

## **ANALYSIS OF THE RELATIONSHIP BETWEEN PERSONAL SELLING, CUSTOMER SATISFACTION AND REPURCHASE INTENTION AMONG MOBILE VEGETABLE TRADER CUSTOMERS IN JEMBER**

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### **Abstract**

The large number of highly educated male and female mobile vegetable traders in Jember is a phenomenon. Researchers are interested in examining the relationship between personal selling, customer satisfaction and customer repurchase intention among mobile vegetable traders. The population was customers of mobile vegetable traders in Jember, using a multistage sampling technique in 3 sub-districts, the sample was 30. Starting with the outer loadings test and ending with the direct and indirect influence test. Results. 1. Personal selling has a positive and significant effect on customer satisfaction. 2. Customer satisfaction has a positive and significant effect on repurchase intention 3. Personal selling has a positive and insignificant effect on repurchase intention, but will have a significant effect if customer satisfaction mediates personal selling with repurchase intention. Implications. 1. Mobile vegetable traders need to understand customer desires, be polite, build good relationships, promote honestly, be responsive and build communication. 2. Mobile vegetable traders need to create customer satisfaction in order to achieve repurchase intention. 3. To create satisfaction, excellent service, quality products and competitive prices are needed. The limitation of this research was that it was only carried out in 3 sub-districts. In future research, several sub-districts could be added.

*Keywords: Selling; Customers; Repurchase; Mobile; Vegetable.*

### **INTRODUCTION**

Jember Regency is one of the regencies in East Java which shows very rapid development, especially in the fields of education and economics. Jember itself can be said to be the third big city after the city of Surabaya and the city of Malang. Jember has increasingly developed over time, especially since the founding of Jember University as a center for higher education. This accelerated development in the education sector also supports economic development, which we can see the emergence of high-rise buildings as shopping centers and the proliferation of housing built by developers.

The city of Jember itself is inhabited by a majority of Javanese and Madurese tribes, the northern part of Jember City is identical to Madurese people and the southern part of Jember City is identical to Javanese people. The development of housing construction for the community by developers tends to be carried out in the central area of Jember City, specifically in Kaliwates District, Sukorambi District and Summersari District. There is a new phenomenon in the mushrooming of housing developments close to the center of Jember City. This phenomenon is more directed towards the existence of increasingly diverse business opportunities, one of these business phenomena is the increasing number of itinerant vegetable traders selling their wares in residential areas and in neighborhoods in the 3 sub-districts mentioned above.

What's more interesting is that the mobile vegetable sales business is carried out by men and women, many of whom are even individuals who have quite high education at high school level. They are proud and awkward in marketing their products even though they are still classified as

mobile vegetable sellers who are still quite young. some of them are still under 20 years of age. We know this from the initial survey that we conducted previously.

Since the pandemic around 2019, there have been more and more mobile vegetable traders every month. Competition is getting tighter among these business actors, they are trying to implement various strategies to win the hearts of customers so that their merchandise can sell quickly every day.

Based on the reality in the field, many mobile vegetable traders in the Sukorambi, Kaliwates and Summersari sub-districts apply personal selling strategies to win the hearts of customers so that they are loyal to buy from them every day. Talking about personal selling, there are indeed many definitions from experts, but in general personal selling is sales-related communication with the core of persuading potential buyers to buy a product or service so that a buying and selling transaction occurs between the seller and the buyer.

Good communication will indeed produce many positive things, especially for trading businesses, especially since they (sellers) have to meet every day with their customers. Good communication will also support the creation of customer satisfaction which can support repurchase intention by these customers. Based on this, we are interested in researching the relationship between personal selling, customer satisfaction and customer repurchase intention at mobile vegetable traders. This interest started from several facts in the field that we saw that several mobile vegetable customers were still loyal to their regular vegetable traders even though there were other vegetable traders selling cheaper vegetables, of course the quality and quantity were exactly the same as their regular vegetable traders.

We are very interested in conducting this research because even vegetable traders at the level have implemented marketing knowledge. For example, we have met a young traveling vegetable trader who really understands the habits of his customers in buying vegetables from him. This trader really understands that customer A, for example, will need goods. B on Thursday. Even though he is still young, this vegetable trader already really understands the product knowledge of his merchandise and can even explain the benefits and effects of consuming too many vegetables.

Looking at the things above, we really want to know the relationship between personal selling, customer satisfaction and repurchase intention if researched from several respondents, not just from the behavior of 1 or 2 respondents and only based on sight and then assessed. there are provisions and rules that can produce findings that are factual and accurate.

Formulation of the problem. 1. Does personal selling have a direct effect on customer satisfaction among customers of mobile vegetable traders in Jember? 2. Does customer satisfaction have a direct effect on repurchase intention among customers of mobile vegetable traders in Jember? 3. Does personal selling have a direct effect on repurchase intention among customers of mobile vegetable traders in Jember? 4. Does personal selling have an indirect effect on repurchase intention among customers of mobile vegetable traders in Jember through customer satisfaction as an intervening variable?

Research Objectives. 1. To analyze the direct influence of personal selling on customer satisfaction among customers of mobile vegetable traders in Jember. 2. To analyze the direct

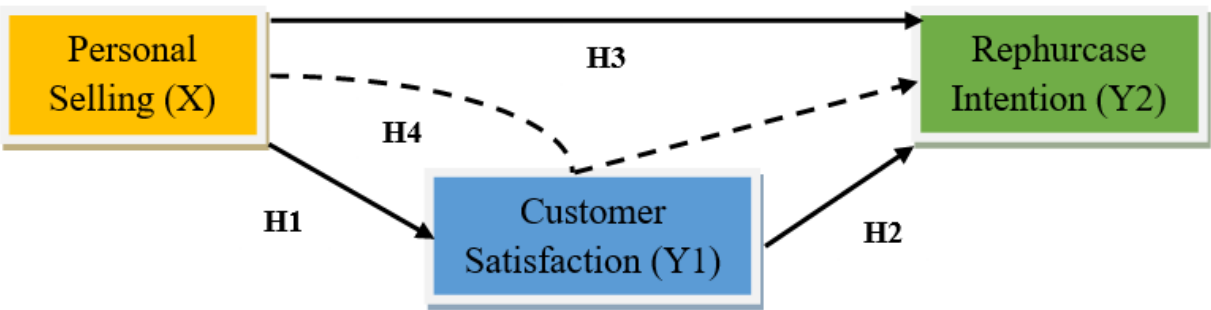
influence of customer satisfaction on repurchase intention among customers of mobile vegetable traders in Jember. 3. To analyze the direct influence of personal selling on repurchase intention among customers of mobile vegetable traders in Jember. 4. To analyze the indirect influence of personal selling on repurchase intention among customers of mobile vegetable traders in Jember with customer satisfaction as an intervening variable.

Benefits of research. 1. It can be a consideration for mobile vegetable traders in determining the right marketing strategy to increase repurchase intention by their customers. 2. Based on an academic point of view, it can be a reference source for the development of knowledge or further research, especially in the field of marketing strategies for mobile vegetable traders or mlijo. 3. Based on the point of view of policy makers (government), it can be used as a source of information in the development of micro, small and medium enterprises carried out by the community.

Literature review. Personal selling consists of interactions between individuals and customers and potential customers to make sales and maintain relationships with customers (Kotler 2016). Customer Satisfaction is a response or response from consumers regarding meeting needs. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to fulfilling consumer consumption needs. (Zeithaml 2000). Repurchase intention is an assessment of repeat purchases from the same company based on experience using previous products/services.(William 2002). Customer repurchase intention is very important for business practitioners because it is an indication of business continuity, prospects for generating future income and hence business profitability. (Kim 2012).

Hypothesis. H1. It is suspected that personal selling has a direct effect on customer satisfaction. H2. It is suspected that customer satisfaction has a direct influence on repurchase intention. H3. It is suspected that personal selling has a direct effect on repurchase intention. H4. It is suspected that personal selling has an indirect effect on repurchase intention through customer satisfaction as an intervening variable.

Conceptual Framework. Starting from the background of the problem, problem formulation and hypothesis, we write the conceptual framework of our research below.



Picture 1. Conceptual Framework

RESEARCH METHODS

Research with the themes of personal selling, customer satisfaction and turnover intention was

carried out in Jember Regency, specifically in 3 sub-districts in the city center area. This research was conducted by means of interviews and surveys with customers of mobile vegetable traders. We designed this research to determine the influence of personal selling on customer satisfaction and its impact on repurchase intention. This research uses quantitative methods. Quantitative analysis is a calculation approach that uses statistical analysis tools to carry out tests (Sekaran 2011).

This research is explanatory research, namely explaining the relationship between variables that influence each other through a quantitative approach to prove the hypothesis of personal selling on customer satisfaction, customer satisfaction on repurchase intention, personal selling on repurchase intention and personal selling on repurchase intention through customer satisfaction as the intervening variable.

Population is the entire collection of subjects or objects in an area including people, animals and plants or objects that have certain criteria.(Sujarweni 2012). The population in this study were customers of mobile vegetable traders in Jember Regency. The sampling technique in this research uses a multistage sampling technique. The multistage sampling technique is a sampling method or process that is carried out in stages, be it two, three or more levels. 3 sub-districts in Jember Regency were the research sample areas because there are many mobile vegetable traders who sell in these 3 sub-districts, these sub-districts are Sukorambi, Kaliwates and Summersari. Apart from being the closest to the center of Jember city, these 3 sub-districts also have the most housing ranging from simple to elite housing.

The sample size is 30 people, which we determined based on Roscoe's theory, that is, if the research will carry out multivariate analysis (correlation or multiple regression), then the number of sample members will be at least 10 times the number of variables studied (Sugiyono 2006). We divided each sub-district into 10 respondents.

According to Sekaran, when conducting research, it would be better if you had two types of data, namely primary data and secondary data. (Sekaran 2011). Primary data is data that is directly obtained through personal/group interviews, surveys with attached questions or through observation methods. . Secondary data is data that refers to information collected from existing sources. Secondary data was obtained through various sources such as: scientific journals, books, articles, websites and other relevant sources and can be used as references in this research (Sekaran 2011).

Data collection in our research was carried out by means of surveys, interviews and documentation. We used a Likert scale in filling out the questionnaire, the independent variable was Personal Selling, the dependent variable was repurchase intention and the intervening variable was customer satisfaction. Each uses five alternative answers which are given a score. The measurement technique determined is based on the ranking or rank stated for exogenous and endogenous variables, where each answer is given a score.

The personal selling dimension consists of 1) Prospecting & Qualifying, namely consumer identification. 2) Pre-Approach, namely determining the approach to sales. 3) Approach, namely the step of getting to know consumers. 4) Presentation, namely the presentation of the product being sold. 5) Handling Objections, namely steps to resolve consumer complaints. 6) Closing,

namely the successful step in selling products to consumers. 7) Follow-up, namely the steps taken by the Salesman after product sales.(Stevenson 2010).

Retaining customers is more important than attracting customers. Therefore, there are 5 dimensions to measure consumer satisfaction, namely as follows. 1. Buy again; 2. Say good things about the company to others and recommend it; 3. Paying less attention to competitors' brands and product advertisements; 4. Purchase other products from the same company; 5. Offer product or service ideas to product sales companies (Kotler 2016).

Repeat purchases are a factor that will influence the relationship between customers and the company in the future regarding the company's profits and success. In this research, the repurchase dimensions used are dimensions based on Nikbin 2011.

The dimensions of repurchase intentions used are measured by three indicators, (1) Reuse, (2) Main choice for next purchase, and (3) There is a strong intention to try another type of product. (Nikbin 2011).

Based on the hypothesis that has been formulated, in this research the inferential statistical data analysis is measured using SmartPLS software starting from measuring the model (outer model), model structure (inner model) and hypothesis testing.

According to PLS, it is an alternative approach that shifts from a covariance-based Structural Equation Modeling (SEM) approach to a variance-based one. Covariance-based SEM generally tests causality/theory while PLS is more of a predictive model. PLS is a powerful analysis method, it does not have to meet the requirements for the assumption of data normality and the sample size does not have to be large. Apart from being able to be used as confirmation of theory, PLS can also be used to build relationships for which there is no theoretical basis or to test propositions (Ghozali 2015).

Individual Item Reliability Test. This test is carried out to see which indicators are best used to measure each variable, in other words to see the reliability of each indicator. A high loading factor value indicates that the indicator really explains the variable it measures. Indicators that have a factor loading value between 0.5-0.6 are acceptable and conversely if they are below this value they will be removed from the model when carrying out this test.

Internal Consistency Test. This test is carried out to test the reliability of a set of indicators in measuring the variables they measure. The values seen are the composite reliability and Cronbach's alpha values obtained from the SmartPLS estimation results. The recommended value is  $> 0.60$ .

Discriminant Validity Test. This test is carried out to see how big the differences are between variables. The value seen in this test is the average variance extracted (AVE) value obtained as a result of estimation where the value must be  $> 0.50$ . The next condition that must also be met is that the square root value of the AVE of each variable must be greater than the correlation value with other variables.

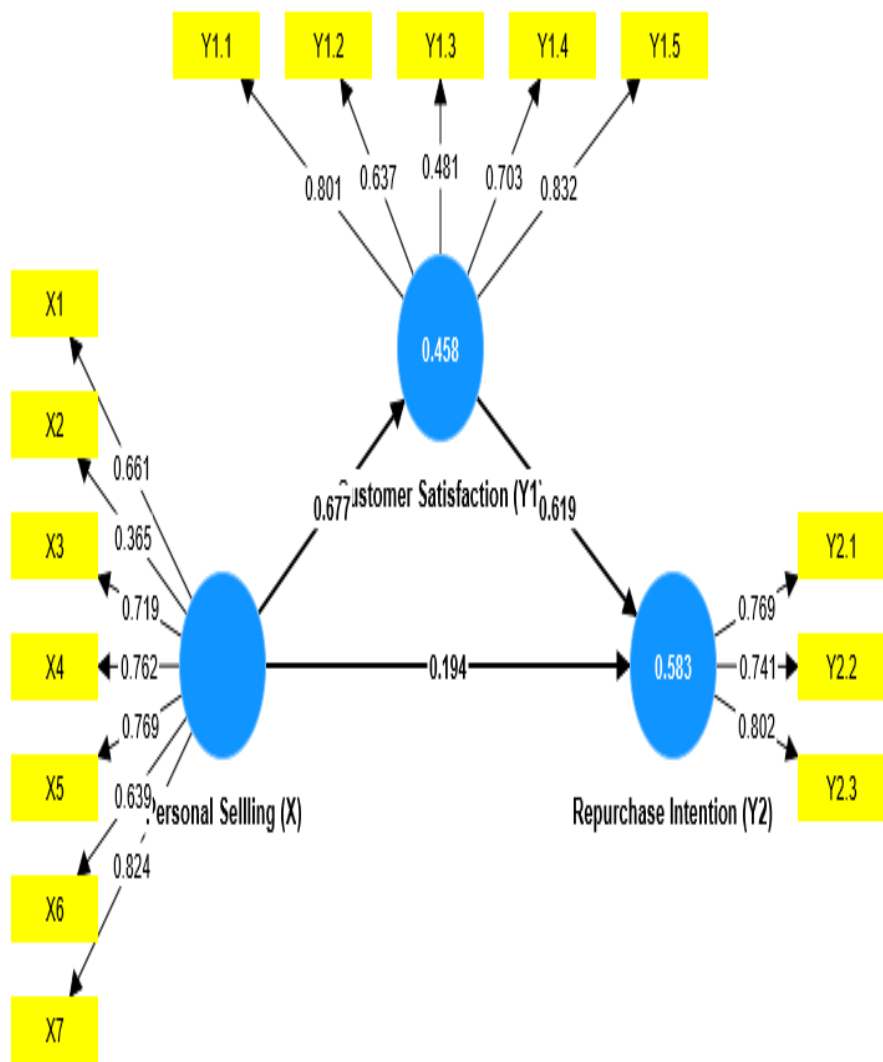
Structural Model Evaluation. Structural Model Evaluation using R square. Changes in the R square value can be used to assess the influence of certain independent latent variables on the dependent latent variable based on the research model. In general, the R square values are 0.75, 0.50, and 0.25 which are interpreted as substantial, moderate, and weak. (Hair 2006).

Direct Influence Analysis. The hypothesis is accepted if the t-statistic is higher than the t table value or you can also compare the p-value with the  $\alpha$  value used. The hypothesis can be accepted if the t-statistic value  $>$  t table or p-value  $<$  0.05.

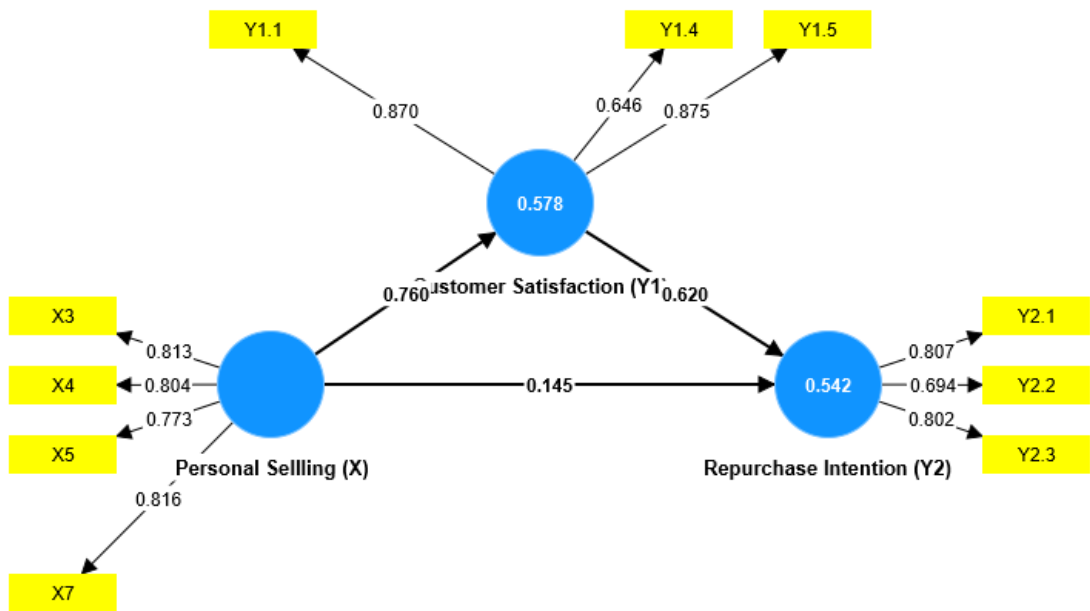
Indirect Effect Analysis (Mediation). The mediation effect shows the relationship between the independent and dependent variables through a connecting or mediating variable. The influence of variables on the dependent variable does not occur directly but through a transformation process represented by the mediating variable. The hypothesis is accepted if the t-statistic is higher than the t table value or you can also compare the p-value with the  $\alpha$  value used. The hypothesis can be accepted if the t-statistic value  $>$  t table or p-value  $<$  0.05.

RESULTS AND DISCUSSION

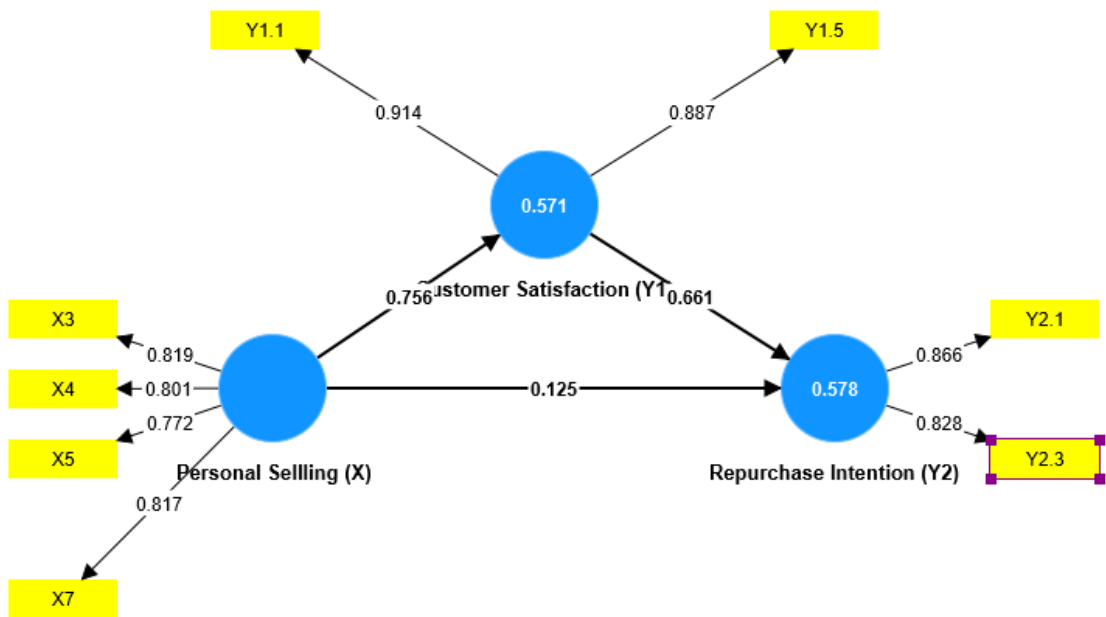
Outer loading factor. If the outer loading value is  $>$  0.7 then the data used is valid (Joseph F. Hair 2021). Based on Hair's statement, indicator values below 0.7 must be eliminated or discarded so that the test at the next stage can run normally. To make things easier and find out which indicators are eliminated, below we show the initial model to the final model where all outer loading values exceed the value of 0.7.



Picture 2. Model 1



Picture 3. Model 2



Picture 4. Model 3

Based on the images from model 1 to model 3, several indicators were eliminated because their outer loading values were below 0.7. The eliminated indicators are X1; Data processing using model 3 produces outer loading values according to the following table, and everything is green because the outer loading value is greater than 0.7.

Table 1. Outer Loading Values	
Outer loadings - List	
	Outer loadings
X3 <- Personal Selling (X)	0.819
X4 <- Personal Selling (X)	0.801
X5 <- Personal Selling (X)	0.772
X7 <- Personal Selling (X)	0.817
Y1.1 <- Customer Satisfaction (Y1)	0.914
Y1.5 <- Customer Satisfaction (Y1)	0.887
Y2.1 <- Repurchase Intention (Y2)	0.866
Y2.3 <- Repurchase Intention (Y2)	0.828

Source: Data processed 2023



Reliability and Validity Test. Reliability test is an index number that shows the consistency of a measuring instrument in measuring the same phenomenon. This reliability test measures the extent to which the results of a measurement can be trusted. Each measuring device should have the ability to provide consistent measurement results. In principle, reliability reflects the consistency of a measurement. High reliability shows that the indicators have high consistency in measuring the latent variable. Reliability measurement was carried out using the Cronbach Alpha statistical test. A variable is said to be reliable if it provides a Cronbach Alpha value > 0.60. (Ghozali 2011).

Reliability testing in PLS can use two methods, namely Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the actual value of the reliability of a construct. Composite reliability is considered better in estimating the internal consistency of a construct. The composite reliability value can be used to test the reliability value of each indicator on a variable. Hair states that the composite reliability value must be > 0.70 although a value of 0.60 is still acceptable. (Joseph F. Hair 2021).

The validity test in PLS can be seen in the results of the AVE values. Average Variance Extracted (AVE) is used to determine whether discriminant validity requirements are achieved. The minimum value to state that reliability has been achieved is 0.50 (Sarstedt et al. 2019). Based on the following table, it shows that all Cronbach Alpha values are above 0.60, meaning reliable, as well as composite reliability values, all values above 0.60, meaning reliable. For the AVE values, all values are above 0.50 so that all indicators and variables are valid.

Table 2. Construct Reliability and Validity

Construct reliability and validity - Overview

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	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Satisfaction (Y1)	0.767	0.776	0.895	0.810
Personal Selling (X)	0.818	0.830	0.878	0.644
Repurchase Intention (Y2)	0.608	0.613	0.836	0.718

Source: Data processed 2023

Discriminant Correlation Test. The discriminant correlation test is carried out to see the correlation between the construct and other constructs. If the square root of average value of the AVE for each construct is greater than the correlation value between the construct and other constructs in the model, it can be concluded that the construct has a good level of validity.

If the variable's AVE root value > correlation between variables then the overall evaluation of discriminant validity is fulfilled.(Wong 2013). It can be seen in the table below that the value 0.90 is > the value 0.75 and also the value 0.80 is greater than 0.63. So it can be concluded that all latent variables in the research have good construct validity and discriminant validity.



Table 3. Discriminant Validity

Discriminant validity - Fornell-Larcker criterion <div>Zoom (100%)</div> <div>Copy to Excel</div> <div>Copy to R</div>			
	Customer Satisfaction (Y1)	Personal Selling (X)	Repurchase Intention (Y2)
Customer Satisfaction (Y1)	0.900		
Personal Selling (X)	0.756	0.802	
Repurchase Intention (Y2)	0.756	0.625	0.847

Source: Data processed 2023

Structural model testing was carried out to see the relationship between constructs, significance values and R square of the research model. The R-square value can be used to assess the influence of certain independent variables on the dependent variable.

The R-square value for the customer satisfaction variable is 0.57 which can be interpreted to mean that the influence of the personal selling variable on customer satisfaction is 57% while the remaining 43% is explained by other variables outside this research. The R-square value for the repurchase intention variable is 0.58, which means that 58% of the repurchase intention variable is influenced by the personal selling variable, while the remaining 42% is influenced by other variables outside this research. The following is the R Square table.

Table 4. R-Square Overview

R-square - Overview <div>Zoom (145%)</div> <div>Copy to Excel</div>		
	R-square	R-square adjusted
Customer Satisfaction (Y1)	0.571	0.556
Repurchase Intention (Y2)	0.578	0.547

Source: Data processed 2023

Direct Influence Analysis. The use of bootstrapping can determine whether a proposed hypothesis is accepted or not. The hypothesis is accepted when the significance level is smaller than 0.05 or the t-value exceeds the critical value. (Joseph F. Hair 2021). The t statistics value for the 5% significance level is 1.96. Ghozali stated that if the t statistic is > 1.96, it means it has a significant effect. (Ghozali 2015). If the original sample value is positive, it means that the direction of the x to y relationship is positive. If the original sample value is negative, it means that the direction of the x to y relationship is negative. The following is the Path Coefficient table.

Table 5. Path Coefficient

Path coefficients - Mean, STDEV, T values, p values Zoom (100%) Copy to Excel Copy to R

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O /STDEV)	P values
Customer Satisfaction (Y1) → Repurchase Intention (Y2)	0.661	0.664	0.195	3.383	0.001
Personal Selling (X) → Customer Satisfaction (Y1)	0.756	0.768	0.080	9.454	0.000
Personal Selling (X) → Repurchase Intention (Y2)	0.125	0.121	0.231	0.542	0.588

Source: Data processed 2023

The first hypothesis is that personal selling has an effect on customer satisfaction. Based on the table above, it can be seen that personal selling has a significant effect on customer satisfaction in a positive direction, this can be seen from the t-statistics value of  $9.45 > 1.96$  or can be seen from the p value which is  $0.00 < 0.05$ . The original sample value is 0.76, which indicates that the direction of the relationship between personal selling and customer satisfaction is positive. Thus the first hypothesis is accepted.

The second hypothesis is that customer satisfaction influences repurchase intention. Based on the table above, it can be seen that customer satisfaction on repurchase intention has a significant effect in a positive direction, this can be seen from the t-statistics value of  $3.38 > 1.96$  or can be seen from the p value which is  $0.00 < 0.05$ . The original sample value was 0.66, which indicates that the direction of the relationship between customer satisfaction and return intention is positive. Thus the second hypothesis is accepted.

The third hypothesis is that personal selling influences repurchase intention. Based on the table above, it can be seen that personal selling has no significant effect on repurchase intention. This can be seen from the t-statistics value of  $0.5 < 1.96$  or can be seen from the p value which is  $0.59 > 0.05$ . The original sample value is 0.13, which indicates that the direction of the relationship between personal selling and turnover intention is positive. So with this explanation the third hypothesis is rejected. This can be interpreted that personal selling has an insignificant influence on repurchase intention. An increase or decrease in the personal selling variable score will not have a significant effect on repurchase intention.

Indirect Influence Analysis (Mediation). To make it easier to read the data processing results, we present the following specific indirect effect table.

Table 6. Specific Indirect Effects

Specific indirect effects - Mean, STDEV, T values, p values Zoom (87%) Copy to Excel Copy to R

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O /STDEV)	P values
Personal Selling (X) → Customer Satisfaction (Y1) → Repurchase Intention (Y2)	0.500	0.510	0.166	3.016	0.003

Source: Data processed 2023

The fourth hypothesis is that personal selling influences repurchase intention through customer satisfaction. Based on the table above, it can be seen that personal selling on repurchase intention through customer satisfaction has a significant effect in a positive direction, this can be seen from the t-statistics value of  $3.02 > 1.96$  or can be seen from the p value which is  $0.00 < 0.05$ .

The original sample value is 0.50, which indicates that the direction of the relationship between personal selling and return intention through customer satisfaction is positive. Thus the fourth hypothesis is accepted.

Discussion of Research Results. The relationship between personal selling and customer satisfaction. Personal selling on customer satisfaction has a significant effect in a positive direction, this can be seen from the t-statistics value of  $9.45 > 1.96$  or can be seen from the p value which is  $0.00 < 0.05$ . The original sample value is 0.76, which indicates that the direction of the relationship between personal selling and customer satisfaction is positive. These results can be interpreted to mean that the higher the personal selling, the higher the customer satisfaction will be, and conversely, if personal selling is low, the customer satisfaction with the mobile vegetable seller will be low. In essence, mobile vegetable traders who understand customer desires, are strategic by being polite, easy to build good relationships, good at promotions, responsive, good at marketing and building communication can create customer satisfaction for mobile vegetable traders in Jember Regency.

The relationship between customer satisfaction and repurchase intention. Customer satisfaction on repurchase intention has a significant effect in a positive direction, this can be seen from the t-statistics value of  $3.38 > 1.96$  or can be seen from the p value which is  $0.00 < 0.05$ . The original sample value was 0.66, which indicates that the direction of the relationship between customer satisfaction and return intention is positive. These results can be interpreted to mean that the higher the level of customer satisfaction, the higher the repurchase intention of customers of mobile vegetable traders. In essence, customers who are satisfied because they have had a good experience tend to make repeat purchases.

The relationship between personal selling and repurchase intention. Personal selling has no significant effect on repurchase intention, this can be seen from the t-statistics value of  $0.5 < 1.96$  or can be seen from the p value which is  $0.59 > 0.05$ . The original sample value is 0.13, which indicates that the direction of the relationship between personal selling and turnover intention is positive. From this it can be interpreted that the good and bad of personal selling does not really affect repurchase intention. Based on facts in the field, several respondents answered that they always looked for price comparisons when making purchases from mobile vegetable traders. In essence, they only make purchases from mobile vegetable traders at competitive prices, so for example at trader A, one bunch of mustard greens costs Rp. 3,000, so they try to wait for other traders who sell lower mustard greens, for example to buy from traders B or C.

The relationship between personal selling and repurchase intention with customer satisfaction as an intervening variable. Personal selling on repurchase intention through customer satisfaction has a significant effect in a positive direction, this can be seen from the t-statistics value of  $3.02 > 1.96$  or can be seen from the p value which is  $0.00 < 0.05$ . The original sample value is 0.50, which indicates that the direction of the relationship between personal selling and return intention through customer satisfaction is positive. From this initial explanation, it can be presented that well-developed personal selling will increase repurchase intention because customers who repurchase have felt satisfaction and a good experience in shopping for vegetables from the mobile vegetable seller.

Briefly, concisely and clearly, the following are the managerial implications of this research.

1. The research results show that personal selling has a positive and significant effect on customer satisfaction among customers of mobile vegetable traders in Jember district. This can be a reference for mobile vegetable traders to maintain and strive to develop personal selling because according to research results, it shows that personal selling has a significant effect on customer satisfaction. Technically, mobile vegetable traders can improve personal selling in the form of understanding customer desires, strategizing by being polite, building good relationships, promoting honestly and transparently, being responsive, being good at marketing and building communication with their customers.
2. The research results show that customer satisfaction has a positive and significant effect on repurchase intention among customers of mobile vegetable traders in Jember district. Efforts are also made to make this a basic reference for mobile vegetable traders that the satisfaction felt by their customers will support repeat purchases. Satisfaction itself will build customer loyalty where customers who are already loyal will certainly buy again and can refer them to others. Technically, mobile vegetable traders can build customer satisfaction by continuing to increase personal selling plus maintaining the quality of the products they sell.
3. Personal selling has a positive and significant effect on repurchase intention if mediated by the customer satisfaction variable. Mobile vegetable traders must focus on personal selling, maintain it and if possible improve it because it turns out that repurchase intention will occur if the customer feels satisfied, the customer will not immediately make another purchase if they are not satisfied. Technically, mobile vegetable traders usually provide excellent service and provide quality products to build customer satisfaction.

## CONCLUSION

In summary, the conclusions from this research are as follows:

1. Personal selling has a positive and significant effect on customer satisfaction among customers of mobile vegetable traders in Jember district. This means that the higher the personal selling, the higher the customer satisfaction will be and conversely, if the personal selling is low, the customer satisfaction with the mobile vegetable seller will be low.
2. Customer satisfaction has a positive and significant effect on repurchase intention among customers of mobile vegetable traders in Jember district. This means that the higher the level of customer satisfaction, the higher the repurchase intention of customers of mobile vegetable traders. This also applies vice versa.
3. Personal selling has a positive and insignificant effect on repurchase intention among customers of mobile vegetable traders in Jember district, but it will have a significant effect if customer satisfaction mediates personal selling with repurchase intention.

Suggestions.

1. Mobile vegetable traders in Jember district strive to understand the importance of service quality in the form of personal selling in the form of understanding customer desires, strategizing by being polite, building good relationships, promoting honestly and transparently, being responsive, being good at marketing and building communication with their customers.

2. Mobile vegetable traders in Jember district should usually provide quality products at competitive prices.
3. Quality of service and the right form of personal selling plus product quality at competitive prices will support the creation of satisfaction and ultimately repurchase intention will occur.

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