
A Review and Bibliometric Analysis Regarding Strategy Repurchase Intention

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Abstract

The concept of strategic repurchase intention refers to the strategies used by companies to influence customer intentions to make repeat purchases or maintain loyalty to their brands or products. The aim of this paper is to provide an extensive bibliometric literature review on repurchase intention strategies. Article search uses the Publishing or Perish (PoP) application with the Google Scholar database. There are 43 out of 200 articles found from the Google Scholar database from 2022 to 2023. Selected references are then managed using the reference management software, namely Mendeley. After managing the database, this research classifies and visualizes it using VOSviewer software. Overall, this review provides an appropriate reference point for further research on strategy repurchase intention.

Keywords: : Bibliometric analysis, Strategic, Repurchase Intention

INTRODUCTION

Repurchase strategy and intention refer to the relationship between a company's strategic actions or decisions and the likelihood of customers repurchasing their product or service. Repurchase intention is a concept used in marketing research to measure the probability that a customer will make a repeat purchase of a particular brand or company.

But sometimes what happens is that customers don't buy back the products or services offered to customers, this phenomenon often occurs which causes customers not to buy back, including: Low Customer Satisfaction, Intense Competition, Changes in Customer Preferences, Lack of Communication or Follow-Up Contacts, Poorly recognized company brand, Negative Experience with Using Products or Services and Not Understanding Customer Wants and Needs.

Seeing this, it is important for companies to identify and overcome the above problems in order to carry out a repurchase intention strategy and maintain loyal customers. According to Oliver (1999), strategic repurchase intention is "a customer's tendency or intention to actively purchase or reuse the same product or service from a particular brand in the future, despite efforts that may change or destroy brand loyalty". Meanwhile, Chen and Hu (2010), provide an understanding that strategy repurchase intention is "the desire of customers to repurchase the same

product or service from a brand, based on their satisfaction with the product or service". According to Han and Ryu (2012), strategic repurchase intention is "customer behavior that reflects their desire to repurchase the same product or service in the future".

Considering the reasons stated above, this study aims to fill the research gap by providing extensive information on the bibliometric analysis of the literature in relation to the Repurchase Intention Strategy. The articles used in this study are articles published and indexed by Google Scholar (GS) which are then analyzed and categorized based on the distribution and affiliation of the authors. This analysis can see the repurchase intention strategy research topic seen from published subjects

METHOD

The methodology used in this study was to conduct a literature review with bibliometrics using vosviewer. This bibliometric literature review is based on a systematic and explicit method (Garza-Reyes, 2015) or mind mapping method that emphasizes the boundaries of knowledge (Tranfield, Denyer, & Smart, 2003).

1. Define search keywords : Literature searches were conducted in May and June using Publish or Perish which were chosen because they proved to be the most effective for searching articles on GS (Baneyx, 2008). The first search with the keyword "Strategy Repurchase Intention".
2. Initial search results : This search is specific to 'journal', 'word titles' only, and the year '2022-2023'. 200 articles found in the initial search. The results are organized in a Research Information System (RIS) format to include all important article information such as paper title, author name and affiliation, abstract, keywords and references.
3. Improved search results : Matched articles indexed in the GS database were filtered out. Then by making the appropriate repairs, the file is saved in the form of a RIS file.
4. Compile initial data statistics : The data collected is stored in the RIS form. In the early stages, checking the completeness of the components of the journal article (year of publication, volume, number, pages, etc.) and adding the necessary information if incomplete data is found.
5. Data analysis : Bibliometric analysis in this study used PoP software and continued with analyzing and visualizing the bibliometric network using Vosviewer software.

RESULTS AND DISCUSSION

1. Publication and citation structure

The output is analyzed based on PoP software through VOSviewer software to determine the most frequently appearing keywords. However, the number of keywords that appear most often is adjusted to the needs of data collection and analysis. VOSviewer is used to visualize bibliometric maps. This software shows bibliometric trends in three different visualizations namely, Network Visualization, and Overlay Visualization. Prior to improving the search

results, 200 articles were obtained through the GS database. After making improvements, 43 articles were collected from the GS database. This data has been properly checked in the GS database from 2022-2023 under the keyword "Strategy Repurchase Intention". The initial results obtained were 200 articles with 683 citations. The refinement results obtained 43 articles; citation data also changed, with 103 citations. The complete results of the comparison of metric data from the initial search and the existing search can be seen in Table 1.

Table 1. Comparison metrics

Metrics Data	Initial Search	Refinement Search
Source	Strategy Repurchase intention	Strategy Repurchase intention
Publication Year	2022-2023	2022-2023
Papers	200	43
Citation	683	103
Cites/Year	683.00	103.00
Cites/Paper	3.42	2.40
Author/Paper	2.39	2.58
h_index	8	4
g_index	24	9
hI_norm	6	2
hI_annual	6.00	2.00

Source of research results, 2023

Researchers try to present the most relevant contributions in this study. The step taken is to take 43 articles with the keyword "Strategy Repurchase Intention" which has the highest citation score (top 5 articles cited). The results are as shown in the table. 2.

Tabel 2. Top 5 cited articles

No	Publication Year	Author	Title	Journal	Cites	Publisher
1	2022	Chong, Ding Ali, Hapzi	Competitive Strategy, Competitive Advantages, And Marketing Performance On E-Commerce Shopee Indonesia	Dinasti International Journal Of Digital Business Management	49	Dinasti Publisher
2	2022	Gäthke, Jana Gelbrich, Katja Chen, Shan	A Cross-National Service Strategy to Manage Product Returns: E-Tailers' Return Policies and the Legitimizing Role of the Institutional Environment	Journal of Service Research	9	Sage Publisher

3	2022	Chen, Bing Wang, Lei Rasool, Hassan Wang, Jun	Research on the Impact of Marketing Strategy on Consumers' Impulsive Purchase Behavior in Livestreaming E- commerce	Frontiers in Psychology	8	PubMedCentral (PMC)
4	2022	Tuan, Vu Anh Van Truong, Nguyen Tetsuo, Shimizu An, Nguyen Ngoc	Public transport service quality: Policy prioritization strategy in the importance- performance analysis and the three-factor theory frameworks	Transportation Research Part A: Policy and Practice	6	Elsevier
5	2022	Hashim, et all	Emergent Strategy in Higher Education: Postmodern Digital and the Future?	Administrative Sciences	4	MDPI

Source of research results, 2023

The 4 publishers that published articles on this topic were presented with more than 1 research journal and those that ranked the most sequentially can be seen in Table 3.

Table 3. 4 Top Publishers Who Published Strategy Repurchase Intention Topic

No	Publisher	Jumlah Artikel
1	MDPI	6
2	Dinasti Publisher	4
3	Bircu-Journal	3
4	Journal Formosa Publisher	2

Source of research results, 2023

The visualization of the data network on Google Scholar data related to the keyword "Strategy Repurchase Intention" which has been refined in search can be seen in Figure 2 (Network visualization), and the overlay visualization can be seen in Figure 3.

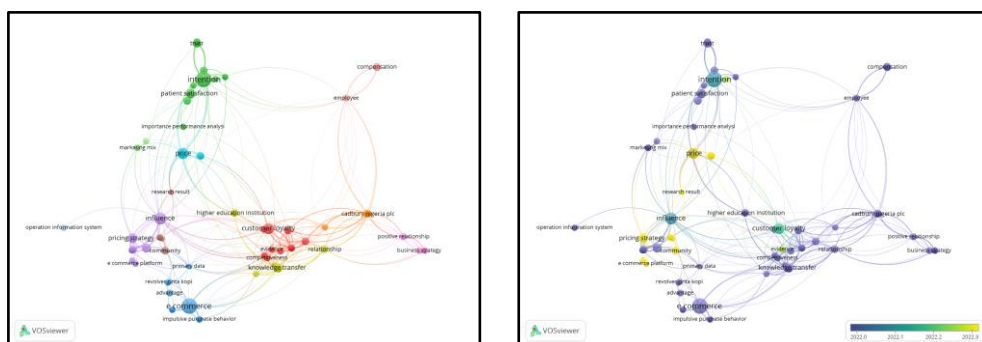


Figure 2. Network visualization on the GS database

Figure 3. Visualization of overlays in the GS data base

2. Author and co-author relationship

Analysis of co-authors and networks related to collaboration patterns between individuals can be seen in Figure 4. In this network, each node represents an author in its write connection. Many different dimensions can be integrated in this analysis to visualize clusters and associations between dimensions or changes over time. In this case it is evident that Gede I is a writer who has the most relationships with others.

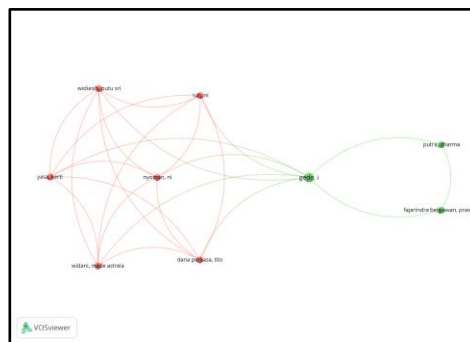


Figure 4. Visualization of overlay Authors and co-authorship relations on the GS database

CONCLUSION

The most relevant contribution in this study is the number of citations. Based on table 2, the highest citations indexed by GS are articles from Ding Chong and Hapzi Ali in 2022. This article discusses Competitive Strategy, Competitive Advantage, and Marketing Performance at E-Commerce Shopee (D. Chong and H. Ali in 2022) cited by 49 research articles. Meanwhile, there is one publisher with the highest citation frequency based on the data, namely MDPI with 6 articles, Dynasty Publishers 4 articles, Bircu-Journal 3 Journals and Journal Formosa Publisher 2 articles.

Visualization overlay analysis and density visualization are used to identify key themes in each study or knowledge scope. This result is done by measuring the co-occurrence of keyword pairs. The analysis was performed with the help of Vosviewer software. It can be identified that each cluster is connected to other keywords. This can be indicated that the development of research on this matter is related.

Network analysis also allows identification of author authorities. Co-author analysis is a widely used bibliometric research technique that investigates authors conducting joint research from a particular field.

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