
The Effect of Coupon Sales Promotion, Online Customer Reviews and Perceived Enjoyment on Repurchase Intention of E-Commerce Users in Medical Device Products at PT. Multi Prosperous Sidoarjo

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Abstract

The pharmaceutical and medical device industries have been designated as strategic sectors in the application of industry 4.0. When Covid-19 entered the country, the demand for vitamins, supplements and medicines to increase immunity increased. Promotion is a marketing activity that has a very large impact on consumers' buying interest in the products offered. Furthermore, online customer reviews also play an important role in attracting consumer repurchase interest. Another factor that can influence consumer interest in making repeat purchases is the perception of enjoyment. With this phenomenon, this study aims to determine and analyze the effect of Coupon Sales Promotion, Online Customer Reviews and Perceived Enjoyment on Repurchase Intention to E-commerce users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo. The design of this research is explanatory (explanatory research). This research was conducted in the odd semester of the 2022/2023 school year, which is March. The sample population is 108 customers of Medical Device Products at PT. Multi Medika Makmur Sidoarjo. The data collection techniques in this study consisted of a questionnaire or questionnaire method. The data analysis technique used is multiple linear regression analysis. The results of the analysis can be concluded that Coupon Sales Promotion, Online Customer Reviews and Perceived Enjoyment have a significant and positive effect on Repurchase Intention to E-commerce users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo.

Keywords: *Coupon Sales Promotion, Online Customer Reviews, Perceived Enjoyment, Repurchase Intention*

1. INTRODUCTION

The pharmaceutical and medical device industries have been designated as strategic sectors in implementing Industry 4.0. When Covid-19 entered Indonesia, the demand for vitamins, supplements and medicines to boost immunity increased. The growth of medical device production facilities continues to increase. From 193 companies in 2015, there will be 891 companies in 2021. "In the last five years, the domestic medical device industry has grown by 698 industries or an increase of 361.66% (Ministry of Industry, 2021).

According to data from the Ministry of Health, until 2021, there will be 271 pharmaceutical formulation industries, 17 pharmaceutical raw material industries, 132 traditional medicine industries, and 18 natural product extraction industries. This figure has increased from year to year. Pharmaceutical products and medical devices in Indonesia have been exported to several countries, such as the Netherlands, England, Poland, Nigeria, Cambodia, Vietnam, the Philippines, Myanmar, Singapore, South Korea and the United States (Ministry of Industry, 2021).

By looking at the increasing opportunities in the business of selling medical devices or pharmaceuticals, the number of competitors in the business is increasing. The increasing number of competitors will require business owners to have a special strategy in order to win the competition, such as by increasing sales. However, PT. Multi Medika Makmur faces problems with fluctuating sales as shown in table 1 below.

Table 1 Sales for 2020 – 2021

NO	MONTH	TOTAL SALES	
		2020	2021
1	JANUARY	8,843,053,258	12,857,340,884
2	FEBRUARY	7,982,944,686	9,635,474,109
3	MARCH	11,591,675,324	11,453,446,343
4	APRIL	7,329,847,650	10,925,864,470
5	MAY	6,795,581,210	10,135,659,599
6	JUNE	8,166,396,131	12,744,169,841
7	JULY	9,935,916,564	14,259,096,662
8	AUGUST	9,155,619,189	9,609,138,797
9	SEPTEMBER	11,124,798,709	7,661,616,577
10	OCTOBER	10,462,626,938	7,972,015,017
11	NOVEMBER	11,899,421,288	7,827,716,889
12	DECEMBER	15,239,838,077	9,767,724,679
TOTAL SALES		118,527,719,024	124,849,263,868

Source: Company Internal Data (2022)

From the data in table 1 it shows that sales at PT. Multi Medika Makmur experienced fluctuations from January 2020 to December 2021 but in the last few months of 2021 it experienced a significant decline. This then demands PT. Multi Medika Makmur to determine certain strategies in increasing consumer repurchase interest, one of which is by utilizing *e-commerce*. *E-commerce* is one of the solutions offered with the development of the internet and digital marketing. In utilizing *e-commerce*, every business person also needs to pay attention to the factors that can influence consumer repurchase intentions.

Promotion is a marketing activity that has a very large impact on consumer repurchase interest in the products offered. Through the survey conducted, many consumers make purchases because they are motivated by the promotional activities carried out. *Coupon Sales Promotion* is a certificate that entitles the holder to a number of savings on the purchase of a particular product which is usually sent by post, attached or wrapped with other products, or attached to advertisements in magazines and newspapers (Kotler and Keller, 2016). In general, coupons have a physical form in the form of paper prints, but these coupons are digital and distributed on various social media to make them easier to obtain. Coupons are one of the factors that influence repurchase intention. Consumer reaction to coupons is an incentive to repurchase (Suryaningsih *et al*, 2019). The results of research conducted by Suryaningsih *et al* (2019) found that *Coupon Sales Promotion* had a significant effect on *Repurchase Intention* on *e-commerce* Shopee.

Furthermore, online customer reviews also play an important role in attracting consumer repurchase interest. Online customer reviews are reviews given by other consumers in the form of information about a product that has been evaluated from various aspects. This information can help potential buyers to get a picture of product quality based on reviews and experiences written by other consumers after buying products from online sellers (Mo, et al, 2015). OCR is important for consumers in making purchasing decisions online. The results of research conducted by Suryaningsih et al (2019) found that *Online Customer Reviews* have a significant effect on *Repurchase Intention* on *e-commerce* Shopee.

Another factor that can influence consumer interest in repurchasing is perceived enjoyment. Someone who has good *Perceived Enjoyment* will have a tendency to repurchase. *Perceived Enjoyment* is an intrinsic motivation that emphasizes the use process and reflects the pleasure and enjoyment associated with using the system. Customers who have experienced pleasure in making online transactions have a greater tendency to make repeat purchases (Oktarini and Wardana, 2018). The results of research conducted by Suryaningsih et al (2019) found that *Perceived Enjoyment* has a significant effect on *Repurchase Intention* on *e-commerce* Shopee.

The existence of this phenomenon attracted the attention of researchers to conduct research related to *coupon sales promotion, online customer reviews* and *perceived enjoyment*. By taking the title "The Effect of Coupon Sales Promotion, Online Customer Reviews and Perceived Enjoyment on Repurchase Intention of E-Commerce Users in Medical Device Products at PT. Multi Medika Makmur Sidoarjo".

The purposes of this study are (1) to find out and analyze the effect of *Coupon Sales Promotion* on *Repurchase Intention* of *E-commerce* users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo. (2) To find out and analyze the effect of *Online Customer Reviews* on *Repurchase Intention* of *E-commerce* users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo. (3) To find out and analyze the effect of *Perceived Enjoyment* on *Repurchase Intention* in *E-commerce* users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo.

2. LITERATURE REVIEWS

2.1. Marketing Management

Marketing management comes from two words, namely management and marketing. The word "management" is often interpreted as a process of a series of planning, organizing, actuating, and *controlling* activities carried out to achieve predetermined goals or targets, in a company management has an important meaning in achieving company goals (Muzaki, 2019). Salam, et al., (2020) suggests that marketing management is the analysis, planning, implementation and control of programs designed to produce the desired exchanges with target markets to achieve organizational goals. The goal of the organization (company) is how to achieve sustainable profits and will continue to increase, but in the process towards this goal, each company has a different way, at least in planning its marketing management concept.

2.2. Sales Promotion Coupons

Sales promotion can be defined as a series of activities and techniques to effectively stimulate sales and profits (Kotler and Keller, 2016). In the sales promotion literature, there is extensive modeling analysis of how to optimize promotion decisions for stakeholders (Zhang et al. 2017), sales promotions such as coupon promotions have the property that consumers can take advantage of discounts only after purchasing products at regular prices (Wang , et al., 2020).

2.3. Online Customer Reviews

Online customer reviews are reviews given by other consumers in the form of information about a product that has been evaluated from various aspects. Review is part of e-wom, in the form of someone's opinion and not an advertisement. Review is one of the factors in determining the purchase decision. *Online customer reviews* are reviews given by other consumers in the form of information on a product that has been evaluated from various aspects, with this information potential buyers can get a view of product quality based on reviews and experiences written by other consumers after buying products from online sellers (Mo et al., 2015: 420).

2.4. Perceived Enjoyment

Perceived enjoyment is the degree to which the activity of using a particular system is perceived as pleasurable in itself, regardless of the performance consequences resulting from using the system. The enjoyment someone feels using technology will have an impact on the intention and intensity of using technology. Comfort and enjoyment in someone who uses technology will make the user's perception of the application feel comfortable because it has got the first convenience (Winarno, et al., 2021).

2.5. Repurchase Intention

Repurchase intention is a positive attitude of consumers towards e-retailers which will result in *repeat buying behavior*. According to Zhou et al. & Kim et al, in Suhaily & Soelasih, (2017) repeat purchase intention is that consumers are interested in making purchases using online shopping, online shopping consumers will revisit in the future and consumers are interested in recommending online shopping because they also use online shopping.

2.6. Relations Between Variables

2.6.1 Effect of Coupon Sales Promotion on Repurchase Intention

Coupons are one of the factors that influence repurchase intention. *Coupon Sales Promotion* is a certificate that entitles the holder to a number of savings on the purchase of a particular product which is usually sent by post, attached or wrapped with other products, or attached to advertisements in magazines and newspapers (Kotler and Keller, 2016). Consumer reaction to coupons is an incentive to repurchase (Suryaningsih *et al*, 2019). The results of research conducted by Suryaningsih *et al* (2019) found that *Coupon Sales Promotion* had a significant effect on *Repurchase Intention* on *e-commerce* Shopee.

2.6.2 The Influence of Online Customer Reviews on Repurchase Intention

Online customer reviews are reviews given by other consumers in the form of information about a product that has been evaluated from various aspects. This information can help potential buyers to get a picture of product quality based on reviews and experiences written by other consumers after buying products from online sellers (Mo, et al, 2015). Online Customer Reviews (OCR) can easily be found. Consumers who have a positive view of the quality of a product based on reviews given by other consumers will have a greater tendency to make repurchases in the e-commerce. *Online reviews* can be understood as one of the consumer media to see *reviews* from other consumers on a product, company services and about how a company conducts sales activities. Assessments from consumers themselves can be done online by writing ratings in the comments column provided. *Online Customer Reviews* are a form of *electronic word of mouth* (Kamila, 2019) which will then generate interest in repurchasing. The results of research conducted by Suryaningsih et al (2019) found that *Online Customer Reviews* have a significant effect on *Repurchase Intention* on e-commerce Shopee.

2.6.3 The Effect of Perceived Enjoyment on Repurchase Intention

Perceived enjoyment is an intrinsic motivation that emphasizes the process of using the system and reflects the pleasure and enjoyment associated with using the system. Customers who have experienced pleasure in making online transactions have a greater tendency to make repurchases (Oktarini & Wardana, 2018). Someone who has good *Perceived Enjoyment* will have a tendency to repurchase. Customers who have experienced pleasure in making online transactions have a greater tendency to make repeat purchases (Oktarini and Wardana, 2018). The results of research conducted by Suryaningsih et al (2019) found that *Perceived Enjoyment* has a significant effect on *Repurchase Intention* on e-commerce Shopee.

2.6.4 Conceptual Framework

The following is the Conceptual Framework in this study:

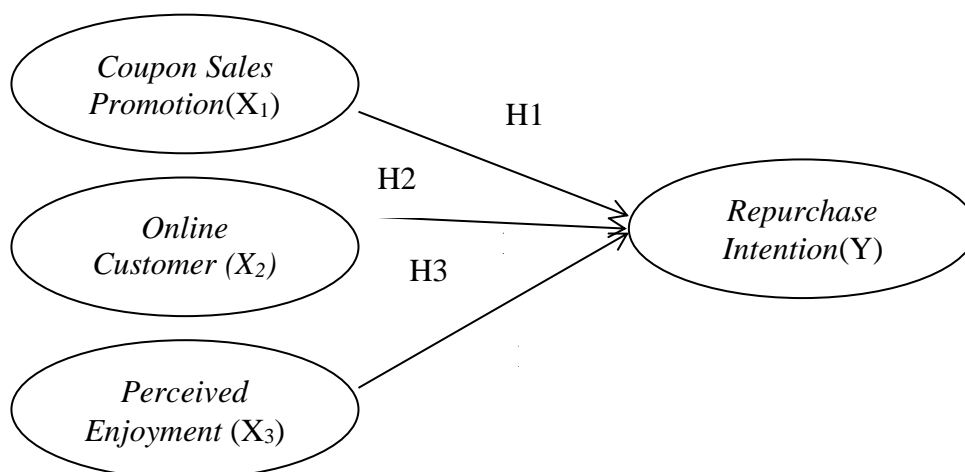


Figure 1. Conceptual Framework

Source : Researcher Data (2022)

2.6.5 Hypothesis

The hypothesis in this study is:

H₁ = *Coupon Sales Promotion* has a significant effect on *Repurchase Intention on E-commerce users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo*

H₂ = *Online Customer Reviews* have a significant effect on *Repurchase Intention of E-commerce users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo*

H₃ = *Perceived Enjoyment* has a significant effect on *Repurchase Intention on E-commerce users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo*

3. RESEARCH METHODS

3.1. Research design

The design of this research is *explanatory research*. This research is a type of explanatory casual research that aims to prove and analyze a causal relationship between three or more independent variables on the dependent variable. The causal relationship in this study is the relationship between *Coupon Sales Promotion, Online Customer Reviews, Perceived Enjoyment* and *Repurchase Intention* among users of *E-commerce Medical Device Products at PT. Multi Medika Makmur Sidoarjo*.

3.2. Location and Time of Research

This research was conducted at PT. Multi Medika Makmur Sidoarjo City, East Java. This location was chosen because the company is looking to improve sales through *coupon sales promotion, online customer review and perceived enjoyment*. This research was conducted in an odd semester of the 2022/2023 academic year, namely March.

3.3. Data Types and Sources

Primary data in this study were obtained from questionnaires. Secondary data is research data obtained by researchers indirectly but through intermediary media (obtained and recorded by other parties) in the form of evidence, historical records or reports that have been compiled in archives. This secondary data is obtained from the historical reports of PT. Multi Medika Makmur Sidoarjo which has been compiled in archives and obtained from websites or records of other parties related to research. In addition, this data was also obtained using a literature study conducted on many books and obtained based on notes related to research.

3.4. Population and Sample

The population in this study are *E-commerce users* in purchasing Medical Device Products at PT. Multi Medika Makmur Sidoarjo as many as 148 people. The sampling technique used in this research is *purposive sampling*. The number of samples was 108.02 which was rounded off to 108 samples from 148. So the samples used in this study were 108 customers of Medical Device Products at PT. Multi Medika Makmur Sidoarjo.

3.5. Data collection technique

The technique used in the data collection process in this study consisted of a questionnaire or questionnaire method.

3.6. Variable Definitions and Operational Definitions

In this study the variables used are as follows:

1. Sales Promotion Coupons

Coupon Sales Promotion is a certificate that gives the right to the holder of a number of savings for the purchase of certain products which are usually sent by post, attached or wrapped in other products, or included in advertisements in magazines and newspapers. *Coupon Sales Promotion* in this study is measured through several indicators referring to Kotler and Keller (2016), which consist of:

- a. Incentive Size
- b. Participation Terms
- c. Promotion Frequency
- d. Distribution Media
- e. Promotion Time

2. Online Customer Reviews

Online Customer Reviews are reviews given by other consumers in the form of information about a product that has been evaluated from various aspects. *Online Customer Reviews* in this study are measured through several indicators that refer to Revanica (2019) consisting of:

- a. Trustworthiness
- b. Information source experience
- c. Relevance
- d. Actuality
- e. Accuracy
- f. Completeness
- g. *Recommendation framing*
- h. *Recommendation rating*
- i. *Volume reviews*

3. Perceived Enjoyment

Perceived Enjoyment is an intrinsic motivation that emphasizes the process of using the system and reflects the pleasure and enjoyment associated with using the system. *Perceived Enjoyment* in this study is measured through several indicators referring to Revanica (2019) consisting of:

- a. *Happiness*
- b. *Joy*
- c. *Fun*

4. Repurchase Intention

Repurchase Intention is a post-purchase decision behavior that is essentially the same as buying interest. *Repurchase Intention* in this study is measured through several indicators referring to Revanica (2019) consisting of:

- a. Desire to buy
- b. Plan to buy in the future

- c. The need to buy a product

3.7. Data Processing Process

Some of the activities carried out in data processing by researchers, namely:

1) *Editing*

Editing is checking the list of questions that have been submitted by the researchers themselves through an interview process with research respondents (Setiadi, 2013). The researcher examined the list of questions that had been filled in, including the completeness of the answers, the readability of the writing, and the relevance of the answers from the respondents.

2) *Coding*

Coding is classifying the answers from the respondents into the form of numbers / numbers. Classification is carried out by researchers by giving marks or codes in the form of numbers for each answer (Setiadi, 2013).

3) *Processing*

Processing is the process of entering data into tables using programs on the computer (Setiadi, 2007). The coded questionnaire data is entered in accordance with the computer program table.

4) *Cleaning*

Cleaning is a data cleaning technique, data that does not meet the needs will be deleted (Setiadi, 2013). Researchers carry out activities to re-check the data that has been entered whether there are errors or not in the computer device program there are errors or not.

3.8. Data analysis method

The data analysis method used in this study are: (1) Validity and Reliability Test. (2) Classical Assumption Test , (3) Multiple Linear Regression Analysis and (4) Hypothesis Test

The data analysis technique used is multiple linear regression analysis. Multiple linear regression analysis is used in research to analyze data that has the intention of predicting the rise and fall of the dependent variable if the independent variable also increases and decreases in value (Sugiyono, 2019).

4. RESULTS AND DISCUSSION

4.1. Validity test

Following are the results of validity testing by calculating the *Pearson Product Moment correlation coefficient*. To simplify the analysis, the SPSS program computer assistance was used. The result of the analysis is the sig value compared to a significant level of 0.05.

Table 2 Validity Test

Variable	Statement	Correlation coefficient	r Sig	Conclusion
<i>Sales Promotion Coupons</i>	X1.1	0.725	0.000	Valid
	X1.2	0.732	0.000	Valid
	X1.3	0.724	0.000	Valid
	X1.4	0.749	0.000	Valid
	X1.5	0.778	0.000	Valid

Variable	Statement	Correlation coefficient	r Sig	Conclusion
<i>Online Customer Reviews</i>	X2.1	0.510	0.000	Valid
	X2.2	0.582	0.000	Valid
	X2.3	0.682	0.000	Valid
	X2.4	0.636	0.000	Valid
	X2.5	0.662	0.000	Valid
	X2.6	0.701	0.000	Valid
	X2.7	0.537	0.000	Valid
	X2.8	0.658	0.000	Valid
	X2.9	0.681	0.000	Valid
<i>Perceived Enjoyment</i>	X3.1	0.749	0.000	Valid
	X3.2	0.808	0.000	Valid
	X3.3	0.817	0.000	Valid
<i>Repurchase Intention</i>	Y. 1	0.861	0.000	Valid
	Y.2	0.792	0.000	Valid
	Y.3	0.813	0.000	Valid

Source: SPSS Results (2 022)

Based on Table 2 above, it shows that the results of testing the validity of the indicators of the *coupon sales promotion variables*, *online customer reviews*, *perceived enjoyment*, and *repurchase intention* shows valid, because the correlation value is greater than r_{table} so it is stated that all research variables are valid.

4.2. Reliability Test

The construct reliability test was carried out to measure whether the construct was reliable or not (Ghozali, 2011: 47). It is said to be reliable if the *Cronbach Alpha* > 0.6, the following are the results of the reliability test:

Table 3 Reliability Test Results

Variable	Alpha	Alpha	Conclusion
<i>Promotional sales coupons</i>	0.793	0.6	Reliable
<i>Online customer reviews</i>	0.798	0.6	Reliable
<i>Perceived enjoyment</i>	0.698	0.6	Reliable
<i>Repurchase intention</i>	0.749	0.6	Reliable

Source: SPSS Results (2022)

Based on Table 2 above, it shows that the results of testing the reliability of indicators from the variable *coupon sales promotion*, *online customer reviews*, *perceived enjoyment*, and *repurchase intention* all shows reliable, because the *Cronbach's Alpha value* is greater than 0.6 so it is stated that all indicators are reliable.

4.3. Results of Data Analysis

Data analysis used in this study is multiple linear regression which is used to determine whether there is any influence of *Coupon Sales Promotion, Online Customer Reviews* , and *Perceived Enjoyment on Repurchase Intention* .

4.3.1. Regression Equation

Based on the calculation results of data processing with the help of the SPSS *for windows computer program* , the multiple linear regression equation is obtained in table 4:

Table 4 Results of Multiple Linear Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients
	B	std. Error	Betas
(Constant)	-0.262	0.170	
<i>Sales Promotion Coupons</i>	0.246	0.124	0.190
<i>Online Customer Reviews</i>	0.705	0.100	0.570
<i>Perceived Enjoyment</i>	0.235	0.098	0.204

Source: SPSS Results (2022)

Based on the calculation results above, a significant multiple linear regression equation is obtained as follows:

$$Y = -0.262 + 0.246 X_1 + 0.705 X_2 + 0.235 X_3$$

Where :

Y = *Repurchase Intention*

X₁ = *Sales Promotion Coupons*

X₂ = *Online Customer Reviews*

X₃ = *Perceived Enjoyment*

1. From the acquisition value of the multiple linear regression model equation, it is known that the variables consisting of *Coupon Sales Promotion, Online Customer Reviews* , and *Perceived Enjoyment* show positive regression coefficient values, this indicates an influence with a positive direction or unidirectional relationship from the variables consisting of *Coupon Sales Promotion* , *Online Customer Reviews* , and *Perceived Enjoyment* of *Repurchase Intention* (Y).
2. *Coupon Sales Promotion* has a value of 0.246 , meaning that if the *Coupon Sales Promotion* variable increases by one unit, it will increase *Repurchase Intention* by 0.246 units.
3. *Online Customer Review* has a value of 0.705 , meaning that if the *Online Customer Review* variable increases by one unit, it will increase *Repurchase Intention* by 0.705 units.
4. *Perceived Enjoyment* has a value of 0.235 , meaning that if the *Perceived Enjoyment* variable increases by one unit, it will increase *Repurchase Intention* by 0.235 units.

4.3.2 Coefficient of Determination (R²)

The coefficient of determination (R²) aims to determine the accuracy of the estimates in the regression analysis. The greater the R² value the greater the variation in

the dependent variable which can be explained by the variation in the independent variables .

Table 5 Correlation Coefficient and Determination Coefficient

R	R Square	Adjusted R Square	std. Error of the Estimate
0.926	0.858	0.854	0.24047

Source: SPSS Results (2022)

The value of the coefficient of determination or R^2 is used to measure how far the model's ability to explain variations in the dependent variable or dependent variable, namely the *Repurchase Intention variable* . The results of the SPSS calculations obtained the value of $R^2 = 0.858$ which means that it is 85.8 % *Repurchase Intention* can be explained by variables *Coupon Sales Promotion, Online Customer Reviews* , and *Perceived Enjoyment* . While the remaining 14.2 % is influenced by other variables outside the model studied.

4.3.3 Hypothesis Testing

To test the hypothesis, the t test is used which shows the partial effect of each independent variable on the dependent variable. The formulation of the hypothesis in this test is:

$H_0 : \beta_i = 0$: That is, the independent variable does not have a partially significant effect on the dependent variable.

$H_1 : \beta_i \neq 0$: That is, the independent variable has a partially significant effect on the dependent variable.

t test is to compare the t statistical value with the critical point according to the table. If the calculated t statistic value is higher than the t table value, then the alternative hypothesis is accepted which states that an independent variable partially affects the dependent variable . The results of the t test for each variable are shown in the following table.

Table 6 t Test (Partial Test)

ANOVA models	t count	t Sig.
<i>Sales Promotion Coupons</i>	1,994	0.049
<i>Online Customer Reviews</i>	7,065	0.000
<i>Perceived Enjoyment</i>	2,402	0.018

Data Source: SPSS Results (2022)

a. Effect of *Coupon Sales Promotion* on *Repurchase Intention*

Based on table 6, the significance value of the *Coupon Sales Promotion independent variable* in the t test is 0.049 or <0.05 . This shows that H_0 is rejected and H_1 is accepted. So the *Coupon Sales Promotion* independent variable (X_1) partially significant effect on *Repurchase Intention* (Y).

b. The Effect of *Online Customer Reviews* on *Repurchase Intention*

Based on table 6, the significance value of the *Online Customer Review independent variable* in the t test is 0.000 or <0.05 . This shows that H_0 is rejected and H_1 is accepted. So that the independent variable *Online Customer Review* (X_2) has a partially significant effect on *Repurchase Intention* .

c. The Effect of *Perceived Enjoyment* on *Repurchase Intention*

Based on table 6, the significance value of the *Perceived Enjoyment independent variable* in the t test is 0.018 or <0.05 . This shows that H_0 is rejected and H_1 is accepted. So that the independent variable *Perceived Enjoyment* (X_3) has a partially significant effect on *Repurchase Intention*.

4.4. Discussion

4.4.1 Effect of *Coupon Sales Promotion* on *Repurchase Intention*

Based on the research results, it is known that *Coupon Sales Promotion* has a significant influence on *Repurchase Intention* because the value of Sig. of 0.049 which means it is smaller than 0.05. Thus the first hypothesis reads " *Coupon Sales Promotion* has a significant effect on *Repurchase Intention* on *E-commerce users of Medical Device Products* at PT. Multi Medika Makmur Sidoarjo" is proven and can be declared accepted.

The influence of the two variables is positive. This shows that there is a unidirectional relationship, which means that the higher the *Coupon Sales Promotion*, the higher the *Repurchase Intention* on *E-commerce users of Medical Device Products* at PT. Multi Medika Makmur Sidoarjo, conversely, the lower the *Coupon Sales Promotion*, the lower the *Repurchase Intention* on *E-commerce users of Medical Device Products* at PT. Multi Medika Makmur Sidoarjo. As revealed by Suryaningsih *et al* (2019) where consumer reaction to coupons is an incentive to repurchase. The results of this study are in line with the results of research conducted by Suryaningsih *et al* (2019) who found that *Coupon Sales Promotion* had a significant effect on *Repurchase Intention* on *e-commerce Shopee*. However, it is different from the research results of Sukma & Resptiono, (2022) where *coupon sales promotion* has no effect on *repurchase intention*.

4.4.2 The Influence of *Online Customer Reviews* on *Repurchase Intention*

Based on the research results it is known that *Online Customer Review* has a significant effect on *Repurchase Intention*, because the value of Sig. of 0.000 which means it is smaller than 0.05. Thus the second hypothesis which reads " *Online Customer Review* has a significant effect on *Repurchase Intention* on *E-commerce users of Medical Device Products* at PT. Multi Medika Makmur Sidoarjo" is proven and can be declared accepted.

The influence of the two variables is positive. This shows that there is a unidirectional relationship which means, the higher the *Online Customer Review* then the *Repurchase Intention* will increase on *E-commerce users of Medical Device Products* at PT. Multi Medika Makmur Sidoarjo, conversely the lower the *Online Customer Reviews* will be able to reduce *Repurchase Intention* on *E-commerce users of Medical Device Products* at PT. Multi Medika Makmur Sidoarjo. *Online Customer Reviews* (OCR) can easily be found. Consumers who have a positive view of the quality of a product based on reviews given by other consumers will have a greater tendency to make repurchases in the e-commerce. As stated by Kamila (2019) *Online Customer Review* is a form of *electronic word of mouth* which will then generate interest in making a repeat purchase. The results of this study are in line with the results of research conducted by Suryaningsih *et al* (2019) who found that *Online Customer Reviews* have a significant effect on *Repurchase Intention* on *e-commerce Shopee*. Mulyati and Gesitera, (2021) also prove *Online Customer Reviews* significant and positive effect on online purchase intention

Bukalapak. Rohmatulloh & Sari's research (2021) also proves that *online customer reviews* directly have a significant effect on buying interest at Shopee.

4.4.3 Effect of Perceived Enjoyment Against Repurchase Intention

Based on the research results it is known that *Perceived Enjoyment* has a significant effect on *Repurchase Intention*, because the value of Sig. of 0.018 which means it is smaller than 0.05. Thus the third hypothesis which reads " *Perceived Enjoyment* has a significant effect on *Repurchase Intention of E-commerce users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo*" is proven and can be declared accepted.

The influence of the two variables is positive. This shows that there is a unidirectional relationship, which means the higher the *Perceived Enjoyment* then the *Repurchase Intention* will increase on *E-commerce users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo*, conversely the lower the *Perceived Enjoyment* will be able to reduce *Repurchase Intention on E-commerce users of Medical Device Products at PT. Multi Medika Makmur Sidoarjo*. *Perceived enjoyment* is an intrinsic motivation that emphasizes the process of using the system and reflects the pleasure and enjoyment associated with using the system. Oktarini & Wardana (2018) revealed that customers who have experienced pleasure in making online transactions have a greater tendency to repurchase. The results of this study are in line with the results of research conducted by Suryaningsih et al (2019) who found that *Perceived Enjoyment* significant effect on *Repurchase Intention on e-commerce Shopee*. Otivia & Sukaatmadja (2020) and Putri (2021) prove the same thing that *perceived enjoyment* has a positive and significant effect on *repurchase intention*.

5. CONCLUSION

The conclusions of this study are : *Coupon Sales Promotion* , *Online Customer Reviews* and *Perceived Enjoyment* significant and positive effect on *Repurchase Intention on E-commerce users Medical Device Products at PT. Multi Medika Makmur Sidoarjo* . Suggestions that can be given by researchers based on the results of this study are *E-commerce Medical Device Products at PT. Multi Medika Makmur Sidoarjo* in improving its marketing activities, should pay more attention to *Online Customer Reviews* owned because this is the factor that consumers are most interested in making repurchases in *E-commerce Medical Device Products at PT. Multi Medika Makmur Sidoarjo* as well to perfect the results of this study for other researchers who wish to conduct the same research, it is advisable to use other variables namely *Perceived Ease Of Use* , *Customer Satisfaction* , *Transaction Convenience* , *Perceived Value* , *Trust* and *Perceived Usefulness* which can affect *Repurchase Intention* .

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