

Identifying Key Drivers of Repurchase Intentions for Sari Roti Products Using Binary Logistic Regression Analysis

Annisa Liestiani¹, Ayu Wulandari², E. N. Budiyanto Hariandja³, Jerry Heikal⁴
S2-Magister Manajemen, Fakultas Ekonomi dan Ilmu Sosial (FEIS), Universitas Bakrie, Indonesia
E-mail: annisa.liestiani@gmail.com

Article History:

Received: 25 Maret 2025

Revised: 18 Mei 2025

Accepted: 26 Mei 2025

Keywords: Repurchase Intention, Sari Roti Product, Binary Logistic Regression, Consumer Behavior, Marketing Strategy.

Abstract: This study aims to analyze various factors that influence the repurchase decision of Sari Roti products. The method used in this research is binary logistic regression using the SPSS tool. A sample of 156 consumers was randomly selected. Data was collected through a survey filled out by 156 Sari Roti consumers. The survey results were entered into Microsoft Excel and then normalized. For Independent Variable and Dependent Variable data in the form of text "Yes" or "No", it will be converted into binary numbers, meaning it is represented by the numbers 1 (one) and 0 (zero). Independent Variable data consists of Durability, Reliable Quality, Well-Known Brand, Prestigious Brand, Interested In New Flavors, New And Innovative Products, Sufficiently Many Variants, Affordable Price, Competitive Price, Price Matches The Quality, Value For Money, Promotion Via Facebook, Promotion Via Instagram, Promotion Via Twitter, Promotion Via YouTube, and Promotion Via Website, Influencer Recommendation, Family Recommendation, Friend Recommendation, Good Memory Or Experience, Easily Accessible Store Location, Always Available, Satisfied With Customer Service, Good Reputation, Easy-To-Remember Brand, Good Packaging Condition. While, the Dependent Variable is the Repurchase Intentions. From the research results, it can be concluded that the factors that significantly influence the repurchase decision are Prestigious Brand, Sufficiently Many Variants, and Affordable Price. Other variables do not significantly affect the decision to repurchase Sari Roti products. Based on the binary logistic regression analysis of 156 Sari Roti consumers, it was predicted that 140 consumers would repurchase, and 16 consumers would not, with a data accuracy of 83.3%.

INTRODUCTION

In the bakery industry, the main ingredient used in making bread is wheat flour, which is a component of the processed food industry. Dutch colonists brought bread to Indonesia for the first time in the 17th century. Since then, bread has been recognized in Indonesia and created in many variations to suit local tastes. Initially, bread could only be found in big cities, but slowly its production began to spread to other regions. At the time, bread was known as a colonial specialty as it was the first product to be popular and widely enjoyed. However, over time, bread became a favorite food of Indonesians, especially among the middle and upper classes. At first, bread was only consumed by certain circles as breakfast, usually served with an omelets or a glass of milk. But now, bread has become a practical food choice for busy urbanites and others. Apart from being practical, bread is also considered nutritious with a wide variety of shapes, flavors and textures. Today, bread is often consumed as breakfast, snacks or ready meals.

The widespread acceptance of bread in all walks of life creates great opportunities for the development of the bread industry in Indonesia. This condition encourages the emergence of various scales of bread businesses, ranging from small businesses or home industries to large-scale companies. In fact, the small-scale bakery industry has been able to survive and thrive despite the economic crisis, making this sector even more promising.

Bread has become a staple for urban communities in Indonesia, particularly for those seeking a quick, convenient, and satisfying breakfast option. Among the leading brands in this category, Sari Roti stands out as a pioneer in the Indonesian mass bread industry. Established in 1995 by PT Nippon Indosari Corpindo, Tbk, Sari Roti has grown to become the largest mass bread producer in the country. Sari Roti has consistently demonstrated a commitment to innovation, ensuring that its product offerings remain diverse and relevant to the evolving tastes and preferences of consumers. The company offers halal, high-quality, and affordable bread products. The brand continuously introduces new variations of bread, under three prominent brands: "Sari Roti," "Sari Kue," and "Sari Choco."

Currently, Sari Roti operates 14 production facilities across Indonesia, ensuring extensive product availability through a distribution network of over 88,000 sales points in both modern and traditional retail channels. The products are widely available in major retailers such as Indomaret and Alfamart, making them easily accessible to consumers. Based on a summary compiled from the Sari Roti website and the retail websites of Indomaret and Alfamart (accessed on October 27, 2024), Sari Roti offers 29 variants of Sweet Bread and 10 variants of White Bread. These products are easily available in both retail stores. From the recapitulation of the price list of all product variants from the two modern retail websites, it was found that the price of Sari Roti ranges from Rp5,000 - Rp24,000, making it an affordable option for consumers.

Since its listing on the Indonesia Stock Exchange in 2010 under the ticker code ROTI, the company has consistently demonstrated strong performance. Despite challenges such as the COVID-19 pandemic, Sari Roti maintained a steady upward sales trend from 2018 to 2023, achieving a peak revenue of approximately IDR 3.9 trillion in 2022. This success has been acknowledged through various accolades, including the Top Brand Award for four consecutive years from 2021 to 2024. However, despite having the highest Top Brand Index in the market based on topbrand-award.com, the index for Sari Roti's White Bread product has shown a declining trend since 2023. On the other hand, brands with similar products tended to experience an increasing trend, although their indexes were still far behind Sari Roti. However, it is not impossible that in the future, other brands could outperform Sari Roti. A comparison of the Top Brand Index among brands of bread is shown below.

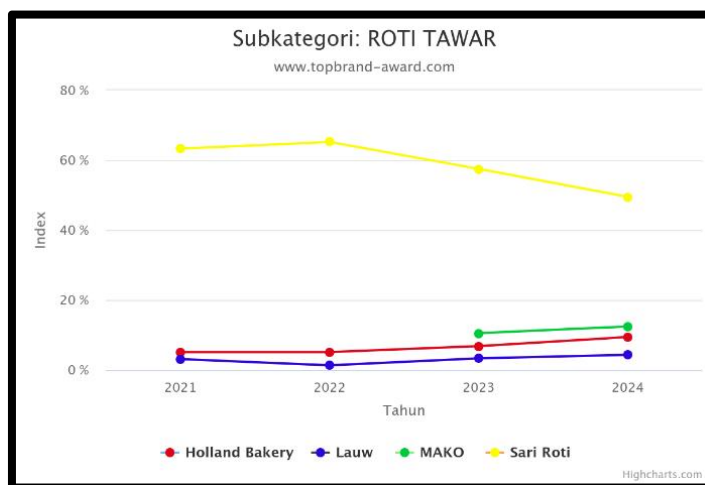


Figure 1. Comparison of the Top Brand Index among Bread Brands

Therefore, in the highly competitive bread industry, understanding the factors that influence repurchase intentions is crucial for businesses aiming to foster customer loyalty and sustain growth. A repurchase decision occurs when consumers choose to buy a product again, which may be based on their agreement that the product meets their expectations and desires (Schiffman & Kanuk, as cited in Long-Yi Lin & Yeun-Wen Chen, 2009). They indicate a consumer's decision to choose the same brand or product over alternatives, driven by various tangible and intangible factors or variables.

Furthermore, according to Philip Kotler (2009), Marketing Mix is the controllable variable that a company can use to impact on the customer's intention. While the definition of The 7P Marketing Mix, as proposed by Kotler and Keller (2020) and further developed in subsequent studies, is a marketing strategy model comprising seven critical elements that influence business success. These elements include: **Product**, which refers to the combination of goods or services designed to meet the needs of the target market; **Price**, representing the monetary value assigned to the product or service, reflecting the value offered while ensuring company profitability; **Place**, which involves business activities aimed at making products or services accessible to the intended customers; and **Promotion**, encompassing efforts to communicate the benefits of products or services, increase customer awareness, and drive sales. Additionally, **Process** refers to the system and workflow ensuring smooth and efficient delivery of goods or services to consumers. **People** highlight the importance of skilled and dedicated human resources who directly interact with customers and serve as the frontline of business operations. Lastly, **Physical Evidence** focuses on tangible aspects, such as facilities, equipment, and after-sales services, that enhance the customer's purchase experience. Together, these elements form a comprehensive framework for effective marketing and business growth.

By identifying these factors, this research aims to provide valuable insights into the consumer decision-making process, emphasizing the elements that drive customers to repurchase Sari Roti products. The findings are expected to guide strategies for Sari Roti or other companies to optimize their potential in retaining and attracting repeat buyers. Therefore, Sari Roti can maintain its position as the market leader in the bread industry, with its Top Brand Index continuing to increase and remaining the highest compared to its competitors.

RESEARCH METHOD

The research design utilized in this study adopts a causal approach, which is intended to analyze the influence and relationships among variables that demonstrate cause-and-effect interactions. Specifically, the study examines 7 (seven) dimensions that represent the marketing mix of 7P, also referred to as influencing variables. These dimensions include Product, Price, Promotion, Place, People, Process and Physical Evidence. Each independent variable is further broken down into specific 26 sub-factors or indicators that represent the independent variable to provide a detailed framework for analysis. Indicators or independent variables from Product dimension are Prestigious Brand (X₁), Sufficiently Many Variants (X₂), Durability (X₃), Reliability (X₄), Wel-Known Brand (X₅), Interested in New Flavors (X₆), New and Innovative Product (X₇), While, indicators from Price dimension are Affordable Price (X₈), Competitive Price (X₉), Price Matches the Quality (X₁₀), Value for Money (X₁₁). Indicators from Promotion dimension are Promotion via Facebook (X₁₂), Promotion via Instagram (X₁₃), Promotion via Twitter (X₁₄), Promotion via YouTube (X₁₅), Promotion via Website (X₁₆), Influencer Recommendation (X₁₇), Family Recommendation (X₁₈), Friend Recommendation (X₁₉), Good Memory/Experience (X₂₀). Indicators from Place dimension are Easily Accessible Store Location (X₂₁), Always Available (X₂₂). One indicator from People dimension is Satisfied with Customer Service (X₂₃). Meanwhile, indicators from Process dimension are Good Reputation (X₂₄) and Easy to Remember (X₂₅). Lastly, one indicator from Physical Evidence is Good Packaging Condition (X₂₆). The dependent variable in this study, referred to as the influenced variable, is **Repurchase Intension (Y)**, which represents the likelihood of customers choosing to repurchase Sari Roti products. The figure of the research design is as follows.

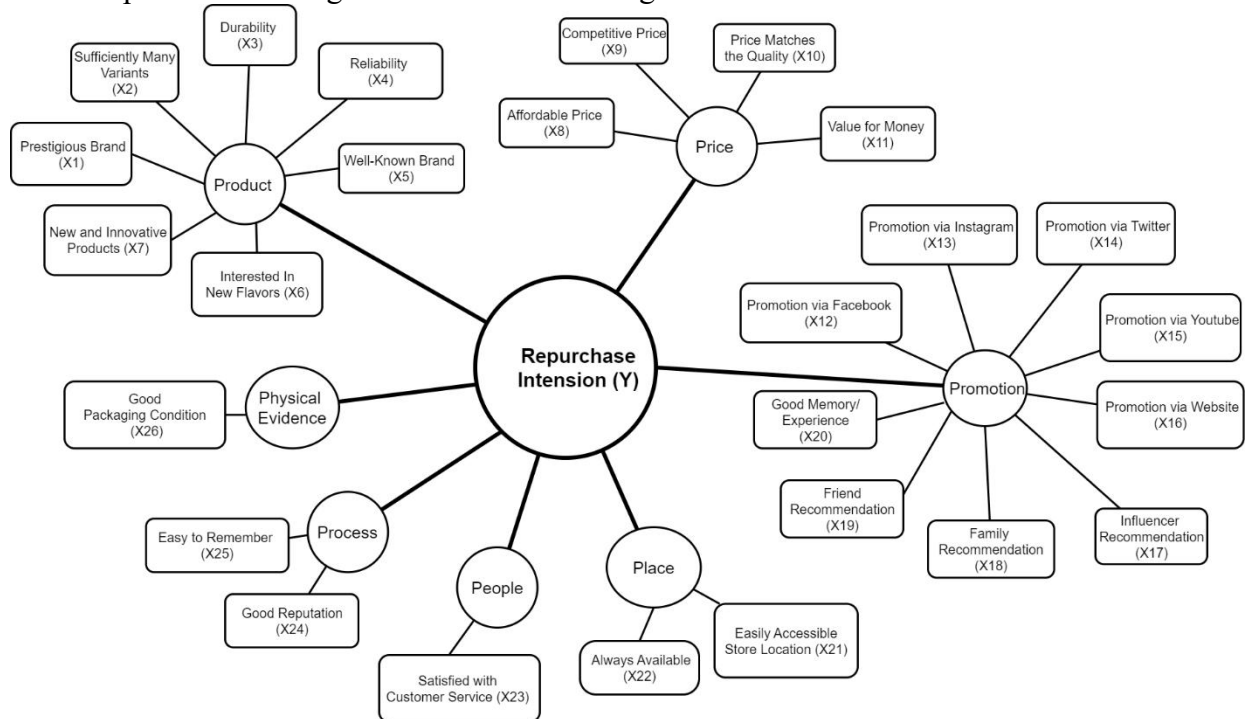


Figure 2. Research Design

This study is descriptive quantitative research, which indicates a phenomenon by analyzing collected variables and then performing numerical data analysis. Quantitative research is an approach based on hypothesis-driven theory, utilizing survey and questionnaire methods for data

collection, and analyzing the data through statistical methods (Apuke, 2017).

According to Riadi (2016), data sources refer to the information obtained regarding the data. In this study, the data sources are divided into two types: primary data and secondary data. The primary data was collected through questionnaires distributed to respondents who had purchased Sari Roti products in Indonesia. The study was conducted in December 2024, using a Google Form questionnaire distributed via WhatsApp over six days, from December 23 to December 29, 2024. During this period, a total of 156 respondents were gathered. Meanwhile, the secondary data used in this study consists of written and unwritten information obtained from literature reviews, such as journals or previous research, websites, social media, related articles, and other information relevant to the research object.

The sampling in this study includes all individuals who have purchased Sari Roti products. The sampling method used in this study is non-probability sampling, specifically convenience sampling. According to Saunders, Lewis, and Thornhill (2007), convenience sampling is a technique for collecting data from samples randomly selected from the population that meets the characteristics of this study, namely, Sari Roti product buyers.

The questionnaire responses from the 156 respondents were then processed using SPSS software with the binary logistic analysis method. Binary logistic regression modelling was used to analyze the relationship between a response variable and several predictor variables. The response variable is qualitative and dichotomous, taking a value of 1 (one) to indicate the presence of a characteristic and 0 (zero) to indicate the absence of a characteristic (Sepang, 2012).

This research process involves a survey with 26 variables (X) as indicators depicted in Figure 2 above. The data from this survey was cleaned and normalized for analysis using Ms. Excel. Subsequently, step 1 of the analysis of variable X was conducted using the SPSS tool. After obtaining the significant variable X, the analysis process was continued using only the significant variable X, meaning that the weak variables X were disregarded or not included in the binary logistic regression analysis step 2. All binary logistic regression analyses will refer to the 'variable in equation' table. The values of β and the constants (c) in the binary logistic regression model were taken from step 2. For the prediction of repurchase and analysis accuracy, the classification table generated in step 2 will be referenced. In the analysis results, the steps of the implementation of this research design will be illustrated more clearly. The key steps involved:

Variable Selection: Using SPSS, the researchers identified the most important (significant) variables for the analysis.

Binary Logistic Regression: This statistical method was used to model the relationship between the significant variables and a binary outcome (like whether or not a customer will make a repeat purchase).

Model Evaluation: The accuracy of the model was assessed using a classification table.

In essence, the researchers aimed to find out which of the 26 variables were most influential in predicting a customer's decision to make the repurchase intention (Y). By using binary logistic regression, it was able to build a model that could be used to make these predictions.

This study is using the binary logistic regression model formed as below:

$$Y = \frac{1}{1 + EXP(-(C + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \dots + \beta_n X_n))}$$

where:

Y = Dependent Variable

X₁, X₂, ..., X_n = Independent Variables from Indicators of 7P dimensions

The cutoff value for the dependent variable (Y) is set at 0.5. This means that if a consumer has Y value greater than 0.5, they are considered likely to repurchase Sari Roti. Conversely, if their Y value is less than 0.5, they are considered unlikely to repurchase.

RESULT AND DISCUSSION

Respondent Profile

Of the 156 respondents surveyed, the demographic summary is as follows: 83% of respondents reside in western Indonesia, including Java and Sumatra. 76% of respondents are married or have families. In terms of age, 69% of respondents are between 26 and 45 years old. Regarding employment, 54% of respondents work as private employees. For the economic characteristics, 53% of respondents reported a monthly income exceeding IDR10,000,000. The majority of respondents (88%) purchase Sari Roti products from minimarkets, and 60% buy Sari Roti more than once a month.

Table 1. Demographics Characteristics of Respondents

Location	Total	%	Status	Total	%	Age	Total	%	Job	Total	%
West Indonesia	130	83%	Married	119	76%	<15 years old	2	1%	Private Employee	84	54%
Central Indonesia	25	16%	Single	37	24%	16-25 years old	15	10%	Housewife	23	15%
East Indonesia	1	1%	Grand Total	156	100%	26-35 years old	50	32%	Civil Servants/TNI/POLRI/BUMN/BUMD	20	13%
Grand Total	156	100%				36-45 years old	57	37%	Other	14	9%
						46-55 years old	24	15%	Entrepreneur	7	4%
						>56 years old	8	5%	Student	7	4%
						Grand Total	156	100%	Retired /Pension	1	1%
									Grand Total	156	100%

Table 2. Economics Characteristics, Place to Buy and Frequency of Buying Sari Roti Product

Monthly Income	Total	%	Place to Buy Sari Roti Product	Total	%	Frequency of Buying in Month	Total	%
Rp 0 to < Rp3,000,000	21	13%	Minimarket (for example: Indomaret, Alfamart, Alfamidi)	137	88%	Once in a month	63	40%
Rp3,000,000 to <Rp5,000,000	17	11%	Supermarket (for example: Giant, Hero, Hypermart, Carefour)	10	6%	2-3 times in a month	67	43%
Rp5,000,000 to <Rp10,000,000	35	22%	Travelling Salesmen	8	5%	> 4 times in a month	26	17%
Rp10,000,000 to <Rp 20,000,000	42	27%	Traditional Market	1	1%	Grand Total	156	100%
>Rp 20,000,000	41	26%	Grand Total	156	100%			
Grand Total	156	100%						

Binary Logistic Regression Analysis

The primary data is used in binary logistic regression analysis. The primary data was collected through questionnaires distributed to respondents who had purchased Sari Roti products in Indonesia. The study was conducted in December 2024, using a Google Form questionnaire distributed via WhatsApp over six days, from December 23 to December 29, 2024. During this period, a total of 156 respondents were gathered.

The survey data sampling results were downloaded in Microsoft Excel format, where the answers "Yes" were converted to "1" (one) and "No" were converted to "0" (zero). The next step in processing is using the SPSS Binary Logistic Regression program, which is divided into 2 (two) steps.

The Independent Variables (X) in this study and entered on step 1 (one) are Durability, Reliable Quality, Well-Known Brand, Prestigious Brand, Interested In New Flavors, New And Innovative Products, Sufficiently Many Variants, Affordable Price, Competitive Price, Price Matches The Quality, Value For Money, Promotion Via Facebook, Promotion Via Instagram, Promotion Via Twitter, Promotion Via YouTube, and Promotion Via Website, Influencer Recommendation, Family Recommendation, Friend Recommendation, Good Memory Or Experience, Easily Accessible Store Location, Always Available, Satisfied With Customer Service, Good Reputation, Easy-To-Remember Brand, Good Packaging Condition. These

variables (X) will be analyzed using the SPSS Binary Logistic Regression program to determine the potential significance of factors affecting the Dependent Variable (Y), which is **Repurchase Intention (Y)**. The results obtained from this analysis are:

Table 3. Variables in the Equation on step 1

		Variables in the Equation					
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Durability	1.264	.854	2.189	1	.139	3.538
	Reliable Quality	.231	1.164	.039	1	.843	1.260
	Well-Known Brand	2.052	1.615	1.615	1	.204	7.786
	Prestigious Brand	1.789	.698	6.570	1	.010	5.983
	Interested In New Flavors	-1.168	.820	2.029	1	.154	.311
	New And Innovative Products	-.160	.717	.050	1	.823	.852
	Sufficiently Many Variants	1.609	.795	4.097	1	.043	4.999
	Affordable Price	2.777	1.338	4.308	1	.038	16.075
	Competitive Price	.572	1.054	.295	1	.587	1.773
	Price Matches The Quality	2.049	1.558	1.729	1	.189	7.763
	Value For Money	-1.417	1.465	.935	1	.333	.242
	Promotion Via Facebook	17.132	13447.554	.000	1	.999	27553164.518
	Promotion Via Instagram	13.463	5026.342	.000	1	.998	702630.458
	Promotion Via Twitter	-52.968	15408.000	.000	1	.997	.000
	Promotion Via Youtube	38.227	13962.143	.000	1	.998	3.998E+16
	Promotion Via Website	18.818	11707.457	.000	1	.999	148838000.38
	Influencer Recommendation	-.077	1.500	.003	1	.959	.926
	Family Recommendation	.806	.743	1.174	1	.279	2.238
	Friend Recommendation	-1.180	.889	1.759	1	.185	.307
	Good Memory Or Experience	-.221	.709	.097	1	.756	.802
	Easily Accessible Store Location	-1.058	1.533	.476	1	.490	.347
	Always Available	.148	1.065	.019	1	.889	1.160
	Satisfied With Customer Service	.644	.738	.761	1	.383	1.905
	Good Reputation	1.996	1.268	2.478	1	.115	7.356
	Easy-To-Remember Brand	-.880	2.298	.147	1	.702	.415
	Good Packaging Condition	-1.406	2.224	.400	1	.527	.245
	Constant	-6.046	3.592	2.833	1	.092	.002
a. Variable(s) entered on step 1: Durability, Reliable Quality, Well-Known Brand, Prestigious Brand, Interested In New Flavors, New And Innovative Products, Sufficiently Many Variants, Affordable Price, Competitive Price, Price Matches The Quality, Value For Money, Promotion Via Facebook, Promotion Via Instagram, Promotion Via Twitter, Promotion Via Youtube, Promotion Via Website, Influencer Recommendation, Family Recommendation, Friend Recommendation, Good Memory Or Experience, Easily Accessible Store Location, Always Available, Satisfied With Customer Service, Good Reputation, Easy-To-Remember Brand, Good Packaging Condition.							

From Table 3, it is known that if the Significance value is less than 0.05, then that variable has a significant influence on the Repurchase Intention (Y). Therefore, it can be concluded that:

The variables 'Prestigious Brand' with a significance value of 0.010, 'Sufficiently Many Variants' with a significance value of 0.043, and 'Affordable Price' with a significance value of 0.038, all have significance values less than 0.05, meaning that these three variables have a significant influence on the Repurchase Intention (Y); (2) The other variable has a significance value greater than 0.05, meaning that the other variables do not significantly influence the Repurchase Intention (Y).

From the data processing results in Table 3, there are three variables with significant values that influence the Repurchase Intention (Y). These three variables were then processed again on step 2 (two) using SPSS binary logistic regression analysis, by removing the non-significant variables from the covariate's column. The results obtained are as follows:

Table 4. Variables in the Equation on step 2

		Variables in the Equation					
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	Prestigious Brand	1.926	.487	15.622	1	<.001	6.861
	Sufficiently Many Variants	1.067	.538	3.937	1	.047	2.907
	Affordable Price	1.989	.733	7.366	1	.007	7.311
	Constant	-2.173	.869	6.256	1	.012	.114
a. Variable(s) entered on step 1: Prestigious Brand, Sufficiently Many Variants, Affordable Price.							

From Table 4, the variables 'Prestigious Brand' (X_1) with a significance value of <0.01, 'Sufficiently Many Variants' (X_2) with a significance value of 0.047, and 'Affordable Price' (X_3) with a significance value of 0.007. All have significant values less than 0.05, meaning that these three variables have a significant influence on the Repurchase Intention (Y). Therefore, these three variables can be used to predict the decision on Repurchase Intention.

Using the accuracy formula of the regression model with the results of the three variables mentioned above, the regression model formed is:

$$Y = \frac{1}{1 + EXP^{-(C + \beta_1 X_1 + \beta_2 X_2 + \beta_8 X_8)}}$$

$$Y = \frac{1}{1 + EXP^{(2.173 - 1.926X_1 - 1.067X_2 - 1.989X_8)}}$$

where:

- Y = Repurchase Intention;
 X_1 = Prestigious Brand;
 X_2 = Sufficiently Many Variants;
 X_8 = Affordable Price

The cutoff value for the dependent variable (Y) is set at 0.5. This means that if a consumer has Y value greater than 0.5, they are considered likely to repurchase Sari Roti. Conversely, if their Y value is less than 0.5, they are considered unlikely to repurchase. Based on the regression analysis of 156 Sari Roti consumers, it was predicted that 140 consumers would repurchase and 16 consumers would not.

Table 5. Classification Table

Classification Table^a				
Observed		Predicted Plans To Buy Again (2nd Purchase)		Percentage Correct
		0	1	
Step 1	Plans To Buy Again (2nd Purchase)	0	10	33.3
		1	6	95.2
Overall Percentage				83.3
a. The cut value is ,500				

Based on the Classification Table (Table 5), it can be seen that there were 10 consumers who were observed to not plan to repurchase and were also predicted to not repurchase. Meanwhile, 120 consumers were observed to plan to repurchase and were also predicted to do so. The remaining 20 and 6 consumers had different results between the observed and predicted values. Therefore, the accuracy of the resulting regression model is 83.3% on average.

Based on the relationship between Repurchase Intention (Y) and Prestigious Brand (X₁), Sufficiently Many Variants (X₂), and the factors Affordable Price (X₈), the comprehensible marketing strategies are recommended for Sari Roti: (1) **Strategies to Strengthen the Brand Prestige (X₁)**: Sari Roti may design marketing campaigns that emphasize the brand's high standards, such as using premium ingredients, employing advanced production technology, and adhering to stringent hygiene protocols. Furthermore, Sari Roti may support or sponsor high-profile events, such as corporate gatherings or health and wellness seminars, to reinforce the brand's premium image; (2) **Strategies to Enhance Product Variants (X₂)**: Sari Roti should regularly introduce new product variants based on market preferences, such as flavors inspired by traditional Indonesian desserts (e.g., klepon or kue lapis) to diversify offerings and attract new customer segments. Additionally, Sari Roti may develop seasonal or limited-edition products tailored to special occasions, such as Ramadan, Christmas, or regional festivities, to generate excitement and increase demand; While for (3) **Strategies to Address Affordable Price (X₈)**: Sari Roti should introduce targeted discounts or bundle offers to encourage repeat purchases, particularly among loyal customers shopping at major retail outlets such as Indomaret and Alfamart. Besides that, Sari Roti may develop smaller-sized or more economical product variants to cater to budget-conscious consumers, including school-aged children.

CONCLUSION

From the research above, it can be concluded that the factors that significantly influence the decision to repurchase are Prestigious Brand, Sufficiently Many Variants, and Affordable Price. Other variables do not significantly affect the decision to repurchase Sari Roti products. Based on the regression analysis of 156 Sari Roti consumers, it was predicted that 140 consumers would repurchase, and 16 consumers would not with a data accuracy of 83.3%.

Based on the research results regarding the factors influencing the repurchase of Sari Roti using binary logistic regression, it was found that the variables Prestigious Brand, Sufficiently Many Variants, and Affordable Price have a significant influence on repurchases. To continue increasing consumer repurchases, it is advisable to maintain affordable product prices, create new

variations of Sari Roti products, and conduct marketing campaigns or promotions that maintain and enhance the prestigious brand of Sari Roti.

REFERENCES

- Alfamart. (2024, Oktober 27). Produk Sari Roti. Diakses dari <https://alfagift.id/b/sari-roti-12630>
- Apuke, O. D. (2017). Quantitative Research Methods: A Synopsis Approach. *Arabian Journal of Business and Management Review (Kuwait Chapter)*, 6(10).
- Alamsyah, S., & Heikal, J. (2024). Application of binary logistic regression to predict COVID-19 vaccination willingness. *Health Analytics Journal*, 7(4), 112–125.
- Arda, Edvidel., Aulia, Arif., & Heikal, J. K. (2024). Analysis Of Factors Influencing the Performance Of Payakumbuh City Public Housing And Residential Area Employees Using Binary Logistic Regression. *Institut Teknologi Haji Agus Salim, Bukittinggi*.
- Arsyad, M., & Heikal, J. (2023). Application of binary logistic regression to predict employee turnover in manufacturing industries. *Asian Journal of Industrial Studies*, 9(3), 89–104.
- Dewi, P., Aulia, R. N., Taufiqillah, R., & Heikal, J. (2024). Customer churn prediction for life insurance using binary logistic regression. *Economic Reviews Journal*, 3(3).
- Fadillah, M., & Heikal, J. (2024). Binary logistic modeling in determining factors influencing private school enrollment decisions. *Educational Policy and Management Journal*, 8(2), 55–70.
- Faisal, F., Sari, I. R., Saraswati, I., & Heikal, J. K. (2024). Analisis Pengaruh Karakteristik Produk terhadap Niat Beli Ulang Pelanggan menggunakan Metode Regresi Logistik Biner. *AKADEMIK: Jurnal Mahasiswa Humanis*, 4(3), 1182–1190. <https://doi.org/10.37481/jmh.v4i3.1064>
- Fairuz, M. (2022). Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap Minat Beli Konsumen Produk Sari Roti. *Jurnal Mahasiswa Institut Teknologi Dan Bisnis Kalbis*, 8(4).
- Febriani, A. K. (2023). Pengaruh Kualitas Produk, Harga, Dan Lokasi Terhadap Keputusan Pembelian Produk Roti Boy Paragon Semarang (Studi Pada Mahasiswa FISIP Universitas Diponegoro). *Jurnal Administrasi Bisnis*, 12.
- Hendrawan, E., Zakaria, D., Salwa, E., & Heikal, J. (2024). Customer renewal prediction for motor vehicle insurance using binary logistic regression in PT XYZ Insurance. *Innovative: Journal of Social Science Research*, 4(6).
- Hidayat, T., & Heikal, J. (2024). Binary logistic regression in predicting online customer satisfaction: A case study in Indonesian e-commerce. *Journal of Digital Innovation Studies*, 6(2), 123–134.
- Kusuma, D., & Heikal, J. (2023). Binary approach in predicting factors influencing ride-hailing adoption in urban Indonesia. *Urban Transport Journal*, 8(1), 45–59.
- Long-Yi Lin, & Yeun-Wen Chen. (2009). A Study on the Purchase Intentions on Repurchase Decisions: The Moderating Effects of Reference Groups and Perceived Risks. *Journal of Tourism Review (Online)*, 64(3), 28-48. (<http://www.emeraldinsight.com>).
- Mohamad, A., Setiyanto, A., Raharjo, Bangkit W., & Heikal, Jerry (2024). Analisis Faktor Yang Mempengaruhi Kepuasan Pembeli Di Kopi Kenangan Menggunakan Metode Regresi Logistik Biner. *Jurnal Syntak Admiration*, 5, Bakrie University.
- Mulyadi, S. W., & Hidayat, W. (2021). Pengaruh Kualitas Produk, Harga, Dan Citra Merek Terhadap Keputusan Pembelian Roti Tawar Sari Roti (Studi Pada Konsumen Sari Roti Di Kota Semarang). *Jurnal Ekonomi, Manajemen, Akuntansi Dan Keuangan*, 2(3).

- Pangestuti, I., & Heikal, J. (2024). Analisis faktor-faktor yang mempengaruhi keputusan pembelian kopi Tomoro dengan menggunakan regresi biner logistik untuk menentukan strategi pemasaran yang tepat. *Ranah Research: Journal of Multidisciplinary Research and Development*, 6(5).
- Pambudi, A. P., & Heikal, J. (2024). Menyingkap motivasi penggunaan platform digital pada UMKM melalui analisis regresi logistik biner. *Jurnal Inovasi dan Teknologi*, 3(4), 78–89.
- Permanasari, Ratih., Chandra, R. A., Fitriansyah, Agung., & Heikal, J. K. (2024). Analisa Efektivitas Kampanye Iklan Digital Terhadap Minat Pasar Pada Program Pelatihan Renang Club Biathlon Dengan Metode Binary Logistic Regression. *Bakrie University*.
- Philip. L. Kotler, Kevin. L. Keller. (2009). *Marketing Management*, 13th edition. Pearson Education/Prentice Hall.
- Kotler, G. A (2020). *Principles of Marketing Eighteenth Edition*. Pearson Education. United States.
- Purwanto, A. (2021). Analisis Pengaruh Persepsi Harga, Kualitas Produk, Dan Citra Merek Terhadap Keputusan Pembelian (Studi Pada Konsumen Sari Roti Di Kota Semarang). *Riset Ekonomi, Akuntansi*, 2. DOI: 10.30812/rekan.v2il.1120.
- Puteri, C. A. R., Setiawan, B., Puspita, A. C., & Heikal, J. (2024). Consumer loyalty of smartphone users in the Jabodetabek by binary analysis. *Innovative: Journal of Social Science Research*, 4(6), 655–669.
- Putra, R., & Heikal, J. (2023). Logistic regression for predicting stock market investor preferences in Indonesia. *Journal of Behavioral Finance Studies*, 9(2), 79–92.
- Pratama, Y., & Heikal, J. (2024). Binary analysis of online payment adoption in rural Indonesia. *Journal of Financial Technology Research*, 5(1), 67–82.
- Rahmawati, U. (2023). Nilai Yang Dirasakan Dan Harga Terhadap Niat Pembelian Kembali Dengan Mediasi Kepuasan Konsumen Sari Roti Dan Moderasi Personal Selling. *Jurnal on Education*, 5(4).
- Ramli, F., & Heikal, J. (2024). Using logistic regression to analyze factors influencing green product purchasing decisions. *Journal of Green Economics and Business*, 3(4), 67–79.
- Riadi, E. (2016). *Statistika Penelitian Analisis Manual Dan IBM SPSS*. Andi Publisher.
- Riani, A., & Heikal, J. (2024). Binary regression for assessing customer preferences in digital banking applications. *Digital Economy Journal*, 6(3), 101–115.
- Risianti, D. (2019). Pengaruh Brand Image, Brand Trust, Brand Awareness, Dan Product Quality Terhadap Brand Loyalty Sari Roti. *e-Jurnal Riset Manajemen Fakultas Ekonomi Unisma*.
- Riyani, S., Kristianto, F., Wulandari, R., & Heikal, J. (2024). Penerapan metode regresi logistik biner dengan menggunakan Python untuk menganalisa pengguna media sosial terhadap probabilitas pembukaan rekening pada Bank X. *Scientific Journal of Reflection: Economic, Accounting, Management and Business*, 7(2), 438–449.
- Sari Roti, (2024, Oktober 27), Profil Sari Roti. Diakses dari https://www.instagram.com/sariroti_rotinyaindonesia/
- Sari Roti, (2024, Oktober 27), Sekilas Perusahaan. Diakses dari <https://www.sariroti.com/id/tentang-sari-roti/sekilas-perusahaan>
- Sari Roti, (2024, Oktober 27), Tentang Sari Roti: Penghargaan. Diakses dari <https://www.sariroti.com/id/tentang-sari-roti/penghargaan>
- Sepang, F., Komalig, H., & Hatidja, D. (2012). Penerapan Regresi Logistik Untuk Menentukan Faktor-Faktor Yang Mempengaruhi Pemilihan Jenis Alat Kontrasepsi Di Kecamatan Modayag Barat. *Jurnal MIPA Unsrat Online*, 1(1), 1-5. Universitas Sam Ratulangi.

-
- Suheni, S., & Heikal, J. (2024). Prediction of employee disciplinary punishment at the Department of Agriculture Payakumbuh City through approach binary logistic regression. *Journal of Business Economics and Management*, 1(2), 133–138.
- Susanto, R., & Heikal, J. (2024). Pemodelan regresi logistik biner untuk memprediksi keputusan pelanggan dalam menggunakan layanan fintech. *Jurnal Ekonomi Digital dan Keuangan*, 5(2), 123–135.
- Taufik, A., & Heikal, J. (2024). Binary logistic analysis of consumer loyalty in streaming platforms. *Digital Media and Society Journal*, 5(2), 88–103.
- Top Brand Award. (n.d.). Comparative brand index. Retrieved January 5, 2025, from https://www.topbrandaward.com/komparasi_brand/bandingkan?id_award=1&id_kategori=2&id_subkategori=89.
- Wardani, D. A., & Heikal, J. (2024). Analisis keberlanjutan adopsi energi terbarukan di sektor industri menggunakan pendekatan binari. *Jurnal Energi dan Lingkungan*, 7(1), 45–56.
- Zulkarnaen, R., & Heikal, J. (2023). Binary logistic regression analysis in determining key factors of employee satisfaction in remote work settings. *Remote Work Journal*, 4(3), 99–117.