

The Influence of Product Quality, Service Quality and Price on Consumer Repurchase Interest of Sepinggan Food Stall in Pontianak City

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Abstract

Food is an irreplaceable basic need for humans, and is now also part of a lifestyle and a symbol of social status. This development has driven the growth of the culinary industry, including in Pontianak City, which is marked by the increasing number of restaurants. Increasing competition requires business actors such as sepinggan food house to maintain product quality, service, and pricing strategies in order to maintain consumer repurchase interest. This study aims to analyze the effect of product quality, service quality, and price on consumer repurchase interest at sepinggan food house. This study uses a quantitative approach with a survey method. The type of research used is associative causal, with a purposive sampling technique. The number of samples was 100 respondents who had made purchases at least twice. The data collection instrument was a questionnaire, and the data was analyzed using multiple linear regression analysis. The results showed that product quality had a significant effect on repurchase interest (Sig. = 0.002) with a positive correlation ($r = 0.711$). Price also had a positive and significant effect (coefficient = 0.406; Sig. = 0.000). However, service quality does not have a significant effect (Sig. = 0.114). In conclusion, product quality and price are important factors that influence consumer decisions to make repeat purchases at sepinggan food house, while service quality does not have a significant effect.

Keywords: Repurchase Interest, Product Quality, Service Quality, Price, Sepinggan Food House

Introduction

According to Ghazali & Nurhayati (2019), food is an irreplaceable basic need for humans. Without sufficient and nutritious intake, the body does not have the energy to be active and becomes susceptible to health problems. More than just filling, food plays an important role in maintaining growth, body function, and supporting a person's quality of life. Changes in lifestyle and increasing economic levels of society have shifted views on food (Saputri et al., 2024). No longer just a means of fulfilling basic needs, food has also become part of a modern lifestyle, a means of entertainment, and even a symbol of social status.

This development has driven the rapid growth of the culinary industry which is filled with innovation and competitiveness (Herianti et al., 2023). Competition between business actors is getting tighter, accompanied by increasing consumer expectations for taste, appearance, cleanliness, and service (Salsabila, 2023). Business actors are required to continue to innovate and understand customer needs in depth. Effective marketing strategies, positive customer

experiences, and product quality are important factors in building consumer loyalty (Rahman et al., 2023).

This condition also occurs in Pontianak City. According to Bandara et al. (2021), the growth in the number of restaurants and eateries has increased significantly along with increasing community income and changes in consumption patterns. Based on data from the Pontianak City Investment and One-Stop Integrated Service Agency (DPMPTSP) in 2025, there were 1,399 restaurants and 401 restaurants spread across various areas of the city. The public has a variety of culinary choices, from traditional to international menus, both in the city center and on the outskirts.

This tight competition encourages business actors such as sepinggan food house to continue to improve the quality of their products, services, and pricing strategies in order to maintain and increase consumer repurchase interest. With so many competitors offering similar products, sepinggan food house needs to create the right strategy to maintain and increase the number of customers. One way that can be done is to always maintain and improve products, service quality and determine competitive prices (Naini et al., 2022).

These three factors are believed to have a significant influence on consumer repurchase interest. Consumer repurchase interest is very important for the sustainability of the restaurant business (Messa, 2022). Consumers who are satisfied with their experience tend to repurchase the same product or service. Therefore, product, service quality, and price are factors that influence consumers' decisions to make repeat purchases.

Maziriri et al. (2021) stated that, one of the main factors that influences consumers' decisions to make repeat purchases at a restaurant is the quality of the product offered. Sepinggan food house consistently strives to maintain this quality through several important aspects. Taste is the most important element, because the dishes are adjusted to local tastes without leaving the characteristics of the restaurant. According to Noordianty et al. (2024) not only prioritizing taste, product cleanliness is also considered thoroughly from the processing process to serving, to ensure that the food is safe and suitable for consumption.

This restaurant also pays attention to the portion and appearance of the food, ensuring that each dish is served in a proportional amount and is visually attractive. In addition, the suitability of the menu with the description is also maintained so that consumers receive dishes according to the information listed, so as not to cause disappointment due to differences in expectations (Choi & Lee(2024). In addition, the raw materials used are selected from quality and fresh sources to ensure the taste, aroma, and safety of the food. These efforts reflect sepinggan food house commitment to maintaining product quality in order to encourage satisfaction and repeat purchase interest from its consumers.

Wong et al. (2022) stated thatThe quality of service in restaurants not only includes aspects of the speed and accuracy of serving food, but also how the restaurant staff interacts with customers, the comfort of the dining area, and the cleanliness and quality of the facilities provided. The better the quality of service provided, the more likely consumers are to return and make repeat purchases (Fared et al., 2021). At sepinggan food house, service is an important element in creating a pleasant dining experience for customers. This is reflected in the consistent reliability of service, from the accuracy in recording orders to the speed in serving food according to customer requests, both for eating on the spot and for takeaway.

This reliability shows that the restaurant is able to provide reliable and expected service (reliability). In addition, employees show a responsive attitude to consumer needs, such as immediately welcoming customers when they arrive, promptly providing a menu, and giving enough time to choose, before recording the order without error. This quick and attentive action

reflects a good level of responsiveness in responding to customer requests. The quality of service at sepinggan food house is also seen from the guarantee given through the professional attitude of employees, such as dressing neatly, greeting them in a friendly manner, and providing clear explanations when needed.

A sense of security and trust in transactions is also demonstrated through the availability of a flexible payment system, both in cash and non-cash using QRIS, which makes it easier for consumers from various circles (Niu, 2022). Not only that, the presence of an attentive and polite attitude towards each customer, such as welcoming with a smile and greeting first, is a form of empathy from employees who try to understand customer comfort personally. All of these aspects are reinforced by physical evidence that supports visitor comfort, such as the cleanliness and tidiness of tables and chairs, the availability of fans, and free Wi-Fi facilities that customers can use while on site.

Align with research from Ananda et al. (2023) All of these service dimensions in an integrated manner create a positive, comfortable, and memorable atmosphere for customers, which ultimately contributes to increasing repurchase interest. On the other hand, price also plays an important role in influencing consumer repurchase interest. Sepinggan food house sets prices by considering competitors' strategies to maintain competitiveness, while ensuring that the prices offered remain in accordance with the quality of the products and services provided.

A reasonable price that is comparable to the benefits received not only encourages transactional interest, namely the consumer's desire to make a repeat purchase, but also forms preferential interest, where consumers show a tendency to prefer sepinggan food house compared to other restaurants considering economic value. In addition, if consumers are satisfied with the suitability of price and quality, they tend to have referential interest, namely recommending this restaurant to others. In fact, some consumers are encouraged to find out more about promotions or other menu variations through social media or direct visits, which reflects exploratory interest.

Thus, the right price not only functions as a transaction tool, but also becomes a strategy to build loyalty and expand market reach indirectly. Based on the background above, the author is interested in conducting research with the title "The Influence of Product Quality, Service Quality, and Price on Consumer Repurchase Interest of sepinggan food house in Pontianak City".

Methods

The research method used in this study is quantitative, which aims to analyze the Influence of Product Quality, Service Quality, and Price on Consumer Repurchase Interest of sepinggan food house in Pontianak City. This research is a causal associative research. According to Ulifah (2021): "Causal associative is a formulation of a research problem that is in the nature of asking about the relationship between two or more variables". A causal relationship is a relationship that is causal. In this study there are independent variables (which influence) and dependent variables (influenced). Causal associative in this study is used to determine the extent of the causal relationship of service quality and price on repurchase interest. Where product quality as X1, service quality as variable X2, and price as variable X3, while repurchase interest as variable Y. The approach used is survey research. Sugiyono explains that the survey approach is suitable for collecting primary data from a large population, especially if the research aims to obtain a general picture of certain opinions, attitudes, or characteristics in society through instruments such as questionnaires or structured interviews. According to Sugiyono in Suriani & Jailani (2021) "Population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by researchers to be

studied and then conclusions drawn". The population in this study were all consumers of sepinggan food house. A sample is part of the number and characteristics possessed by the population. The sample was taken because the population was too large to be studied all of it, so a portion was chosen that was considered to be able to represent the entire population. In this study, the population size is not known for certain, so to determine the sample the formula from Purba was used, namely as follows:

Description:

n = Number of samples

Z = Normal distribution level at a significance level of 5% = 1.96

Moe = margin of error max, which is the maximum level of sampling error that is still tolerable or desired.

By using a margin of error max of 10%, the minimum number of samples that can be taken is:

$$n = 1,96/4 (0,10)^2$$

$$n = 96,04 \text{ atau } 96$$

Based on the calculation, the minimum number of samples that must be met is 96 respondents. The author set the number of samples at 100 respondents. The sampling procedure uses a purposive sampling technique, which is a sampling technique that uses certain criteria. The purposive sampling technique is a sampling technique with certain considerations. Samples are selected intentionally because they are considered to have very important information and can provide the data needed to achieve the research objectives. The criteria for determining the sample in this study are that the respondent's age is at least 18 years and the respondent has made a purchase at sepinggan food house at least 2 times.

Data Analysis Techniques

In quantitative research, instrument tests such as validity and reliability are very important to ensure that the measuring instrument produces accurate and consistent data. Validity testing is carried out by comparing the R count value with R table, where the item is said to be valid if $R \text{ count} > R \text{ table}$. While the reliability test uses the Cronbach Alpha technique, and an instrument is declared reliable if its coefficient is > 0.60 . After the instrument is tested, classical assumption tests such as normality, linearity, and multicollinearity tests are carried out before regression analysis. Data is said to be normal if the significance is > 0.05 , linear if the relationship between variables shows a significance of < 0.05 , and free from multicollinearity if the tolerance value is ≥ 0.01 or $VIF \leq 10$.

Furthermore, multiple linear regression analysis is used to measure the effect of several independent variables (product quality, service quality, price) on the dependent variable (repurchase intention). The coefficient of determination (R^2) shows how much influence the combination of independent variables has on the dependent variable, while the correlation coefficient (R) describes the strength of the relationship between variables. The F test is used to test the influence of independent variables simultaneously, and the T test to test the influence of each variable partially. The testing criteria are based on the significance value (< 0.05) and the comparison of the calculated value with the table. The results of all these tests determine whether the relationship between variables is significant and the regression model is feasible to use.

Results and Discussion

Validity Test

Validity test is used to correlate between statement item scores and total statement scores. Researchers use the following decision basis in validity tests: (1) If the calculated r value $>$ r table then the questionnaire is declared valid; (2) If the calculated r value $<$ r table then the questionnaire is declared invalid.

Table 1. Validity Test Results

Statement	r count	r table	Description
1	0,736	0,197	Valid
2	0,696	0,197	Valid
3	0,594	0,197	Valid
4	0,581	0,197	Valid
5	0,598	0,197	Valid
6	0,665	0,197	Valid
7	0,535	0,197	Valid
8	0,497	0,197	Valid
9	0,624	0,197	Valid
10	0,439	0,197	Valid
11	0,615	0,197	Valid
12	0,680	0,197	Valid
13	0,599	0,197	Valid
14	0,648	0,197	Valid
15	0,683	0,197	Valid
16	0,484	0,197	Valid
17	0,531	0,197	Valid
18	0,617	0,197	Valid
19	0,521	0,197	Valid
20	0,494	0,197	Valid
21	0,577	0,197	Valid
22	0,595	0,197	Valid
23	0,659	0,197	Valid
24	0,688	0,197	Valid
25	0,578	0,197	Valid
26	0,597	0,197	Valid
27	0,521	0,197	Valid
28	0,489	0,197	Valid
29	0,170	0,197	Invalid
30	0,546	0,197	Valid
31	0,703	0,197	Valid
32	0,636	0,197	Valid
33	0,694	0,197	Valid
34	0,668	0,197	Valid
35	0,707	0,197	Valid
36	0,510	0,197	Valid

37	0,655	0,197	Valid
38	0,487	0,197	Valid
39	0,608	0,197	Valid
40	0,584	0,197	Valid
41	0,758	0,197	Valid
42	0,484	0,197	Valid
43	0,569	0,197	Valid
44	0,698	0,197	Valid
45	0,629	0,197	Valid
46	0,599	0,197	Valid
47	0,525	0,197	Valid
48	0,666	0,197	Valid
49	0,491	0,197	Valid
50	0,557	0,197	Valid
51	0,657	0,197	Valid
52	0,605	0,197	Valid
53	0,631	0,197	Valid
54	0,660	0,197	Valid

Source: Processed Data, 2025

Note: *) valid at a significance level of 0.1%.

The results of the validity test in table 1 show that the correlation of the test result scores using SPSS is greater than the significance level of r table 0.1%. The statement with the highest score is statement number 41 at 0.758 and the lowest statement score is statement number 29 at 0.170. Statement number 29 "availability of spacious and safe parking" is not valid, so the question was removed from the study.

Reliability Test

According to Sugiyono (2022:198): "Reliability testing is used to measure the level of conformity of the objects used with the data generated". The reliability test in table 4.6 below uses the Cronbach Alpha formula by paying attention to the SPSS calculation results in the Cronbach Alpha section. 0.60. The results of the data reliability test from variables X and Y can be seen in the following table:

Table 2. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	0,965
N of Items	53

Source: Processed Data, 2025

The results of the instrument reliability test as seen in table 2 show that the Cronbach Alpha value is >0.60 so it can be concluded that the instrument can be said to be reliable.

Normality Test

The normality test is used to test whether continuous data is normally distributed so that it can be used as a basis for further data analysis. The results of the normality test can be seen in the image below:

Table 3. Results of the Normality Test (One-Sample Kolmogorov-Smirnov Test)

Uji Kolmogorov-Smirnov	Unstandardized Residual
N	100
Parameter Normal	
- Mean	0,0000000
- Std. Deviation	2,63981249
Most Extreme Differences	
- Absolute	0,082
- Positive	0,066
- Negative	-0,082
Test Statistic	0,082
Asymp. Sig. (2-tailed)	0,094

Source: Processed Data, 2025

Note: **) Normal at a significance level of 5%.

The results of the normality test in table 3 show that the significance probability value is 0.094 and the value is above the significance level of 5% (0.005) or $0.094 > 0.005$. So it can be concluded that the data is normally distributed so that it can be used as a basis for further data analysis.

Linearity Test

Linearity test is conducted to determine whether there is a linear relationship between the independent variable (X) and the dependent variable (Y). This test is important as one of the basic assumptions in multiple linear regression analysis. The basis for decision making is: (1) If the Sig. Deviation from Linearity value > 0.05 , then the relationship between the variables is linear; (2) If the Sig. value < 0.05 , then the relationship is not linear. This test is usually conducted through the ANOVA output in the Compare Means → One Way ANOVA menu in SPSS.

Table 4. Linearity Test Results X1 and Y (ANOVA Table)

Y * X1	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	1253.462	23	54.498	6.518	.000
Linearity	925.948	1	925.948	110.735	.000
Deviation from Linearity	327.514	22	14.887	1.780	.034
Within Groups	635.498	76	8.362		
Total	1888.960	99			

Source: Processed Data, 2025

Table 4 above shows the Deviation from Linearity Sig. value. 0.034 (< 0.05) so there is no linear relationship between variables X1 and Y. Therefore, a transformation is carried out on variable X1 using the formula $1/X1$ (inverse transformation). This transformation was chosen because it is able to reduce the disproportionate growth effect of X1 on Y, resulting in a relationship that is closer to linear.

Table 5. Results of the Linearity Test of Transformation X1 and Y ((ANOVA Table)

Y * X1_TRANS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	1253.462	23	54.498	6.518	.000
Linearity	954.566	1	954.566	114.158	.000

Deviation from Linearity	298.897	22	13.586	1.625	.063
Within Groups	635.498	76	8.362		
Total	1888.960	99			

Source: Processed Data, 2025

Table 5. shows the results after transformation, which is 0.063. This means that after the transformation, the Deviation from Linearity Sig. value is > 0.05 , so there is a linear relationship between variables X1 and Y.

Table 6. Results of Linearity Test X2 and Y (ANOVA Table)

Y * X2	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	1182.435	20	59.122	6.611	.000
Linearity	956.695	1	956.695	106.973	.000
Deviation from Linearity	225.740	19	11.881	1.328	.190
Within Groups	706.525	79	8.943		
Total	1888.960	99			

Source: Processed Data, 2025

Table 6 shows that the significance probability value is 0.190 and the value is above the 5% significance level (0.05) or $0.190 > 0.05$. So it can be concluded that there is a linear relationship between variables X2 and Y.

Table 7. Results of Linearity Test X3 and Y (ANOVA Table)

Y * X3	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	1233.392	18	68.522	8.466	.000
Linearity	1012.333	1	1012.333	125.081	.000
Deviation from Linearity	221.059	17	13.003	1.607	.082
Within Groups	655.568	81	8.093		
Total	1888.960	99			

Source: Processed Data, 2025

Table 7 shows that the significance probability value is 0.082 and the value is above the significance value of 5% (0.05) or $0.082 > 0.05$. So it can be concluded that there is a linear relationship between variables X2 and Y.

Multicollinearity Test

Multicollinearity test is conducted to determine whether there is a strong linear relationship (high correlation) between the independent variables and the dependent variables. The multicollinearity test values in this study are presented in the following figure:

Table 8. Multicollinearity Test Results (Coefficients^a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
(Constant)	35.936	9.130		3.936	.000		
X2	0.144	0.090	0.177	1.594	.114	0.306	3.267

X3	0.406	0.093	0.399	4.358	.000	0.448	2.231
X1_TRANS	-859.045	275.110	-0.312	-3.123	.002	0.376	2.662

a. Dependent Variable: Y

Source: Processed Data, 2025

Table 8 above shows the Tolerance Value for X1 is 0.376, X2 is 0.306, and X3 is 0.448 > 0.10. So it can be concluded that there is no multicollinearity in the regression model.

Multiple Linear Regression Test

Multiple linear regression tests are conducted to measure the influence of more than one independent variable on one dependent variable simultaneously (together) or partially (each).

Table 9. Multiple Linear Regression Test Results (Coefficients^a)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
(Constant)	35.936	9.130		3.936	.000		
X2	.144	.090	.177	1.594	.114	.306	3.267
X3	.406	.093	.399	4.358	.000	.448	2.231
X1_TRANS	-859.045	275.110	-.312	-3.123	.002	.376	2.662

a. Dependent Variable: Y

Source: Processed Data, 2025

Based on the results of multiple linear regression analysis in table 9, it is obtained that the variable X1_TRANS (Transformed Product Quality) has a coefficient value of -859.045 with a significance value (Sig.) Of 0.002. Because the significance value is <0.05, it can be concluded that the variable X1_TRANS has a negative and significant effect on Repurchase Interest. This negative value is caused by data transformation that affects the direction of the relationship. Furthermore, the variable X2 (Service Quality) has a coefficient value of 0.144 with a significance value of 0.114. Because the significance value is > 0.05, it can be concluded that the variable X2 does not have a significant effect on Repurchase Interest. While the variable X3 (Price) has a coefficient value of 0.406 with a significance value of 0.000. Because the significance value is <0.05, it can be concluded that the variable X3 has a positive and significant effect on Repurchase Interest.

Coefficient of Determination Test (R²)

The determination coefficient test in this study is used to determine the extent of the contribution of the influence of the independent variable to the variation of the increase and decrease of the dependent variable. The determination test in this study is presented in the following figure:

Table 10. Results of the Determination Coefficient Test (Model Summary^b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.640	.628	2.66311

a. Predictors: (Constant), X1_TRANS, X3, X2

b. Dependent Variable: Y

Source: Processed Data, 2025

In table 10, the coefficient of determination is 0.640 or 64%. This figure means that the variables Product Quality (X1), Service Quality (X2), and Price (X3) have an effect on the variable Repurchase Interest (Y) by 64%. While the rest (100% -64% = 36%) is influenced by other variables that were not studied.

Correlation Coefficient Test (R)

The correlation coefficient test is used to measure the level of relationship between two variables, namely the independent variable and the dependent variable. This test shows how strong and the direction of the relationship between the independent and dependent variables.

Table 11. Correlation Coefficient Test Results

	X2	X3	X1_TRANS	Y
X2	Pearson Correlation	1	.731**	-.781**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X3	Pearson Correlation	.731**	1	-.654**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
X1_TRANS	Pearson Correlation	-.781**	-.654**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100
Y	Pearson Correlation	.712**	.732**	-.711**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100

**Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data, 2025

The results of the Pearson correlation test in table 11 show that all independent variables (X1, X2, and X3) have a calculated r value greater than the r table (0.197), so it can be concluded that each variable has a significant relationship to the dependent variable (Y). The X1 value shows a negative direction due to data transformation, but still shows a significant relationship. While X2 and X3 show a significant positive relationship to consumer repurchase interest.

Model Feasibility Test (F Test)

The F test is used to test and show whether all X variables of the study have a simultaneous or joint influence on the Y variable.

Table 12. Results of the F Test (ANOVAa)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1208.111	3	402.704	56.781	.000 ^b
Residual	680.849	96	7.092		
Total	1888.960	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X1_TRANS, X3, X2

Source: Processed Data, 2025

Based on the results of the F test in table 12 above, a significance value (Sig.) of 0.000 was obtained, which is smaller than the significance level of 0.05. This shows that the variables Product Quality (X1), Service Quality (X2), and Price (X3) simultaneously have a significant effect on Repurchase Interest (Y).

Partial Test (T Test)

The T test is used to determine whether each independent variable (X1, X2, X3) partially affects the dependent variable (Y).

Table 13. T Test Results (Coefficientsa)

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B		Beta		
1	(Constant) 35.936	9.130		3.936	.000
	X2 → 0.144	0.090	0.177	1.594	.114
	X3 → 0.406	0.093	0.399	4.358	.000
	X1 TRANS → -859.045	275.110	-0.312	-3.123	.002

a. Dependent Variable: Y

Source: Processed Data, 2025

Table 14 shows that the Product Quality variable (X1) has a significance value of 0.002, which is smaller than 0.05. This shows that Product Quality has a significant effect on Repurchase Interest (Y). Meanwhile, the Service Quality variable (X2) has a significance value of 0.114, which is greater than 0.05. So it can be concluded that Service Quality does not have a significant effect on Repurchase Interest. The Price variable (X3) has a significance value of 0.000, which is smaller than 0.05, so it can be concluded that Price has a significant effect on Repurchase Interest.

Conclusion

Based on the results of a questionnaire to 100 respondents of sepinggan food house consumers in Pontianak, the majority are women (53%) and the largest age groups are 18–25 years and 36–45 years (38% each). In terms of education, high school/vocational school graduates dominate (51%), followed by D4/S1 graduates (32%), with the majority working as civil servants/private sector employees (39%). These data show that sepinggan food house consumers are dominated by productive age individuals with secondary to higher education backgrounds, as well as formal jobs that have stable purchasing power, so they have great potential to make repeat purchases. From the results of multiple regression analysis, the product quality variable has a significant influence on repeat purchase interest (Sig. = 0.002), although a negative regression coefficient (-859.045) appears due to data transformation. Pearson correlation also shows a positive and strong relationship ($r = 0.711$). On the other hand, service quality has a positive coefficient (0.144) but is not significant (Sig. = 0.114), so it does not significantly affect repurchase interest. Meanwhile, price is proven to have a positive and significant effect on repurchase interest (coefficient = 0.406; Sig. = 0.000), indicating that the perception of price that is in accordance with the quality and benefits of the product plays an important role in encouraging consumers to return to buy at Sepinggan Food House.

Suggestion

For the Owner of sepinggan food house, it is recommended to continue to improve product quality, especially in terms of taste, cleanliness, and suitability of the menu to the description.

Although these variables show a significant influence, continuous improvement is still needed so that consumers feel satisfied and encouraged to make repeat purchases. Service quality should be further considered, because the results of the study show that this variable has not had a significant effect on repurchase interest. Management can improve service through employee training, increasing friendly attitudes, and attention to consumer comfort, both in terms of physical facilities and speed of service. In terms of pricing, sepinggan food house is advised to maintain a competitive pricing strategy and in accordance with product quality. Prices that are considered affordable and commensurate with the benefits received have been shown to significantly encourage repeat purchase interest. Further researchers are advised to add other variables that may also affect repurchase interest, such as promotions, business location, brand image, or consumer satisfaction, so that the research results are more comprehensive and can provide broader theoretical and practical contributions.

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