variance Inflation Factors (VIF). VIF measures how much the variance of the estimated coefficients is increased over the case of no correlation among the X variables. If VIF for one of the variables is around or greater than 5, there is collinearity associated with that variable. (www.chsbs.cmich.edu)

3.8.3 Heteroscedasticity Test

Heteroscedasticity is a condition in which the variance of data (for univariate) or a remnant of variance (for multivariate) is not constant. Heteroscedasticity test will be tested by doing a plot of data (univariate) or plot a remnant (multivariate). If the data is formed like a tunnel or a particular pattern increases, the data showed a heterogeneous. (Widarjono, 2010)

A good regression model, if there are not homoscedasticity and heteroscedasticity.

3.9 F-Test and T-Test

The writer will do f test and t test by using statistical package for science (SPSS) software. F test is used to see whether there is significant relationship between the dependent variable and independent variables (Barenson, *et al.* (2009). In this test there will be hypothesis that:

- a. $H_0 : \beta_1 = \beta_2 = \beta_3 = 0$ (there is no relationship between the dependent variable and the independent variables)
- b. $H_1 : \text{At least one } \beta_j \neq 0, j = 1,2,3$ (There is a linear relationship between the dependent variable and at least one of the independent variables)

For this test the researcher will use $\alpha = 0.05$ level of significant. For t test is to see the influence of each independent variable in regression model towards the dependent variable. So that the research can find out which dimension has the most powerful influence toward customer purchasing decision. For this test each independent variable will be test underlying hypothesis with significant standard $\alpha = 0.05$

3.10 Hypothesis

In this research, the writer would like to test hypothesis as can be seen below:

H0: There is no impact of customer satisfaction on repurchase intention.

H1: There is the impact of customer satisfaction on repurchase intention.

CHAPTER IV

ANALYSIS OF THE DATA

This part is the extensive report of the result of the research. The researcher presents here a full analysis of the data from respondent. The researcher will analyze the effect of customer satisfaction on behavioral intention.

4.1 Respondents Profile

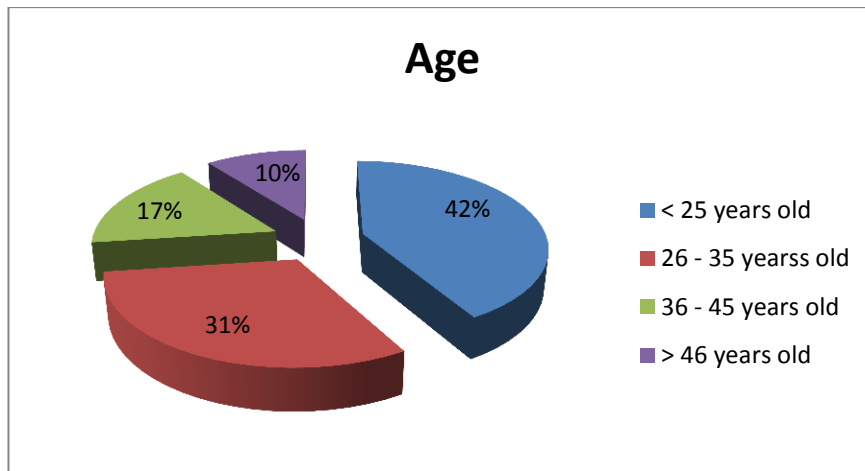


Figure 4.1. Respondent Age Profile
Source: Primary Data

Based on the figure above, it can be seen that most respondents are at below 25 years old as much as 40 peoples or 42% of respondents. Moreover, Age of 26 until 35 years old as much as 30 people or 31% of respondents, age of 36-45 years old as many as 16 peoples or 17%, and above 46 years old as many as 10 person or 10%. Based on the figure 4.1, it can be seen that the visitor at Papa Ron's Jababeka is dominated by younger peoples. The rest of visitors are the families.

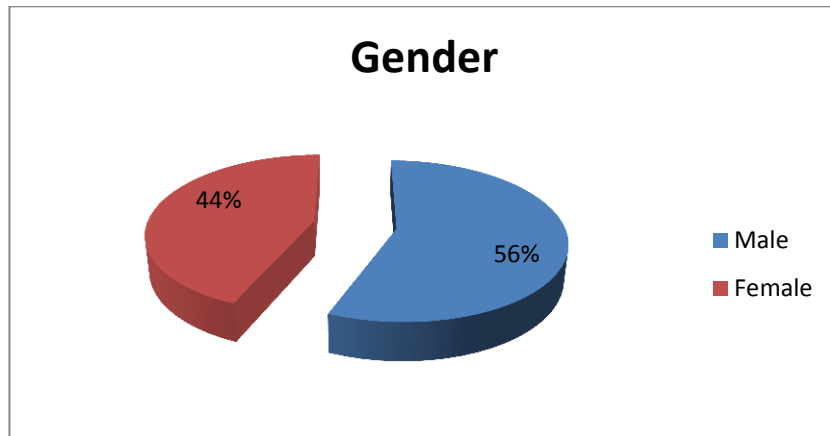


Figure 4.2. Respondent Gender Profile
Source: Primary Data

Based on the figure above, it can be conclude total respondents, both male and female are 96 people. Male respondents were 56 people (56%) and Female respondents were 42 people (44%). The numbers of male respondents are more than female respondents, this occurs because Papa Ron's Pizza is located in Jababeka where Jababeka is industrial estate area. There are more Male workers in this area who are eating and hanging out in Papa Ron's Pizza Jababeka.

4.2 Description of Variables

Based on the questionnaire have been distributed to the respondents at Papa Ron's Pizza Jababeka, the criteria of the assessment based on Likert scale as follows:

Table 4.1
Grading Statement for Each Dimension

Strongly Agree	SA	5 scores
Agree	A	4 scores
Moderate/Neutral	N	3 scores
Disagree	SD	2 scores
Strongly Disagree	D	1 score

Source: Lavrakas (2008)

4.2.1 Response of Respondent on Performance

Table 4.2
Response of Performance

No.	Variable	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
		Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
		1		2		3		4		5		
1	The Staff show care and courtesy.	2	2.1	6	6.3	21	22.1	45	47.4	21	22.1	3.81
2	Staff has knowledge about the menu.	6	6.3	16	16.8	31	32.6	35	36.8	7	7.4	3.22
3	Service is quick and responsive.	2	2.1	5	5.3	26	27.4	43	45.3	19	20	3.76

4	There is always enough staff in ratio with the amount of customers.	2	2.1	8	8.4	37	38.9	40	42.1	8	8.4	3.46
5	The Staff are aware of what customer order.	4	4.2	14	14.7	31	32.6	37	38.9	9	9.5	3.35
Average Mean												3.52

Source: Primary Data

Based on the table above, the average mean from variable of performance is 3.52. It means that most of respondents are agree that performance has an influence on customer repurchase intention. The respondents agree that Papa Ron's Pizza Jababeka has delivered good service to the customers. It shows that most of customers are agree that the waiters and waitress are showing care and courtesy when taking the order from the customers. The data show that 47.4% of the customers agree to it.

4.2.2 Response of Respondent on Quality

Table 4.3

Response of Quality

No.	Variable	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
		Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
		1		2		3		4		5		
1	The food that Papa Ron's provide is healthy.	1	1.1	14	14.7	54	56.8	23	24.2	3	3.2	3.14
2	I feel that the product of Papa Ron's Pizza is hygienic.	3	3.2	6	6.3	37	38.9	31	32.6	18	18.9	3.58
3	The food serve in a state still hot and fresh.	1	1.1	2	2.1	11	11.6	40	42.1	41	43.2	4.24
4	Pizza still tasty even in the cold condition	6	6.3	22	23.2	22	23.2	37	38.9	8	8.4	3.20
5	The bread is soft.	4	4.2	18	18.9	41	43.2	24	25.3	8	8.4	3.15
Average Mean											3.46	

Source: Primary Data

Based on table 4.3 above, the average mean of quality is 3.46. The respondents are agreeing that Papa Ron's Pizza Jababeka has provided good quality, and they believe that Pizza from Papa Ron's Pizza Jababeka has better quality.

56.8% of the customers are neutral about the health of pizza that Papa Ron's Pizza Jababeka provides. Indeed, 42.1% of the customers are agree that Papa Ron's Pizza Jababeka provides still hot and fresh. 32.6% of the customers are neutral that Papa Ron's Pizza Jababeka provides the hygienist pizza.

4.2.3 Response of Respondent on Disconfirmation

Table 4.4
Response of Disconfirmation

No.	Variable	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
		Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
		1		2		3		4		5		
1	Papa Ron's food taste as good as it looks.	1	1.1	2	2.1	11	11.6	40	42.1	41	43.2	4.24
2	Papa Ron's pricing is equivalent to its service.	6	6.3	22	23.2	22	23.2	37	38.9	8	8.4	3.20
3	Papa Ron's deliver food on time.	4	4.2	18	18.9	41	43.2	24	25.3	8	8.4	3.15
Average Mean												3.53

Source: Primary Data

The result of the average mean of disconfirmation is 3.53, which mean that most of respondents are satisfied with all the services that Papa Ron's Jababeka has given, and the result of what they expected is good.

42.1% of respondents are agreeing that the pizza taste as good as it looks, and the timing of presentation does not require a long time. 38.9% of the respondents are agreeing that the price is equivalent to its service, and this is might be the one that makes customers stay purchase in Papa Ron's Pizza Jababeka.

4.2.4 Response of Respondent on Repurchase

Table 4.5
Response of Repurchase

No.	Variable	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
		Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
		1		2		3		4		5		
1	I will return to Papa Ron's Pizza Jababeka because of the quality of service.	1	1.1	2	2.1	11	11.6	40	42.1	41	43.2	4.24
2	I will return to Papa Ron's Pizza Jababeka because of the quality of food.	6	6.3	22	23.2	22	23.2	37	38.9	8	8.4	3.20
3	I will return to Papa Ron's Pizza Jababeka because of its convenience	4	4.2	18	18.9	41	43.2	24	25.3	8	8.4	3.15

	location.											
4	I will return to Papa Ron's Jababeka because of the atmosphere.	1	1.1	6	6.3	36	37.9	45	47.4	7	7.4	3.54
5	I will definitely return to Papa Ron's Pizza Jababeka if I want to eat pizza.	2	2.1	7	7.4	37	38.9	41	43.2	8	8.4	3.48
Average Mean												3.52

Source: Primary Data

Table 4.6 showed the average mean of customer repurchase intention is 3.52. The respondents are willing to come back to Papa Ron's Pizza Jababeka. It shows that most of respondents are satisfied with Papa Ron's Jababeka. The respondents answered that they will come back to Papa Ron's Pizza Jababeka because of the services, quality of food, and convenience location.

However, based on the result that there are 41 of respondents or 43.1% of respondents are strongly agree with stay purchase at Papa Ron's Pizza Jababeka because of the service that Papa Ron's Pizza Jababeka has given to the customers.

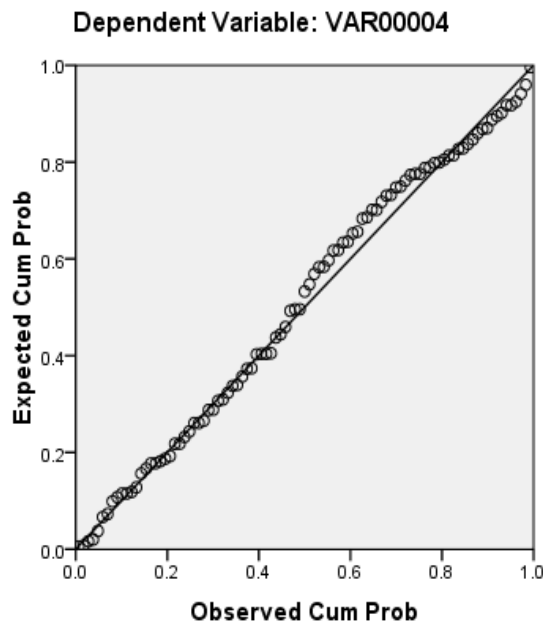
4.3 Model Evaluation

4.3.1 Normality Test

The data below show that in normally distributed, the points are plot along an approximately straight line drawn through the middle half of

the points. From the following figures, the normal probably plot of regression standardizes residual with performance, quality and disconfirmation as independent variable and customer repurchase intentions as dependent variable approximate tendency to make a straight line drawn through the middle. The writer can makes conclusion that the data has followed a linear relationship model and the standardizes deviation has followed the normal standardized distribution.

Normal P-P Plot of Regression Standardized Residual



**Figure 4.3.P- Plot of Regression Figure
Source: SPSS V 16.0 and Primary Data**

4.3.2 Multicollinearity

Tolerance is an indication of the percent of variance in the predictor that cannot be accounted for by the other predictors, hence very small values indicate that a predictor is redundant, and values that are less than 5 may merit further investigation. A Tolerance close to 1 means there is little Multicollinearity, whereas a value close to 0 suggests that Multicollinearity may be a threat. This is referred to as the problem of Multicollinearity. The problem is that, as the X become more highly correlated, it becomes more and more difficult to determine which x is actually producing the effect on Y. In other side, if the value of VIF > 5, then it indicates the occurrence of multicollinearity.

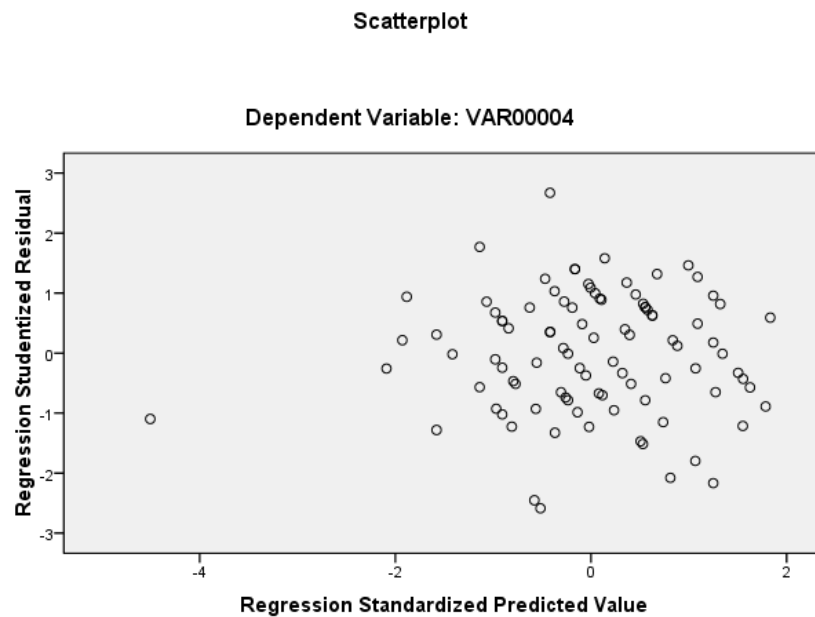
Table 4.6
Multicollinearity Table

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Performance	.876	1.142
Quality	.331	3.020
Disconfirmation	.341	2.934

Source: SPSS V 16.0 and Primary Data

4.3.3 Heteroscedasticity

The data are normally distributed because the points are spread each other and not made a pattern. If the points are tendencies to make a pattern, its means the data are not normally distributed and considered to become heteroscedasticity. Also the points spread with not make a certain pattern above and below the 0 on Y axis. For this research, the result was shown by the Scatter Plot, the points were spread each other, not made a pattern, and tendencies to become homoscedasticity and normally distribution.



Figures 4.4 Heteroscedasticity figures
Source: SPSS V 16.0 and primary data

4.4 Data Analysis

4.4.1 Regression Model Result

Table 4.7

Coefficient of correlation R and Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.892 ^a	.797	.790	.26012

Predictors: (Constant), disconfirmation, quality, performance
Dependent Variable: repurchase

Source: SPSS V16.0 and primary data

From table 4.8, the coefficient of correlation (R) is 0.892^a which mean there is relationship between dependent variable (repurchase intentions) and independent variables (performance, quality and disconfirmation). The coefficient of determination (R²) is 0.797, where the adjusted R square is .790 means that the influence of independent variables toward dependent variable is 79%. The other 21% is in other variable that is not explained in this research.

Based on the R value, the writer concludes that there is strong correlation between dependent variable and independent variables. This result is supported by the previous research done by Wahyuningsih and Nurdin that customer satisfaction has strong relationship with behavioral intention. This study also confirms the previous studies that have been done by Sitaniapessy, Bayhaqi, Diana, and Ardhanary which suggest positive relationship between customer satisfaction and customer repurchase. This means that satisfied customers are more

likely to stay with the existing provider and are unlikely to switch service provider.

4.4.2 Determination Coefficient

Table 4.8 Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.347	.194		1.789	.077
Performance	.060	.045	.067	1.324	.189
Quality	.524	.083	.518	6.304	.000
Disconfirmation	.309	.064	.392	4.841	.000

a) Dependent Variable: repurchase

Source: SPSS V 16.0 and Primary Data

Based on the result on the table 4.9, the result of the regression equation can be seen below:

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

$$Y = 0.347 + 0.060X_1 + 0.524X_2 + 0.309X_3$$

From multiple regression equation above, can be known the result of the research as follow:

Coefficient Regression (β):

- a. Constanta value is 0.347. It means that if performance (X1), quality (X) and disconfirmation (X3) considered being constant, the amount of customer repurchase at Papa Ron's Pizza Jababeka is 0.347.
- b. Coefficient regression of performance (X1) is 0.060. It means that every 100% improvement in variable of performance will increase customer repurchase at Papa Ron's Pizza Jababeka for 6%.
- c. Coefficient regression of quality (X2) is 0.524. That means every 100% improvement in customer expectation, will increase customer repurchase at Papa Ron's Pizza Jababeka for 52.4%.
- d. Coefficient regression of disconfirmation (X3) is 0.309. It means that every 100% improvement in disconfirmation, will increase customer repurchase at Papa Ron's Pizza Jababeka for 30.9%.

4.4.3 F Test

The result of F test is to examine the effect of independent variables which are performance (X1), quality (X2), and disconfirmation (X3) toward the dependent variable which is repurchase intention. The result of F test can be seen below:

Table 4.9
Independent Variables towards Customer Repurchase Intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.106	3	8.035	118.761	.000 ^a
	Residual	6.157	91	.068		
	Total	30.264	94			

a. Predictors: (Constant), disconfirmation, quality, performance

b. Dependent Variable: repurchase

Source: SPSS V 16.0 and Primary Data

As we can see from the table 4.10, F value is 118.761 with sig. 0.000 < alpha 0.05. So, the independent variables (performance, quality, and disconfirmation) have a significant influence on customers repurchase intentions. This result is supported by the previous research done by Wahyuningsih and Nurdin (2010) that customer satisfaction has strong relationship with behavioral intention. This study also confirms the previous studies that have been done by Sitaniapessy (2008), Bayhaqi (2006), Puspitasari (2006), and Ardhanary (2008) which suggest positive relationship between customer satisfaction and customer

repurchase. This means that satisfied customers are more likely to stay with the existing provider and are unlikely to switch service provider.

From the result of the table 4.10 can be taken a decision that accept alternative hypothesis (Ha) and reject null hypothesis (H0).

4.4.4 t Test

The purpose of t test is to determine the significant level of influence of each independent variable toward dependent variable.

The result of correlation of Performance (X1) toward customer repurchase intention is can be seen on the table 4.11 below:

Table 4.10

Performance toward Repurchase Intention

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
Performance	.060	.045	.067	1.324	.189

a. Dependent Variable: repurchase

Source: SPSS V 16.0 and Primary Data

Based on the result of t test from the table 4.11, the writer concludes that the performance of Papa Ron’s has no significant influence toward customers repurchase intention. The table 4.11 shows that the significant t is 0.189; it is greater than 0.05, which mean has no significant influence on repurchase intention.

The next result is the correlation of Quality (X2) toward customer Repurchase intention can be seen on the table 4.12 below:

Table 4.11

Quality toward Repurchase Intention

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
Quality	.524	.083	.518	6.304	.000

a. Dependent Variable: repurchase

Source: SPSS V 16.0 and Primary Data

Table 4.12 shows that the quality of Papa Ron's product has significant influence on customers repurchase intention. The table 4.12 shows that the t-value is 6.304 and significant is 0.000. Moreover, table 4.12 showed that B is 0.524 which means that if the quality increased by one unit, the customers repurchase will increase by 52.4%. This result is supported by Kotler and Keller (2009) where the influence of the quality of products and services, and customer satisfaction are closely related. The higher level of quality, the higher the level of customer satisfaction produced.

The last result is the correlations of disconfirmation (X4) toward customer repurchase intention.

Table 4.12

Disconfirmation toward Repurchase Intentions

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
Disconfirmation	.309	.064	.392	4.841	.000

a. Dependent Variable: repurchase

Source: SPSS V 16.0 and Primary Data

Table 4.14 shows that disconfirmation also has significant effect on customer repurchase intention. It explained by t-value 4.841 and significant in 0.000. The table also shows B value 0.309 which means that the increases of one unit of disconfirmation, the customer repurchase will increased by 30.9%.

Based on Lovelock, Wirtz, Keh, and Lu (2005), customers buy any goods and services to meet specific needs. They expectations about what constitutes good service vary from one business to another.

People's expectations about services are strongly influenced by the experience. Based on the result of table 4.14, customer expectation before consuming the product and after the product is has big effect on customer repurchase intention. If the customers satisfy with the product that they have consumed they will stick with the same product. That is what happened with Papa Ron's Pizza Jababeka. Table 4.14 shows that customers are satisfied with Papa Ron's Pizza Jababeka.

4.5 Interpretation of the Result

The result of the analysis of the influence of customer satisfaction (performance, quality and disconfirmation) on repurchase intention above shows that F test is has significant influence of customer satisfaction toward customer repurchase. The result of F test is 118.761 with sig. 0.000 < *alpha* 0.05.

The result of F test shows that the customer satisfaction has a big influence on customer repurchase of Papa Ron's Pizza Jababeka. This result supported by Wahyuningsih, & Nurdin (2010) where their study found that there is a big influence on customer satisfaction toward repurchase intention. However, there are other studies that have been done by Sitaniapessy (2008); Bayhaqi (2006), Puspitasari (2006), and Ardhanary (2008) which suggest positive relationship between customer satisfaction and customer repurchase. This means that satisfied customers are more likely to stay with the existing provider and are unlikely to switch service provider.

The first t test result that the writer found for each variable is that the result of t-test of performance shows that there is no significant influences toward customer repurchase intention, where B is 0.060, t value is 1.324 and significant t is 0.189.

T test result of quality shows that there is a big significant influence toward customer repurchase, where significant t is 0.000, the value of B is 0.524, t value is 6.304. The increasing of 1 value of quality, it will increase customer repurchase intention by 52.4%. This result supported by Bayhaqi (2006) that there is a relationship between quality and customer satisfaction that leads the customer to repurchase the same product.

The disconfirmation shows that there is an influence toward customer repurchase. It explained by the value of B is 0.309 and significant in 0.000, which means that the increases of one unit of disconfirmation, the customer repurchase will increased by 30.9%.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

From the data analysis in chapter IV, the result of F test shows that there is the relationship between Customer Satisfaction (Performance, quality and disconfirmation) on Customer Repurchase Intention. It shows that the more customer satisfy the more they will stay with the same service provider.

The result of this study suggests that high customer satisfaction might lead the company to achieve higher profits. When the customers perceived high level of satisfaction, the customers are assumed to continue doing business or purchase with the same company or service provider. From this advantage, the company has greater probability to retain the customers and will achieve higher profits.

Based on the respondent's data on the figure 4.1, most of Papa Ron's Pizza Jababeka customers are dominated by young people and a teenager which is 42%, the rest are the people between 25-35 years old 31%, 36-45 years old 17%, and above 46 years old 10%.

Based on the t test result, shows that the quality has a highest impact on customer repurchase, the disconfirmation is the second one, and performance no influence on repurchase intention. The result shows that the quality is still one of the most important factor that influence customer repurchase intention in Papa Ron's Pizza Jababeka.

5.2 Recommendation

5.2.1 For the Company

Based on the result of the study, the writer wanted to provide advice and input as consideration for future improvement. These are several suggestions:

- a. As the result of the research shows that customer satisfaction contribute to the increase of repurchasing intention, Papa Ron's Pizza should optimize on the three dimensions analyzed in this research.
- b. Since the quality of the pizza is the factor that has great influence on customer repurchase intention, Papa Ron's Pizza Jababeka should only focus to maintain the quality of the product itself.

5.2.2 For Future research

As this research only emphasizes on three dimensions of customer satisfaction which are performance, quality and disconfirmation, the researcher suggest that future research may analyze another variable in behavioral intention dimension such as word of mouth. Moreover, further research can be done by analyzing other variables such as customer loyalty, corporate image, and brand preference.

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