

# Increasing Repurchase Intention through Product Quality and Pricing Strategy: A Fast-Food Sector Analysis

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## ABSTRACT

In today's competitive culinary market, repurchase intention serves as a key determinant of business profitability and sustainability. This study analyzes the impact of product quality and price on repurchase intention in the context of the fast-food sector, "Ayam Tokok Balenggek", a traditional chicken-based dish from West Sumatra, Indonesia. This paper used data from 100 respondents, the research investigates the partial and simultaneous effects of product quality and price on customer loyalty and repeat purchasing behavior. The findings reveal that product quality significantly influences repurchase intention by meeting or exceeding customer expectations in terms of taste, texture, and overall satisfaction. Similarly, competitive and affordable pricing enhances perceived value, fostering trust and encouraging repurchases. The results highlight the critical role of maintaining high-quality standards and implementing fair pricing strategies to strengthen customer retention and drive business growth. This study contributes to the field by offering actionable insights for small businesses in the culinary sector, demonstrating how a balanced focus on quality and price can enhance customer loyalty, improve brand competitiveness, and ensure long-term sustainability. These findings provide a foundation for Ayam Tokok Balenggek to optimize its product offerings and pricing policies to align with customer expectations and market demands.

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## 1. Introduction

In today's highly competitive business environment, the concept of repurchase intention has become increasingly crucial in understanding (Hermansyah, 2024) and driving business profitability and long-term sustainability. Repurchase intention, which reflects the customer's willingness to repeatedly purchase products or services from a particular vendor, is a key indicator of customer loyalty. As customers become more loyal, they are more likely to continue doing business with the same company (Chatzoglou et al., 2022), leading to higher revenue and profitability (Gücal & Gürbüz, 2024). Customer relationship management plays a significant role in increasing customer loyalty (Malki et al., 2023).

Customers with a strong repurchase intention are more likely to engage in repeat purchases (Walean et al., 2024), which can contribute to a company's overall growth and profitability. For example, during the economic downturn of COVID-19, many businesses benefited from repurchasing activities from customers (Laparojkit & Suttipun, 2022). This is because the cost of acquiring new customers is typically higher than the cost of retaining existing ones. By fostering

customer loyalty and repurchase intention, businesses can enjoy higher customer retention rates, leading to increased revenue and enhanced financial performance (Ding et al., 2022).

Repurchase intention also has a direct impact on a company's profitability (Soeharso, 2024). As customers continue to purchase from the same provider, the company can benefit from economies of scale, improved operational efficiency, and higher profit margins. Additionally, loyal customers are more likely to engage in positive word-of-mouth (Bulut & Karabulut, 2018), which can attract new customers (Hameed et al., 2024) and further boost the company's revenue and profitability. This sustained customer loyalty not only strengthens the company's market position (Hadi et al., 2019) but also reduces the costs associated with acquiring new customers, thereby enhancing overall financial performance and long-term sustainability. Moreover, companies with a strong base of loyal customers can better weather economic fluctuations and market uncertainties (Zhang & Hartley, 2018), as consistent revenue streams from repeat purchases provide financial stability. This stability allows organizations to invest in enhancing customer experiences (Felix & Rembulan, 2023) and consumer trust (Sung et al., 2023), improving product or service quality, and implementing targeted marketing strategies (Orbaningsih et al., 2022). Over time, this fosters a deeper emotional connection with customers, further reinforcing their repurchase intentions and solidifying the company's reputation as a trusted provider in the market.

Business development in the culinary sector is currently increasingly rapid in line with increasingly advanced developments (Ulu & Şener, 2024; Wibowo et al., 2024). Creative entrepreneurs take advantage of an increasingly busy society by providing places to eat, such as restaurants or eateries. Marketing distribution plays a significant role in a busy society to build consumer loyalty (Badawi & Muafi, 2024). The busy working hours and busyness of urban communities make them want everything to be practical, so it is not surprising that consumers choose to eat at restaurants or eateries. This really supports business actors in the culinary sector, such as fast-food restaurants, commonly known as fast-food restaurants. Fast food restaurants rely heavily on factors such as product quality, price competitiveness, and customer satisfaction to drive repeat purchases and build brand loyalty in a highly competitive market (Mawardi et al., 2024). They continuously strive to balance taste, affordability, and convenience to meet consumer expectations (Dandis et al., 2023) and retain their customer base. Additionally, innovations in menu offerings and personalized promotions play a crucial role in enhancing the overall dining experience and encouraging repurchase intentions.

## **Hypotheses Development**

### **Product Quality and Repurchase Intention**

Every small business competes to attract consumers to repurchase the products they offer. The factors that influence consumer buying intention are stimuli that influence marketing, product or product issues, including product quality (Chang et al., 2020), price, promotions and other stimuli such as economic, financial, technological, political, cultural and so on.

Ayam Tokok Balenggek is a chicken-based business that brings local wisdom from West Sumatra under the name Ayam Tokok Balenggek. Ayam Tokok Balenggek is a traditional chicken dish from West Sumatra, Indonesia. Known for its unique flavor and preparation method that reflects the region's rich culinary heritage. This dish combines the tender texture of chicken with a blend of spices and cooking techniques that make it stand out among Indonesian dishes. Competition between fast food restaurants means Ayam Tokok Balenggek not only focuses on product innovation (Walean et al., 2024) but also needs to pay attention to the quality of the products they provide (Handayani, 2019; Saleem et al., 2017). Ayam Tokok Balenggek maintains product quality by paying attention to the quality of the ingredients used, such as choosing frozen chicken as the basic ingredient for the chicken used because frozen chicken has gone through several stages so that the quality of the chicken is better than chicken sold in the market in terms of cleanliness.

Product quality is a critical determinant of customer satisfaction, loyalty, and repurchase intention. High-quality products meet or exceed customer expectations, creating a positive perception and encouraging repeat purchases. According to previous studies, product quality

significantly influences customers' decisions to repurchase, as it enhances the perceived value (Chen et al., 2019) and reliability of the product. Attributes such as taste, texture, appearance, and packaging are integral to defining product quality and play a vital role in shaping consumer preferences. When consumers perceive the product as superior in quality, they are more likely to develop trust in the brand and exhibit a stronger intention to repurchase. For example, in the context of food products, aspects such as taste and freshness are often associated with quality. Consistent delivery of these attributes fosters customer loyalty and strengthens the likelihood of repurchase. Additionally, satisfied customers are more inclined to recommend the product to others, amplifying the product's market reach through positive word-of-mouth.

### **Price and Repurchase Intention**

Price is a key factor influencing consumer purchasing behavior and plays a significant role in determining repurchase intention (Yasri et al., 2020). Consumers often evaluate the value they receive relative to the price they pay, and favorable price perceptions can positively impact their intention to repurchase (Antwi, 2021). A fair, affordable, and competitive pricing strategy can enhance customer satisfaction and foster loyalty (Do et al., 2023), particularly when customers perceive the price to be aligned with the quality and benefits of the product.

In addition, price sensitivity varies among consumers (Acar et al., 2024); however, a well-balanced pricing strategy can reduce perceived financial risks and increase consumer trust in the brand. For instance, when consumers believe that the price corresponds to the portion size, quality, or uniqueness of the product, they are more likely to perceive the purchase as a good value (Lei et al., 2023), thereby increasing the likelihood of repurchase. Conversely, if the price is perceived as excessive or unjustified, it can deter future purchases despite the quality of the product.

The prices set by Ayam Tokok Balenggek have also been adjusted to the prices set by competitors, with prices ranging from Rp. 10,000 – Rp. 20,000 for all existing menus, this price is quite affordable for food prices in general. The price determination carried out by Ayam Tokok Balenggek also takes into account the operational costs of Ayam Tokok Balenggek, such as purchasing raw materials and employee salaries. By paying attention to product quality and affordable prices, it is hoped that it can increase consumers' repurchase intention in buying Ayam Tokok Balenggek.

This article focuses on analyzing the influence of product quality and price on repurchase intention in Ayam Tokok Balenggek. The aim is to find out whether product quality and price have a partial or simultaneous effect on repurchase intention in Ayam Tokok Balenggek so that the company can make future decisions and policies to increase repurchase intention, especially those related to price and product quality.

H1: Product Quality positively affects Repurchase Intention

H2: Price positively affects Repurchase Intention

## **2. Methods**

This research is quantitative research with a descriptive and explanatory approach. The descriptive approach was used to analyze the respondents' responses to the research variables, while the explanatory approach aimed to test the causal relationship between the independent variables (product quality and price) and the dependent variables (repurchase intention).

The research design used is a survey using a questionnaire as a data collection instrument. This design was chosen to allow the efficient collection of primary data from Ayam Tokok Balenggek consumers on a large scale. The population in this study is all consumers of Ayam Tokok Balenggek who have purchased the product at the specified location. The sampling technique was carried out by purposive sampling with the following criteria: (1) Consumers who have purchased and consumed Ayam Tokok Balenggek at least once; (2) Respondents who are over 17 years old. The number of samples was 100 respondents, according to the minimum sample that met the statistical analysis.

Independent Variable, Product Quality (X1): Measured by 8 statements; Price (X2): Measured in four indicators. Dependent Variable, Repurchase Intent (Y): Measured in six indicators. The research instrument was in the form of a questionnaire with a Likert scale, 5 points: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The instrument is tested for validity and reliability before use. Multiple linear regression analysis was used to test the influence of independent variables on dependent variables. Regression model:

$$\text{Repurchase Intention} = \alpha + \beta_1 \text{Product Quality} + \beta_2 \text{Price} + \varepsilon \quad (1)$$

### 3. Results

#### Respondents' Responses Regarding Product Quality Variables (X<sub>1</sub>)

Based on Table 1, it can be seen from the results of responses from 100 respondents of Ayam Tokok Balenggek consumers regarding the product quality variable. It is known that overall, consumers responded with agreeing answers with an average value of 3.87. The highest respondent response was in the first statement item, "I bought Ayam Tokok Balenggek because it tastes good," obtaining an average score of 4.31. Then, the lowest respondent response was in the fourth statement item, "I bought Ayam Tokok Balenggek because its physical form is different from other similar products," obtaining an average score of 3.32.

**Table 1.** Factors that Influence Consumers in Buying Fast Food

No	Statement	Answer Scale					Total Value Mark	Answer Scale	Information
		5	4	3	2	1			
1	I bought Ayam Tokok Balenggek because it tastes delicious	41	49	10	0	0	431	4,31	Very Agree
	<b>Value</b>	<b>205</b>	<b>196</b>	<b>30</b>	<b>0</b>	<b>0</b>			
2	I bought Ayam Tokok Balenggek because of the attractive appearance of the product	15	46	35	4	0	372	3,72	Agree
	<b>Value</b>	<b>75</b>	<b>184</b>	<b>105</b>	<b>8</b>	<b>0</b>			
3	I bought Ayam Tokok Balenggek because the product's texture was tasty and crunchy	33	56	10	1	0	421	4,21	Very Agree
	<b>Value</b>	<b>165</b>	<b>224</b>	<b>30</b>	<b>2</b>	<b>0</b>			
4	I bought Ayam Tokok Balenggek because its physical form is different from other products	9	30	46	14	1	332	3,32	Netral
	<b>Value</b>	<b>45</b>	<b>120</b>	<b>138</b>	<b>28</b>	<b>1</b>			
5	I bought Ayam Tokok Balenggek because it is made from quality ingredients	11	48	41	0	0	370	3,7	Agree
	<b>Value</b>	<b>55</b>	<b>192</b>	<b>123</b>	<b>0</b>	<b>0</b>			
6	I bought Ayam Tokok Balenggek because it suited my needs	36	44	19	1	0	415	4,15	Agree
	<b>Value</b>	<b>180</b>	<b>176</b>	<b>57</b>	<b>2</b>	<b>0</b>			

No	Statement	Answer Scale					Total Value Mark	Answer Scale	Information
		5	4	3	2	1			
7	I bought Ayam Tokok Balenggek because it was kept in a food warm display so the chicken's texture remained crispy and tasty when I bought it	23	43	30	2	2	383	3,83	Agree
<b>Value</b>		<b>115</b>	<b>172</b>	<b>90</b>	<b>4</b>	<b>2</b>			
8	I bought Ayam Tokok Balenggek packaged in styrofoam so it doesn't easily damage the texture of the chicken when bought at take away	20	36	39	4	1	370	3,7	Agree
<b>Value</b>		<b>100</b>	<b>144</b>	<b>117</b>	<b>8</b>	<b>1</b>			
<b>Total</b>								<b>3,87</b>	<b>Agree</b>

Source : Processed, 2024

### Respondents' Responses Regarding the Price Variable (X<sub>2</sub>)

This price questionnaire consists of 4 statement items. Table 2 shows the results of responses from 100 respondents of Ayam Tokok Balenggek consumers regarding the price variable. Overall, consumers responded with strongly agree answers with an average value of 4.28. The highest respondent response was in the second statement item, "I bought Ayam Tokok Balenggek because the price was in accordance with the portion I got," obtained an average score of 4.51. Then, the lowest respondent response was in the fourth statement item, "I bought Ayam Tokok Balenggek because the price of the product is competitive with other similar products," obtaining an average score of 3.93.

**Table 2.** Results of Respondents' Responses Based on Price Variables (X<sub>2</sub>)

No	Statement	Answer Scale					Total Value Mark	Answer Scale	Information
		5	4	3	2	1			
1	I bought Tokok Balenggek chicken because the price was affordable	48	42	10	0	0	438	4,38	Very Agree
<b>Value</b>		<b>240</b>	<b>168</b>	<b>30</b>	<b>0</b>	<b>0</b>			
2	I bought Tokok Balenggek Chicken because the price was in accordance with the portion I got	56	39	5	0	0	451	4,51	Very Agree
<b>Value</b>		<b>280</b>	<b>156</b>	<b>15</b>	<b>0</b>	<b>0</b>			
3	I bought Tokok Balenggek Chicken because the price matched the quality	39	50	11	0	0	428	4,28	Very Agree
<b>Value</b>		<b>195</b>	<b>200</b>	<b>33</b>	<b>0</b>	<b>0</b>			
4	I bought Tokok Balenggek Chicken because the price of the product is competitive with other similar products	26	45	25	4	0	393	3,93	Agree
<b>Value</b>		<b>130</b>	<b>180</b>	<b>75</b>	<b>8</b>	<b>0</b>			

**Total** **4,28** Very Agree

Source : Processed, 2024

### Respondents' Responses Regarding the Repurchase Intention Variable (Y)

This questionnaire regarding repurchase intention consists of 6 (six) statement items. Table 3 shows the results of responses from 100 respondents of Ayam Tokok Balenggek consumers regarding the repurchase intention variable, so it can be seen that overall, consumers responded with agreeing answers with an average value of 3.79. The highest respondent response was in the first statement item, "I intended to repurchase Ayam Tokok Balenggek," with an average score of 4.32. Then the lowest respondent response was in the fifth statement item, "I am intentioned in finding out the latest information regarding the newest types of Tokok Balenggek Chicken menus," obtaining an average score of 3.36.

**Table 3.** Results of Respondents' Responses Based on Repurchase Intention Variable (Y)

No	Statement	Answer Scale					Total Value Mark	Average	Information
		5	4	3	2	1			
1	I am intentioned to buy Tokok Balenggek Chicken again	43	46	11	0	0	432	4,32	Very Agree
	<b>Value</b>	<b>215</b>	<b>184</b>	<b>33</b>	<b>0</b>	<b>0</b>			
2	I would recommend Ayam Tokok Balenggek to others	35	46	17	1	1	413	4,13	Agree
	<b>Value</b>	<b>175</b>	<b>184</b>	<b>51</b>	<b>2</b>	<b>1</b>			
3	I will make Tokok Balenggek Chicken my main choice to buy	12	31	48	9	0	346	3,46	Agree
	<b>Value</b>	<b>60</b>	<b>124</b>	<b>144</b>	<b>18</b>	<b>0</b>			
4	I bought Tokok Balenggek Chicken because I have subscribed for a long time	13	39	33	15	0	350	3,5	Agree
	<b>Value</b>	<b>65</b>	<b>156</b>	<b>99</b>	<b>30</b>	<b>0</b>			
5	I am intentioned in finding out information about the newest types of Ayam Tokok Balenggek menu	12	30	41	16	1	336	3,36	Netral
	<b>Value</b>	<b>60</b>	<b>120</b>	<b>123</b>	<b>32</b>	<b>1</b>			
6	I bought Tokok Balenggek Chicken because the information provided by other consumers is good	22	54	20	4	0	394	3,94	Agree
	<b>Value</b>	<b>110</b>	<b>216</b>	<b>60</b>	<b>8</b>	<b>0</b>			
<b>Total</b>							<b>3,79</b>	<b>Agree</b>	

Source : Processed, 2024

### Research Instruments Test

Based on Table 4, it can be seen that the calculated  $r$  value of all statements in the product quality indicators tested is positive, and the results are greater than  $r$  table, meaning that each question item in the Product Quality variable ( $X_1$ ) is valid. Based on Table 5, it can be seen that the

calculated  $r_{\text{value}}$  for all statements in the price indicators tested is positive, and the results are greater than  $r_{\text{table}}$ , meaning that each question item in the Price variable ( $X_2$ ) is valid. Based on Table 6, it can be seen that the calculated  $r_{\text{value}}$  of all statements in the repurchase intention indicator tested is positive, and the results are greater than  $r_{\text{table}}$ , meaning that each question item in the Repurchase Intention (Y) variable is valid.

**Table 4.** Validity Test Results for Product Quality Variables ( $X_1$ )

No	Statement	r tabel	r count	Information
1	X1.1	0,196	0,574	Valid
2	X1.2	0,196	0,696	Valid
3	X1.3	0,196	0,568	Valid
4	X1.4	0,196	0,685	Valid
5	X1.5	0,196	0,780	Valid
6	X1.6	0,196	0,402	Valid
7	X1.7	0,196	0,677	Valid
8	X1.8	0,196	0,569	Valid

Source: Processed, 2024

**Table 5.** Price Variable Validity Test Results ( $X_2$ )

No	Statement	r tabel	r count	Information
1	X2.1	0,196	0,784	Valid
2	X2.2	0,196	0,716	Valid
3	X2.3	0,196	0,715	Valid
4	X2.4	0,196	0,793	Valid

Source: Processed, 2024

**Table 6.** Validity Test Results of the Repurchase Intention Variable (Y)

No	Statement	r tabel	r count	Information
1	Y.1	0,196	0,699	Valid
2	Y.2	0,196	0,708	Valid
3	Y.3	0,196	0,816	Valid
4	Y.4	0,196	0,736	Valid
5	Y.5	0,196	0,737	Valid
6	Y.6	0,196	0,509	Valid

Source: Processed, 2024

### Reliability Test

The following are the results of the reliability test of the product quality and price variables on repurchase intention in Ayam Tokok Balenggek. Table 7 shows that the Cronbach's Alpha value for the product quality variable is 0.765, the price variable is 0.740, and the Repurchase Intention variable is 0.792. From these data, it can be concluded that the statement instrument in this research questionnaire is reliable because it has a Chrobach's Alpha value  $> 0.70$ .

**Table 7.** Reliability Test Results

Variable	N of Items	Cronbach's Alpha	Information
Product Quality	8	0,765	Reliable
Price	4	0,740	Reliable

<b>Repurchase Intention</b>	6	0,792	Reliable
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Source: Processed, 2024

### Multiple Linear Regression Analysis

From the data results in Table 11, it can be implemented that (1) The constant value of the regression equation is -0.446, meaning that if the product quality and price variables have a value of (0), then consumers are not intentioned in buying Ayam Tokok Balenggek again; (2) The regression coefficient for the product quality variable from the multiple linear regression calculation obtained a coefficient value ( $b_1$ ) = 0.522. The higher the quality of the product ( $X_1$ ), the higher the repurchase intention (Y) in Ayam Tokok Balenggek; (3) The regression coefficient on the price variable from multiple linear calculations obtained a coefficient value ( $b_2$ ) = 0.410. The higher the price indicator ( $X_2$ ), the greater the repurchase intention (Y) in Ayam Tokok Balenggek.

**Table 11.** Results of Multiple Linear Analysis

#### 1. Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,446	2,425		-0,184	0,854
	Product Quality ( $X_1$ )	0,522	0,071	0,573	7,307	0,000
	Price ( $X_2$ )	0,410	0,131	0,246	3,139	0,002

a. Dependent Variable: Repurchase Intention (Y)

Source : Processed, 2024

**Table 12.** Partial Test Results (T-Test)

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0,446	2,425		-0,184	0,854
	Product Quality ( $X_1$ )	0,522	0,071	0,573	7,307	0,000
	Price ( $X_2$ )	0,410	0,131	0,246	3,139	0,002

a. Dependent Variable: Repurchase Intention (Y)

Source : Processed, 2024

### F Test

#### Influence of Product Quality ( $X_1$ ) and Price ( $X_2$ ) Variables on Repurchase Intention (Y)

The  $F_{count}$  value obtained is 49.373, while the  $F_{table}$  value is 3.09, so it can be seen that the  $F_{count}$  value is  $49.373 > F_{table}$  3.09 with a significance level of 0.000 because the significance level is  $<0.05$ . In other words, it can be said that the variables of product quality and price together (simultaneously) have a significant effect on the repurchase intention variable in Ayam Tokok Balenggek (Table 13).

**Table 13.** Simultaneous Test Results (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	590,517	2	295,258	49,373	0,000 <sup>b</sup>
	Residual	580,073	97	5,980		
	Total	1170,590	99			

a. Dependent Variable: Repurchase Intention (Y)
b. Predictors: (Constant), Price (X <sub>2</sub> ), Product Quality (X <sub>1</sub> )

Source: Processed, 2024

### Correlation Coefficient Test (R) and Determination Coefficient Test

Based on Table 14, it can be seen that the correlation between the independent variable and the dependent variable is  $R = 0.710$ . This shows that the product quality and price variables have a strong relationship with repurchase intention in Ayam Tokok Balenggek. From the results of this analysis, it is known that the Adjusted R Square (adjusted coefficient of determination) is 0.494 or is included in the moderate category. This means that variations in product quality and price variables can explain 49.4% of the repurchase intention variable in Ayam Tokok Balenggek. Meanwhile, the remainder ( $100\% - 49.4\% = 50.6\%$ ) is explained by other factors not included in this research, such as promotions, service quality and consumer loyalty, location and so on.

**Table 14.** Correlation Coefficient (R) and Determination Coefficient (R<sup>2</sup>) Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,710 <sup>a</sup>	0,504	0,494	2,445
a. Predictors: (Constant), Price (X <sub>2</sub> ), Product Quality (X <sub>1</sub> )				

Source : Processed, 2024

## 4. Discussion

Based on the results of the t-test in Table 12, to determine the magnitude of the influence of each independent variable partially (individually) on the dependent variable is as follows:

### Product Quality positively affects Repurchase Intention

The results of the partial test (T-test) in Table 12 indicate that the product quality variable (X<sub>1</sub>) has a significant positive effect on repurchase intention (Y). The unstandardized regression coefficient (B) for product quality is 0.522 with a p-value (Sig.) of 0.000, which is less than the significance threshold of 0.05. This demonstrates that as the quality of the product improves, the repurchase intention among consumers increases significantly.

This finding aligns with previous studies emphasizing the critical role of product quality in fostering customer loyalty and encouraging repeat purchases. Consumers are more likely to repurchase a product that meets or exceeds their expectations in terms of taste, texture, and overall satisfaction, as evidenced by the high average scores in statements like "I bought Ayam Tokok Balenggek because it tastes delicious" (average score of 4.31). The results suggest that maintaining high product quality can strengthen customer loyalty and support sustainable business growth.

### Price positively affects Repurchase Intention.

The analysis also reveals a significant positive relationship between price (X<sub>2</sub>) and repurchase intention (Y), with an unstandardized regression coefficient (B) of 0.410 and a p-value (Sig.) of 0.002. This means that partially there is a significant influence between price on repurchase intention in Ayam Tokok Balenggek. This implies that a competitive and perceived fair pricing strategy significantly influences consumers' intentions to repurchase.

The statement "I bought Ayam Tokok Balenggek because the price was in accordance with the portion I got" received the highest response (average score of 4.51) among price-related items, indicating that consumers value fair pricing that aligns with the perceived value of the product. Competitive pricing that reflects the quality of the product and meets consumer expectations encourages trust and loyalty, leading to higher repurchase intention (Rizzon et al., 2023).

### Product Quality and Price on Repurchase Intention

The multiple linear regression analysis in Table 11 demonstrates that both product quality and

price jointly influence repurchase intention. The model indicates that product quality ( $X_1$ ) has a stronger effect on repurchase intention (standardized Beta = 0.573) compared to price (standardized Beta = 0.246). This suggests that while both factors are important, product quality plays a more dominant role in shaping consumers' decisions to repurchase.

The absence of multicollinearity in the regression model, as evidenced by the VIF values (<10) and tolerance values (>0.10), confirms the independent contributions of product quality and price to repurchase intention. Furthermore, the data meet the assumptions of normality and homoscedasticity, ensuring the reliability of the regression analysis.

## 5. Conclusion

The research results show that respondents' responses to the product quality variable ( $X_1$ ) are included in the agreed category with an average value of 3.87. This shows that the product quality of Ayam Tokok Balenggek is included in the good category. Meanwhile, respondents' responses to the price variable ( $X_2$ ) are included in the strongly agree category with an average value of 4.28. This shows that the pricing for Ayam Tokok Balenggek is included in the very good category. Respondents' responses to the repurchase intention variable (Y) are included in the agreed category with an average value of 3.79. This shows that repurchase intention in Ayam Tokok Balenggek is included in the good category.

The results of this study provide strategic implications for Ayam Tokok Balenggek in increasing consumer repurchase intention. With the finding that product quality and price significantly affect repurchase intention, company management needs to prioritize quality supervision of raw materials and production processes to maintain quality consistency. In addition, competitive pricing strategies need to be constantly updated by taking into account consumer purchasing power and market conditions. This research also shows the importance of innovation in products and promotions as a further step to increase competitiveness in a competitive market (Pratono, 2022). This implication is relevant not only for Ayam Tokok Balenggek but also for similar culinary business actors.

This research contributes to the literature on the factors that affect consumers' repurchase intention in the culinary sector, especially traditional fast food. By using Ayam Tokok Balenggek as a case study, this study provides new insights into the importance of the combination of product quality and price in retaining customers. Its practical contribution is to provide data-driven guidance for business actors to understand consumer behavior so that they can develop more effective marketing strategies. In addition, these findings are also relevant for academics and practitioners in developing business models that focus on quality and customer value in the competitive culinary industry.

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