The Influence of Brand Personality, Service Quality, and Store Atmosphere toward Repurchase Intention Ethic Barbershop Padang

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Abstract

Purpose - This research aims to analyze: (1) The Influence of brand personality toward repurchase purchase intention on customers of Ethic Barbershop (2) The influence of service quality toward repurchase intention on customers of Ethic Barbershop (3) The Influence of store atmosphere toward repurchase intention on customers of Ethic Barbershop

Methodology - This type of research is causative research. The population in this study were all men in Padang city who had used Ethnic Barbershop services with a total sample of 151 people taken using purposive sampling because of the unknown population.

Finding - Regarding the causal model proposed, the data confirm the relationship set out in the hypothesis. It can therefore be stated that (1) Brand personality has a positive effect and significant to repurchase intention (2) Service quality has a positive effect and significant to repurchase intention and (3) Store Atmosphere has a positive effect and significant to repurchase intention

Conclusion - This analysis highlights the positive influences that take part in the brand personality, service quality, and store atmosphere towards repurchase intentions. This is clearly showing in this relationship from an empirical point of view.

Limitation - This research only limit with the some variable

Keywords: Brand Personality, Service Quality, Store Atmosphere, Repurchase Intention

Introduction

Along with the times, having an attractive appearance has become an important requirement that must be met by everyone. Not only women, but men also need an attractive appearance and the phenomenon of men like this is commonly called metrosexual men. In its development, the metrosexual concept leads to the lifestyle of modern urban men who earn more and care deeply about their appearance and image.

Metrosexual men pay more attention to appearance. Metrosexual men tend to have a fashion sensitivity and choose quality or branded clothing, and have a habit of self-care (grooming) or habits that were once commonly associated with women. For example, like cosmetics for men, going to a salon or spa, or doing body treatments such as hair, nail and skin care.

However, most of men tend not to want to be a place of care with women because they consider themselves to be non-masculine and do not match their identity. Other than that, they consider the care of men and women to be different treatments and require handling from different experts. This is the driving factor for businesses to open salon services for men, better known as barbershop.

Now barbershop appears to be a trend in the field of men's and business hairstyles. Unlike the salon and barber shop, barbershop appears with a more masculine impression than a salon and is more organized and clean than roadside barber. The barber's ability to process a variety of men's hair styles that are contemporary also become the hallmarks of barbershop. The undercut, mohawk, and pompadour hairstyles as the present trend as popularized by David Beckham will be difficult to do by conservative hair trimmers.

One of the barbershop businesses in the Padang city is Ethic Barbershop. Ethic Barbershop is one of the pioneers of the emergence of barbershop trends in Padang City. Ethic Barbershop was established on 12 October

2013 having its address at KIS Mangunsarkoro street, Padang. This Barbershop occupies the second floor in one of the shop houses in the KIS Mangunsarkoro area.

According to Kapferer, 2008 Brand Personality is The way a brand talks about its product or service shows what kind of person this brand is if it is a human. This shows that Brand Personality tends to be a symbol and can mean consumer self-expression and instruments to help express consumers from various aspects of themselves. (Aaker, 1997).Tjiptono (2005) explains that if the service received exceeds customer expectations, then service quality is perceived as ideal. If the service received is lower than expected, the quality of the service is considered bad.According to Levy & Weitz (2009:434) The store atmosphere reflects the combination of phsycal caracteristics storage, such as architecture, layout, signs and appearance, color, lighting, temperature, sound and odor, which together make the image in the mind of the consumer having the right price can make consumers interest in buying products.

Repurchase intention

According to Kotler & Keller (2012: 172) post purchase action is where a person or consumer is satisfied with a product that matches expectations with the performance he expects, will create a satisfaction that encourages the re-purchase of the same product or brand in the future and will tell about the good thing about the brand.Whereas according to Ayutthaya (2013) the interest in repurchasing can be defined as consumer behavior which shows consumers' desire to continue and increase or reduce the number of services or products obtained from existing distributors.

Additionally, repurchase intention is a purchase that has been made by an individual to an item or service and will make a repurchase of the same goods or services in the future when the consumer feels satisfied when consuming the item or service.Repurchase interest can be formed from 3 indicators which is, Plans to buy back, interest in visiting preferences, and interest in visiting references.(Hawkins, Best, dan Coney, 1998).

Brand Personality

According to Aaker (2004) Brand personality offer tools to increase interest, attachment and attitude towards brands through certain brand offerings. Thus, brand personality can increase brand value. Like humans who are characterized by attractive, strong, and consistent personalities, brands can also increase their attractiveness by inspiring consumers and exceeding their expectations.

Service Quality

Service quality is a measuring tool for how well the level of service provided is able to materialize according to customer expectations, (Tjiptono and Chandra 2011: 180), Meanwhile,accordingtoParasuraman in Tjiptono and Chandra (2011:157), There are factors that influence the quality of service, namely the expected service and perceived service. According to Yunia, Abror, and Okki (2018) many organizations use service quality to increase customer expectations and make changes to price policies.

If the service received correctly can even meet what is expected then the service is said to be good or positive. If the perceived service exceeds the expected service, so the quality of service is considered ideal quality. Conversely, if the perceived service is worse than the expected service, so the quality of service is perceived as negative or bad.

Store Atmosphere

The store atmosphere is a design and environment that provides stimulus in five human senses, by creating a perception in the minds of consumers by using lightning, colors, music, and scents, Levy & Weitz (2012: 434). Meanwhile, according to Berman & Evans (2013: 491) Store atmosphere is a physical characteristic of a store that displays the image of a store and makes consumers become interested in the store, which can encourage people's satisfaction in shopping.

The influence of brand personality on repurchase intention

Kotler & Keller (2012: 242) state that Brands identifies the source of the maker of a product that makes an organization responsible for all performance both by manufacturers and distributors. Through the brand, consumers can evaluate the product based on how the product is branding, learned through the marketing activities carried out, the experience of a product, which brand is able to answer and satisfy their needs. With a trusted brand makes it easier for consumers to make decisions on which products to buy, which distinguishes from other brands.

Hypothesis1 Brand personality has a positive effect and significant to repurchase intention.

The influence of service quality on repurchase intention

Service quality is considered very important for organizational success because it has a relationship with customer satisfaction, especially in the service industry. Cronin in Qingqing (2014) stated that, the better the services provided to consumers will increase consumer retention and lead to the intention to repurchase.

Hypothesis 2 : Service quality has effect on repurchase intention.

The influence of store atmosphere on repurchase intention

Yuda (2012) revealed that a good store atmosphere can influence the enjoyment of shopping and can create a comfortable and pleasant shopping experience that will make consumers spend a lot of time and money due to the atmosphere of the shop. The atmosphere of the shop that is designed properly and well will be able to encourage consumers to buy at the store. It is understandable that there is a relationship between the atmosphere of the store and the repurchase, because the atmosphere of the store can affect consumers' repurchase intention.
H3: Store atmosphere has effect on purchase intention

Conceptual Framework
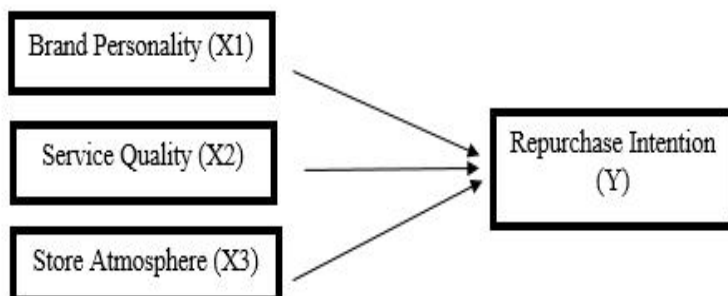
Method

Data Collections

The type of research that will be conducted is causative research. In this study explains and describes the relationship between independent variables of brand personality, service quality, and store atmosphere of the dependent variable is the Repurchase Intention.

According to Suharsimi (2010: 173), "population is the whole object of research". The population in this study is the people of Padang City, especially men. The sample according to Suharsimi (2010: 174) are "parts or representatives of the population under study". The sample in this study were residents of Padang City who had used Ethic Barbershop services, especially men. Therefore the sample size taken is 151 respondents using the Cochran approach formula:

$$n = \frac{z^2 pq}{e^2}$$

n = Number of samples
z = Standard score for ∞ selected (1.96)
p = Proportion of estimates of incidence in population (0,5)
q = 1-p (1-0,5=0,5)
e = Standard of deviation or leniency (8%)

$$n = \frac{(1.96^2)(0.5)(0.5)}{(0.08^2)} = 150.06$$

From the results of the calculation, the number of samples obtained in the study was 150.06 people and for the purposes of the study, the number of samples to be made as respondents was 151 people.

In this study, the instrument to collect data in this study is a questionnaire compiled by using Likert scale. To ensure that the instruments used in this study were accurate and reliable, the questionnaires were tested using validity and reliability tests, n = 30 then r table is 0.3610. Be based on valid tests that have been done before, there are 28 questionnaire statements whose value is above the r table value, that is 0.3610. Then the statement is valid and can be continued for research. Reliability testing is carried out to determine the extent to which measurement results are relatively consistent when measurements are repeated from different times. If the Cronbach alpha value is above 0.70, the research instrument is called reliable. Based on Cronbach's alpha results, the variable atmosphere of the store, customer engagement, service quality, and brand image otherwise reliable.

Result and Discussion

Table 1. Respondent Characteristic

	Frequency	Percent
Age		
18-25 years	101	74,1
26-30 years	31	20,5
31-35 years	3	2,0
36-40 years	2	1,3
>40 years	3	2,0
Occupation		
Student	95	63,0
PNS	10	6,6
Staff	18	12,0
Entrepreneur	11	7,2
Others	17	11,2
Income		
<2,0	104	68,8
2,0 s/d 3,0	10	6,6
3,0 s/d 4,0	18	12,0
>4,0	19	12,6

Respondents in this study were grouped by age, work, and, income. Here are the results of research on the characteristics of respondents in this study:
a. The majority of respondents aged 18-25 years, ie as many as 121 (74,1%) of respondents.
b. The majority of respondents work are 95 students (63,0%) of the respondents.
c. The majority of income of respondents 2.000.000, that is as much as 104 (68,8%) of respondents.

The analysis technique used in this study are descriptive analysis, inductive regression analysis and multiple linear regression analysis. In the initial stage to analyze it, it is done by using variable descriptive analysis, by presenting data to the frequency distribution table, calculating the mean and interpretation. The next step is inductive regression analysis by performing normality test, multicollinearity test, and heteroscedasticity test. The next step is linear regression analysis F, and the t test and determinant coefficient test (R2).

Table 2. The Main Construct and Measurement Item

Main Construct	References
Brand Personality (BP) (Cronbach's Alpha=0.911) Ethic Barbershop has a sincere, honest and earnest personality. I feel happy using Ethic Barbershop services. Ethic Barbershop is a competent and trusted barbershop in providing services. Ethic Barbershop gives more value to my appearance. Ethic Barbershop is able to survive in the barbershop competition in the Padang city.	**(Jennifer Aaker 2004)**
Service Quality (SQ) (Cronbach's Alpha=0.940) Ethic Barbershop has many choices according to the latest models Ethic Barbershop has a comfortable room Employees provide services according to request The services provided by employees are reliable and consistent Employees work competently and efficiently Employees are able and willing to provide information about available service options Ethic Barbershop employees make me confident when I deal with them If something goes wrong Ethic Barbershop quickly corrects it Ethic Barbershop employees are sympathetic and convincing if something is wrong Ethic Barbershop staff are polite and friendly	**(Tjipto and Chandra 2011)**
Store Atmosphere (SA) (Cronbach's Alpha=0.939) Ethic Barbershop has a supportive environment Ethic Barbershop has a unique decoration The placement of Ethic Barbershop nameplate is easily visible Brand A is Ethic Barbershop puts the lighting tool correctly Ethic Barbershop uses many lights in each part The colors uses in Ethic Barbershop decorations is in accordance with the atmosphere of Ethic Barbershop The suitability of the music from the song that is playing The type of music played according to the type of song with the atmosphere of Ethic Barbershop	**(Christina 2008)**
Repurchase intentions (RI) (Cronbach's Alpha=0.939) I have the intention to make a re-visit to Ethic Barbershop I will increase the number of visits to Ethic Barbershop I would recommend Ethic Barbershop to others I will invite friends and relatives to visit Ethic Barbershop	**(Developed data for the 2015 study)**

Table 3. Regression Results

Model	B	Sig
BP	.256	.005
SQ	.178	.000
SA	.114	.027

Based on Table 3, BP have positif result (b=0.256) and significant .005, SQ also have positif result (b=0.178) significant .000, andSA with positif result (b=0.114) significant .027

Hypothesis 1

There is a significant effect between the brand personality (X1) and repurchase intention. Based on result of analysis test known significant value equal to 0,005<alpha 0,05. This means that Ho is rejected and Ha accepted, so the alternative hypothesis proposed in the research is accepted, that there is significant influence between brand personality, (X1) towardrepurchase intention in customer of Ethic Barbershop.

The results of this study support previous research conducted by Yoon-Hee-Hong and Seong-Woo Choi (2017) arguing that brand personality influences repurchase intention. Likewise, the research conducted by Yi-Chin Lin and Pei-Wen Huang (2012) states that favorable perceptions of brand personality for a particular brand can cause a positive influence on customers' post-purchase behavior related to the brand.

Hypothesis 2

There is a significant influence between service quality (X2) with repurchase intention. Based on the results of analysis test known significant value of 0.000<alpha 0,05. Hence Ho is rejected and Ha accepted, so the alternative hypothesis proposed in the research accepted, that there is significant influence between service quality(X2) with the repurchase intention (Y) customer in Ethic Barbershop.

This is in line with the theory put forward by Ronin in Qing Qing (2014) which states that the better the service provided to customers will increase customer retention and cause intention to repurchase. If customers choose a provider that provides quality services that meet their expectations, they tend to choose the same provider.

Hypothesis 3

There is a significant influence between the store atmosphere (X3) withrepurchase intention . Based on the results of analysis test known significant value of 0,027<alpha 0,05. It is means that Ho is rejected and Ha accepted, then the alternative hypothesis proposed in the research is accepted, that there is a significant influence between store atmosphere (X3) with repurchase intention (Y) customers in Ethic Barbershop.

This is in line with the opinion of Anja et all (2014) which states that all contributions from the created store atmosphere will increase repurchase intentions, because the store atmosphere affects the time spent by customers and the customer's mood. The atmosphere of the shop given is considered to be able to create satisfaction and positive emotions in consumers.

Conclusion

Based on the results of research and discussion that has been done about the influence of the brand personality, service quality, and store atmosphere with repurchase intention it can be concluded as follows: (1) Brand personality has a significant influence on repurchase intention of customer in Ethic Barbershop. the better the brand personality in Ethic Barbershop, the higher the customer repurchase intention will increase. (2) Service quality has a significant influence on customers repurchase intention at Ethic Barbershop. The meaning is the better the service quality in Ethic Barbershop the higher the customers repurchase intention. (3) Store atmosphere has a significant influence on customer's repurchase intention at Ethic Barbershop. The meaning is if the Store

Atmosphere at Ethic Barbershop interesting so customer's repurchase intention at Ethic Barbershop will be increase.

Based on the results of the research above, to improve the repurchase intention, there are some suggestions given to Ethic Babershop. First, Ethic Barbershop should increase the number of service variations. Like providing Creambath, Coloring, Neck Trim, and Breadtrim services. The more variety of services provided, the higher the customer re-purchase interest. Second, Ethic Barbershop can create Ethic Barbershop customer's communities on social media such as Facebook, Instagram and Twitter. so that customers can share stories and ideas in the community that make consumers enthusiastic about visiting Ethic Barbershop. Third, Ethic Barbershop should make a more eye-catch look so that customers can easily find Ethic Barbershop stores, especially on brand signage. Forth, Ethic Barbershop should make a promotion by providing promotional cards for every customer who comes back. (If you have used six services, free haircut at Ethic Barbershop). Then, Employees should be able to correct errors faster. As if a customer forgets the queue number, the employee can notify the customer by showing the visitor's daily record. The last, the customer should clearly inform the employee of what is expected of this service so there is no error. For example, a customer should tell the style he wants to get.

Limitation

Current research raises a series of restrictions that later function to overcome. This is the main line of next future research: it would be better to explore more about the influence of brand personality, service quality, and store atmosphere to find out more about other variables. And for future research it would be better to explore more variables that influence repurchase intentions.

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