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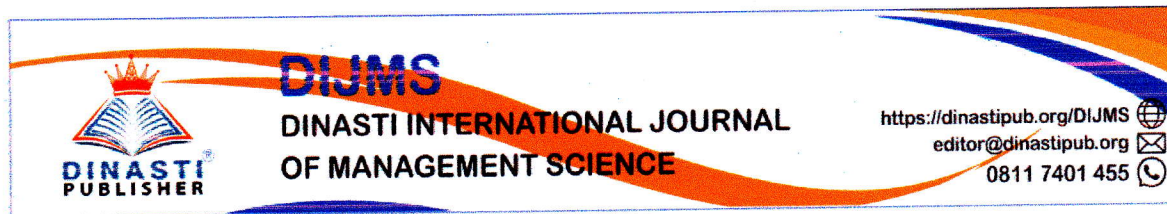
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The Influence of Product Quality and Sales Promotion on Repurchase Intention & Impulsive Buying (Marketing Management Literature Review)

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Abstract: The literature review article on the influence of product quality and sales promotion on repurchase intention and impulsive buying is a scientific article that aims to build hypothesis research on the impact of variables to be used in further study within the scope of marketing management science. The library research method has been used to write this literature review article and used sources from online resources such as Google Scholar, Mendeley, and other academic online resources. The result of this literature review article are: 1) product quality affects repurchase intention; 2) sales promotions affect repurchase intention; 3) product quality affect impulsive buying; 4) sales promotions affect impulsive buying; and 5) repurchase intention affects impulsive buying. Besides the 2 (two) exogenous variables that influence the endogenous variables of repurchase intention and impulsive buying, there are still many other factors, including consumer satisfaction, product advertising, and brand ambassadors.

Keywords: Product Quality, Sales Promotion, Repurchase Intention, Impulsive Buying

INTRODUCTION

The development of information technology and communication is now being used everywhere and increasingly very fast, especially in the business world. Small and medium businesses to large corporations use digitalization technology to reach consumers. Providing products and services through digital applications is much easier without a conventional store. Of course, this also impacts changes in consumer habits on how they do their shopping, especially in Indonesian society.

The availability of various types of devices and support by the availability of applications that people can easily download into their devices makes almost every consumer shop for the products and services they need without having to meet face to face and save much time. Besides being more attractive, consumer-preferred products & services have many benefits and