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RESEARCH ARTICLE

Perceived Quality, Taste, and Price Perception Increase Repurchase Intention through Customer Satisfaction

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Abstract

This study aims to identify the relationship between perceived quality, taste, and perceived price on customer satisfaction and repurchase intention at Soto Mie Bogor. The population in this study consisted of customers of Soto Mie Bogor. This study involved 246 respondents who were collected using a questionnaire distribution with a purposive sampling technique. The purposive sampling requirement is that customers have visited Soto Mie Bogor, at least twice. Data analysis was carried out by Structural Equation Modeling (SEM) with the help of SmartPLS software. The results showed that taste has a significant effect on customer satisfaction ($t = 2.426$, $p = 0.016$) and repurchase intention ($t = 3.805$, $p = 0.000$). Customer satisfaction also has a significant effect on repurchase intention ($t = 4.382$, $p = 0.000$). In addition, price perception has a positive and significant effect on customer satisfaction ($t = 8.206$, $p = 0.000$) and repurchase intention ($t = 3.441$, $p = 0.001$). In contrast, perceived quality has no significant effect on customer satisfaction ($t = 1.689$, $p = 0.092$) or repurchase intention ($t = 0.757$, $p = 0.450$). Analysis of indirect effects shows that taste affects repurchase intention through customer satisfaction has a significant effect ($t = 2.298$, $p = 0.022$), and perceived quality affects repurchase intention through customer satisfaction has no significant effect ($t = 1.497$, $p = 0.135$). Furthermore, price perception on repurchase intention through customer satisfaction has a significant effect ($t = 3.788$, $p = 0.000$).
Keywords: Perceived Quality, Taste, Price Perception, Customer Satisfaction, and Repurchase Intention

Introduction

Most of people's needs are influenced by the culinary industry. Indonesian cuisine reflects the natural wealth and cultural diversity that characterizes this country. Each region in Indonesia has its own culinary uniqueness that captivates the tongue and heart of anyone who tastes it. Various spices and local specialties produce distinctive flavors, making every Indonesian dish special. One of the archipelago's culinary specialties is Soto Mie, which is considered a complete soto because of the many ingredients served in one bowl. As time goes by, changes in people lives have caused the desire to make their own dishes to decline, which results in a lot of competition in the culinary industry, especially the food business, to open new business opportunities. Therefore, the culinary sector will continue to experience development and growth. Business owners must develop effective strategies to win the competition in the culinary industry, which has many similar competitors. Business owners must be able to improve perceived quality and taste to create consumer satisfaction. That way, consumers will be encouraged to make repeat purchases.

Perceived quality is defined as consumers' evaluation of the superiority of a product (Carvalho et al., 2020). Perceptions of quality include consumers views on the product's image and reputation, as well as the extent to which the company shows responsibility for the product (Tjiptono, 2019). From the above definition, the author argues that when the perceived quality of the product is high, consumers tend to be satisfied because the product meets their needs and wants well. In addition, good taste can strengthen consumer confidence in the value of the product, which in

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turn increases satisfaction, and consumers are interested in making repeat purchases.

In addition to perceived quality, the next factor to consider is taste. Drummond & Brefere (2010) state that taste is a way of choosing food that is different from the taste of the food itself. Taste reflects the quality, freshness of raw materials, and skill in food processing. Business owners need to maintain consistency in taste because when taste matches consumer expectations, they tend to feel satisfied and encourage consumers to repurchase. Based on previous research conducted by Olivier et al., (2023) found that taste influences customer satisfaction. Furthermore, previous research conducted by Robin et al., (2024) suggests that taste influences repurchase intention.

Pricing has a very important role in the business world. Customers also want a price that matches the value of the product. Therefore, business actors must determine the selling price in advance before running a business (Dewi, 2020). Price perception is the process by which consumers compare prices before deciding to make a transaction or purchase (Samah et al., 2015). Price perception is a subjective reference that buyers use to assess the price of a product based on their observations (Porral & Mangin, 2015). The price set by business people determines customer satisfaction (Salim et al., 2020). Based on previous research conducted by Hakim & Paludi (2023), it is suggested that price perception influences customer satisfaction.

Customer satisfaction is the main aspect that must be considered by business actors. Business owners try to meet consumer needs through various strategies and approaches, with the aim that customers feel satisfied and are interested in returning to buy the products offered. Customer satisfaction refers to a positive emotional condition that arises from a good assessment of the consumer's experience with a company (Zhou et al., 2018). Customer satisfaction is determined by their cognitive assessment of whether expectations have been met or even exceeded expectations. Customers will feel satisfied and fulfilled when the products or services they receive match their needs and desires (Oliver, 1980). Customer satisfaction is the perception that their expectations have been met or even exceeded (Gerson, 2004). Customer satisfaction reflects the comparison between consumer expectations and the experience they feel when using a product. If product performance matches or exceeds expectations, consumers are satisfied. Conversely, if the product performance does not meet expectations, they will feel dissatisfied.

According to Lin & Chang (2020), Repurchase intentions refer to the likelihood of customers purchasing the same product in the future. When customers repeatedly buy certain products from the same brand, this indicates an intention to repurchase (Bakar et al., 2017). Customers tend to buy the same product because they like the taste or emotion it produces, and feel the experience is unique and cannot be obtained elsewhere. This makes them more likely to return and have the same view of the product. Repurchase intentions can be influenced by product performance at first purchase and the customer's initial experience in the decision-making process. This creates a pleasant experience that encourages customers to buy the product or use the service again (Um et al., 2006).

The purpose of this study is to determine perceived quality, taste, and price perception to increase repurchase intention through customer satisfaction.

Literature Review

Perceived Quality

Perceived quality is defined as consumers' assessment of the features of a product (Carvalho et al., 2020). Perceived quality is a consumer's subjective assessment of the quality of a product, where the emphasis lies on the fact that the quality perceived by consumers may differ from the actual quality of the product (Mensah et al., 2022). Meanwhile, according to Zeithaml (1988) Perception of quality refers to the consumer subjective assessment of the level of excellence or value of a product. According to Konuk (2018), there are indicators of perceived quality, which consist of high quality, superior product, and very good quality.

Customer satisfaction is defined as a psychological condition of satisfaction or

disappointment that arises after customers compare the results they feel from goods or services with their expectations (Zhao & Huang, 2024). According to Filieri et al., (2023), Customer satisfaction is an impression formed from their travel experience, such as a deep and unforgettable sense of happiness.

Repurchase intention is one of the important steps in forming loyal customers (Surianto et al., 2020). Customers decisions to keep interacting with service providers in the future, as well as the actions they will take are referred to as repurchase intentions (Hume et al., 2007). Customers who are satisfied with the perceived quality tend to have the intention to continue to make repeat purchases. This is by the results of previous research conducted by Samudro et al., (2020), which shows that perceived quality has a significant effect on customer satisfaction. The same thing also happened in Azhar & Wuryan (2024), which found that perceived quality has a significant effect on repurchase intention.

- H_1: There is a direct effect of perceived quality on customer satisfaction.
- H_2: There is a direct effect of perceived quality on repurchase intention.
- H_3: There is an indirect effect of perceived quality on repurchase intention through customer satisfaction.

Taste

The most important consideration when choosing something to eat is the taste of the food. According to Drummond & Brefere (2010), Taste is the way a person chooses food, which needs to be distinguished from the taste of the food itself. Taste is one of the sensory modalities that involves the oral perception of chemical compounds in food that stimulate receptor cells in the taste buds (Breslin, 2013). Taste is a major factor in food that plays a major role in influencing customer satisfaction in restaurants, thus determining their future behavioral intentions (Shaharudin et al., 2011). Food flavors play an important role in a culinary product. The uniqueness of the taste of a food product can be a distinctive feature for customers. When the taste of a food product matches tastes and meets customer expectations, this will provide satisfaction for consumers. This satisfaction then contributes to their increased interest in making repeat purchases. Drummond & Brefere (2010). There are 4 indicators of taste consisting of: smell, taste, texture, and temperature.

Customer satisfaction is a positive evaluation that consumers make of the product or service they use, indicating that the product or service has successfully met their needs and expectations (Lamb & Hair, 2011). When customers experience of a product or service meets or exceeds their expectations, they tend to make repeat purchases from the same business owner in the future. This happens because they feel the value received is worth the costs incurred. Customer satisfaction is the feeling of pleasure experienced by customers after using a product or service (Buttle & Maklan, 2015).

According to Jones et al., (2007), Repurchase Intention is the extent to which consumers are willing to buy the same product or service again. Customers tend to choose to buy the same product because they like the taste or emotion produced, and the experience is difficult to find elsewhere. As a result, customers are more likely to return and have a positive perception of the product (Bigne et al., 2009). This follows the results of research conducted by Sari (2021), which shows that taste has a significant effect on customer satisfaction. The same thing also happened in the research of Olivier et al., (2023), which obtained the result that taste has a significant effect on repurchase intention. Thus, the following hypothesis can be drawn:

- H_4: There is a direct influence of taste on customer satisfaction
- H_5: There is a direct effect of taste on repurchase intention
- H_6: There is an indirect effect of taste on repurchase intention through customer satisfaction.

Price Perception

Price perception is when the price explanation can be understood by the customer, which is then considered meaningful based on previous customer experience (Olson & Peter, 2014). According to Lee et al., (2011), Price perception is the consumer's evaluation of the

price offered by the seller, which is considered logical, justifiable, and accountable. A positive customer response to price is expected to encourage repurchase intention and can provide satisfaction for customers with the product or service received. The price of a product or service that meets customer needs will create a sense of satisfaction and encourage customers to repurchase. According to Kotler & Armstrong (2018), there are indicators of price perception which consist of: price affordability, price suitability, price competitiveness, and price compatibility with benefits.

Customer satisfaction is cumulative satisfaction, which is the final judgment made by customers based on their experience with a product brand (Dash et al., 2021). Customer satisfaction can be formed through consumers emotional responses, such as feelings of happiness, joy, and satisfaction when they have the experience of using services from a brand or company (Gummerus et al., 2012).

Repurchase intention is defined as the likelihood of a person to keep buying products from the same company in the future. If the company can provide high-quality services that meet customer expectations, the intention to make repeat purchases will increase (Shi et al., 2018). Repurchase intention can be influenced by product performance when customers buy the product for the first time and their first experience in the decision-making process, which contributes to positive memories and can influence their intention to repurchase the product or service (Um et al., 2006). This follows the results of research conducted by Fadjri & Silitonga (2018), which shows that price perception has a significant effect on customer satisfaction. The same thing also happened in Nova & Tuti (2023), which obtained the results that price perception has a significant effect on repurchase intention. Thus, the following hypothesis can be drawn:

- H_7: There is a direct effect of price perception on customer satisfaction
- H_8: There is a direct effect of price perception on repurchase intention
- H_9: There is an indirect effect of price perception on customer satisfaction through repurchase intention.

Customer Satisfaction

Customer satisfaction is a condition where the buyer receives the benefits of buying the product following the costs that have been incurred (Tjiptono, 2014). Customer satisfaction is also a good way to develop product improvement strategies, as it will help businesses reduce costs, increase customer repurchase rates, and increase profitability (Wu & Liao, 2025). Customer satisfaction refers to consumers assessment of their overall experience in buying and using products or services offered by a company (Seok et al., 2024). Satisfaction is an evaluation based on the extent to which a person's expectations are met in the context of the service received (Zboja et al., 2015). Customer satisfaction is an overall assessment that customers make of a brand or product, based on their experience while interacting with the brand (Han et al., 2018). According to Tjiptono (2014), there are 3 indicators, namely: Expectation conformity, interest in visiting again, and willingness to recommend. Based on previous research conducted by Kurniawan & Silitonga (2024) shows that customer satisfaction affects repurchase intention. Thus, the following hypothesis can be drawn:

- H_{10}: There is an effect of customer satisfaction on repurchase intention.

Repurchase Intention

Repurchase intention is a concrete action that arises from the customer's desire to re-experience the same benefits of a product or service (Tian et al., 2022). According to Hellier et al., (2003) argue that repurchase intention reflects customers' interest in returning to buy a product or service that they have used before, with this decision based on an evaluation of the performance of the product or service, which is considered to have met their expectations. Repurchase intention is one of the important steps in forming loyal customers (Surianto et al., 2020). Customers desire to repurchase arises when they feel a level of satisfaction (Saleem et al., 2017). According to Jones et al., (2007), Repurchase Intention is the extent to which consumers are willing to buy the same product or service again. According to Chang et al.,

(2014), there are 2 indicators, namely: repurchase and recommend others to purchase.

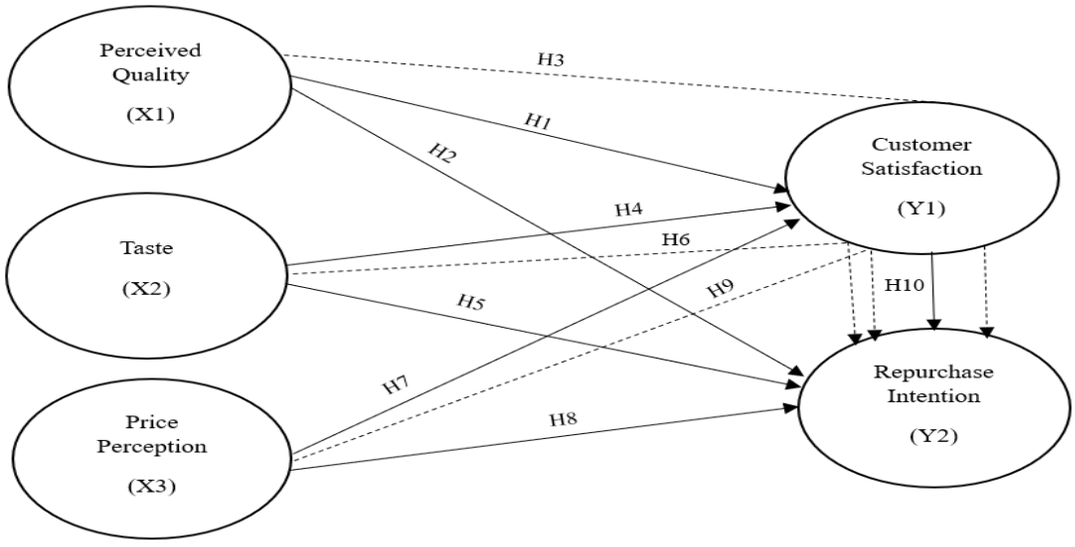

Figure 1. Conceptual Framework

Method

This research uses quantitative methods. The population in this study was consumers of Soto Mie Bogor, which involved 246 respondents. This research was conducted from December 2024 to January 2025. The sampling technique used was purposive sampling, namely, consumers who have made at least two purchases. The questionnaire was distributed using google form to visitors to Soto Mie Bogor in the Bogor area. Pilot tests were conducted in this study involving 30 Soto Mie Bogor customers to test validity and reliability. To test the hypothesis in this study, the Structural Equation Modeling (SEM) method was used with a variant-based approach known as Partial Least Square (PLS), and the analytical tool used in this study was SmartPLS version 3.2.9. The application of PLS-SEM allows hypothesis testing without having to rely on a strong theoretical basis, as well as ruling out some nonparametric assumptions and model accuracy parameters predicted from the coefficient of determination (Latan & Ghozali, 2015). The use of Partial Least Square (PLS) in this study is to analyze perceived quality, taste, and perceived price increase customer satisfaction through repurchase intention**.**

Results and Discussion

The model used in this study consists of three exogenous variables, namely perceived quality, perceived taste, and perceived price. Customer satisfaction and repurchase intention as endogenous variables

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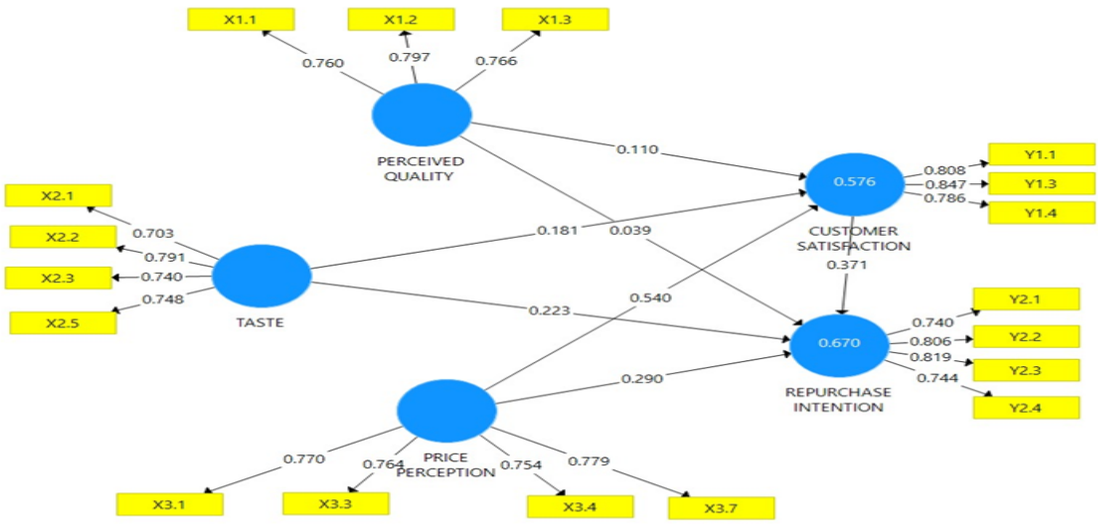

Figure 2. Structural Model

Table 1. Convergent Validity Test

Variable	Indicator	Item	Outer Loading	Reliability	AVE
Perceived Quality	1. High quality	X1.1	0,760		
	2. Superior product	X1.2	0,797	0,834	0,557
	3. Very good product	X1.3	0,766		
	(Konuk, 2018)				
Taste	1. Smells	X2.1	0,703		
	2. Taste	X2.2	0,791	0,855	0,663
	3. Texture	X2.3	0,740		
	4. Temperature	X2.5	0,748		
	(Drummond & Brefere, 2010)				
Price Perception	1. Price Affordability	X3.1	0,770		
	2. Price conformity				
	3. Price competitiveness	X3.3	0,764	0,818	0,600
	4. Price match with benefits	X3.4	0,754		
	(Kotler & Armstrong, 2018)	X3.7	0,779		
Customer Satisfaction	1. Expectation conformity	Y1.1	0,808		
	2. Interest in visiting again				
	3. Willingness to recommend	YI.3	0,847		
	(Tjiptono, 2014)			0,851	0,588
		Y1.4	0,786		
Repurchase intention	1. Repurchase	Y2.1	0,740		
	2. Recommend others to purchase				
	(Chang et al., 2014)	Y2.2	0,806	0,860	0,605
		Y2.3	0,819		
		Y2.4	0,744		

Source: Authors,2025.

Based on the data analysis in the table above, it can be concluded that if the AVE value is greater than 0.5, the indicators in this study meet the criteria for convergent validity. All data presented shows that the outer loading value is greater than 0.5, without any data showing an outer loading value of less than 0.5. Therefore, it can be concluded that the data used is valid and applicable in this study, and can be used for further analysis. In addition, discriminant validity can also be assessed through other methods, such as looking at the Average

Variance Extract (AVE) value for each indicator. It is clear from the AVE data in Table II that the AVE value for the variables Perceived quality (X1), Taste (X2), Price perception (X3) and Customer Satisfaction (Y1), and Repurchase intention (Y2) have an AVE value greater than 0.05. As a result, each variable has strong discriminant validity.

Table 2. Discriminant Validity Test - Fornell-Larcker

Variable	Taste	Customer Satisfaction	Perceived Quality	Price Perception	Repurchase Intention
Taste	**0,746**				
Customer Satisfaction	0,636	**0,814**			
Perceived Quality	0,691	0,575	**0,774**		
Price Perception	0,701	0,736	0,629	**0,767**	
Repurchase Intention	0,689	0,748	0,588	0,744	**0,778**

Source: Authors,2025.

In this study, discriminant validity was tested by looking at the cross-loading value. The results showed that the cross-loading value for each indicator was higher than the cross-loading value with indicators from other constructs. This indicates that each construct has high discriminant validity. Based on the table above, the customer satisfaction variable has the highest value (0.814), followed by repurchase intention (0.778), perceived quality (0.774), price perception (0.767), and taste (0.746). From these results, it can be concluded that each indicator statement has a higher loading value on its latent construct compared to indicators on other latent constructs. If this condition is met, then discriminant validity is declared valid (Fornell & Larcker, 1981).

Table 3. Multicollinearity Result

Variable	Taste	Customer Satisfaction	Perceived Quality	Price Perception	Repurchase Intention
Taste		2,470			2,547
Customer Satisfaction					2,357
Perceived Quality		2,076			2,105
Price Perception		2,133			2,820
Repurchase Intention					

Source: Authors,2025.

The VIF value is used as a parameter to measure multicollinearity. Based on the VIF values used in this study (2.470 to 2.133), the VIF value is not more than 5.0. This indicates that multicollinearity is not a problem, allowing for further research.

Table 4. R-Square Test

Variable	R Square	RSquare Adjusted
Customer Satisfaction	0,576	0,570
Repurchase Intention	0,670	0,664

Source: Authors,2025.

Based on the above assessment, customer satisfaction has a value of 0.576, or equivalent to 57.6% perceived quality, taste, and price perception have an influence of 57.6% on customer satisfaction, the remaining 42.4% is influenced by other factors. The repurchase intention variable has a value of 0.670, equivalent to 67.0%, so perceived quality, taste, and price perception have an influence of 67.0% on customer satisfaction, the remaining 33% is influenced by other factors.

Table 5. F-Square Test

Variable	F- Square	Result
Perceived Quality -> Customer Satisfaction	0,014	Not effect
Perceived Quality-> Repurchase Intention	0,002	Not Effect
Taste -> Customer Satisfaction	0,031	Small
Taste -> Repurchase Intention	0,117	Small
Price Perception-> Customer Satisfaction	0,322	Medium
Price Perception -> Repurchase Intention	0,090	Small
Customer Satisfaction-> Repurchase Intention	0,177	Medium

Source: Authors, 2025.

According to Furadantin (2018), the f-square measurement criteria categorize the value of 0.02 as small, 0.15 as medium, and 0.35 as large. Values less than 0.02 can be ignored or considered to have no effect. Based on the F-square table above, the data shows that the effect of perceived quality (X1) on customer satisfaction (Y1) is in the no effect category with a value of 0.014. The effect of perceived quality (X1) on repurchase intention (Y2) is in the no effect category with a value of 0.002. The effect of taste (X2) on customer satisfaction (Y1) is in the small category with a value of 0.031. The effect of taste (X2) on repurchase intention (Y2) is in the small category with a value of 0.117. Furthermore, the effect of price perception (X3) on customer satisfaction (Y1) is in the medium category with a value of 0.322. In addition, the effect of price perception (X3) on repurchase intention (Y2) is in the small category with a value of 0.090. And finally, customer satisfaction (Y1) on repurchase intention (Y2) has a value of 0.177, which is in the medium category

Table 6. Prediction Accuracy Test (Q^2)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Taste	984,000	984,000	
Customer Satisfaction	738,000	464,025	0,371
Perceived Quality	738,000	738,000	
Price Perception	984,000	984,000	
Repurchase Intention	984,000	600,319	0,390

Source: Authors, 2025.

The method of prediction accuracy to predict the original data values can be seen by obtaining the Q-square value, if the Q2 value> 0 indicates that the exogenous variable has predictive relevance for the endogenous construct variable, while the Q2 value < 0 indicates that the exogenous variable has less predictive relevance for the endogenous construct variable. Testing the accuracy of predictions can be done using the Q2 value. A model is said to have high prediction accuracy if Q2 is more than 0, while a model is said to have weak prediction accuracy if Q2 is less than 0. Table 6 shows that variables that have Q2 more than 0 are customer satisfaction and repurchase intention. These variables have high predictive accuracy with a value of Q^2> 0 (0.371 and 0.390).

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Taste -> Customer Satisfaction	0,181	0,175	0,075	2,426	0,016	**Accepted**

Taste -> Repurchase Intention	0,223	0,226	0,059	3,805	0,000	**Accepted**
Customer Satisfaction ->Repurchase Intention	0,371	0,362	0,085	4,382	0,000	**Accepted**
Perceived Quality-> Customer Satisfaction	0,110	0,115	0,065	1,689	0,092	**Not Accepted**
Perceived Quality -> Repurchase Intention	0,039	0,039	0,052	0,757	0,450	**Not Accepted**
Price Perception-> Customer Satisfaction	0,540	0,541	0,066	8,206	0,000	**Accepted**
Price Perception -> Repurchase Intention	0,290	0,296	0,084	3,441	0,001	**Accepted**

Source: Authors, 2025

The results of the test use Smart-PLS to assess the research hypothesis of the path coefficient that shows the relationship and determine which one is accepted or rejected. If the t value of the path coefficient is more than 1.96 and the p value is less than 0.05, the hypothesis can be accepted. The results of the analysis that have been carried out are in table 8. Shows that the hypothesis taste -> customer satisfaction (t = 2.426 and p = 0.016), taste -> repurchase intention (t = 3.805 and p = 0.000), customer satisfaction -> repurchase intention (t = 4.382 and p = 0.000), perceived quality -> customer satisfaction (t = 1.689 and p = 0.092), perceived quality -> repurchase intention (t = 0.757 and p = 0.450), price perception -> customer satisfaction (t = 8.206 and p = 0.000), price perception -> repurchase intention (t = 3.441 and p = 0.001). Based on the results of the explanation, it can be concluded that the hypotheses contained in this study for taste -> customer satisfaction (t = 2.426 and p = 0.016), taste -> repurchase intention (t = 3.805 and p = 0.000), customer satisfaction -> repurchase intention (t = 4.382 and p = 0.000), price perception -> customer satisfaction (t = 8.206 and p = 0.000), price perception -> repurchase intention (t = 3.441 and p = 0.001) are accepted. Meanwhile, perceived quality -> customer satisfaction (t = 1.689 and p = 0.092), perceived quality -> repurchase intention (t = 0.757 and p = 0.450) is rejected.

Table 8. Indirect Effects

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**	**Results**
Taste -> Customer Satisfaction-> Repurchase Intention	0,067	0.062	0,029	2,298	0,022	**Accepted**
Perceived quality -> Customer Satisfaction-> Repurchase Intention	0,041	0,042	0,027	1,497	0,135	**Not Accepted**
Price Perception -> Customer Satisfaction-> Repurchase Intention	0,200	0,196	0,053	3,788	0,000	**Accepted**

Table 8 is the result of hypothesis testing that evaluates the indirect effect between variables in this study. The relationship between taste -> customer satisfaction -> repurchase intention with a value of (t = 2.298 and p = 0.022) shows that this hypothesis is accepted, which indicates that there is a significant relationship. The hypothesis of perceived quality -> customer satisfaction -> repurchase intention with a value of (t = 1.497 and p = 0.135) shows that this hypothesis has no significant effect, so the hypothesis is rejected. Similarly, with perceived price -> customer satisfaction -> repurchase intention with a value of (t = 3.788 and p = 0.000), the hypothesis is accepted because there is a positive and significant effect.

Discussion

Based on the objectives of this study, namely perceived quality, taste, and price perception, increase customer satisfaction through repurchase intention. The results of the hypothesis analysis above can be concluded that taste to customer satisfaction has proven significant, taste to repurchase intention has proven significant, customer satisfaction to repurchase intention has proven significant, perceived quality to customer satisfaction has proven insignificant, perceived quality to repurchase intention has proven insignificant, perceived price to customer satisfaction has proven significant, perceived price to purchase intention has proven significant. Then the indirect effects, among others, perceived quality on customer satisfaction through repurchase intention proved insignificant, taste on customer satisfaction through repurchase intention proved significant, and price perception on customer satisfaction through repurchase intention proved significant.

The test results on hypothesis 1 show that taste has a positive and significant effect on customer satisfaction. This is supported by Siregar et al., (2021) in their research, which states that there is a positive effect of taste on customer satisfaction. With this, it can be proven that good taste in terms of smell, texture, temperature, and taste can provide customer satisfaction. Taste can attract a customer's interest in making transactions. The taste provided must meet the expectations.

Based on the results of testing hypothesis 2, taste has a positive and significant effect on repurchase intention. This is supported by previous research conducted by Husna (2021), which suggests that taste influences repurchase intention. A delicious or distinctive taste creates a sensory experience that is well remembered by consumers, thus motivating them to buy the product again.

The results of research on hypothesis 3 show that, customer satisfaction has a positive and significant effect on repurchase intention. When customer satisfaction is met and consistent in every transaction, they will be more likely to repeat similar transactions in the future. This statement is supported by previous research, Nova & Tuti (2023), which states that customer satisfaction has a positive effect on repurchase intention.

Based on the results of the analysis of hypothesis 4, it proves that perceived quality has a negative and insignificant effect on customer satisfaction. With this, it is very important to improve perceived quality so that customer satisfaction can occur. Providing perceived quality that is not as expected makes customers feel dissatisfied.

Based on the results of the analysis in hypothesis 5, it proves that perceived quality has a negative and insignificant effect on repurchase intention. This is because the perceived quality offered has not been able to build repurchase intentions in customers. Repurchase intention is very important in the food industry business, if the perceived quality is given as expected and maintains its consistency, customers can make repurchase intentions.

The results of hypothesis 6, show that price perception has a positive and significant effect on customer satisfaction. This is supported by previous research conducted by Novianto & Nianggolan (2023) in his research which states that there is an effect of price perception on customer satisfaction. This means that if customer perceptions of prices are getting better, the level of customer satisfaction will increase. Therefore, prices that are perceived well by customers will encourage them to transact as an implication of their cognitive mind.

Based on the results of the analysis in hypothesis 7, price perception has a positive and

significant effect on repurchase intention. This is because prices that are considered fair and affordable by consumers will be more accessible again, thereby increasing repurchase opportunities. This statement is supported by Mahartana & Nianggolan (2022), which states that there is an effect of price perception on repurchase intention.

The results of research on hypothesis 8 provide evidence that taste has a positive and significant effect on customer satisfaction through repurchase intention. Following what is explained above, delicious flavors can create positive experiences that stick in the minds of customers. When customers enjoy products with flavors that match or exceed expectations, this triggers a high sense of satisfaction, so they tend to want to repeat the experience.

The test results on hypothesis 9 show that perceived quality on customer satisfaction through repurchase intention is declared insignificant. Even though customers rate perceived quality as high, it does not guarantee that customers are satisfied, and customers may not intend to repurchase because they are influenced by other factors such as price, service, or overall customer experience.

Based on the results of the analysis of hypothesis 10, it proves that price perception has a positive and significant effect on customer satisfaction through repurchase intention. This is because the price is considered to reflect fairness and is comparable to the quality received. This belief increases satisfaction and can strengthen repeat purchases.

Conclusion

The results of this study show that taste has a very significant role in influencing customer satisfaction and repurchase intention. Good taste, including smell, texture, temperature, and taste, can provide a positive sensory experience for customers, thereby increasing their satisfaction and encouraging them to make repeat purchases. In addition, customer satisfaction is also shown to have a positive influence on repurchase intention, where a consistent positive experience will encourage customers to make repeat transactions. Meanwhile, perceived quality does not show a significant effect on customer satisfaction or repurchase intention. This shows that even though customers think a product has good quality, this factor does not necessarily directly increase satisfaction and repurchase intention, because other factors such as price and service also influence customer decisions.

On the other hand, price perception has a significant influence on customer satisfaction and repurchase intention. Prices that are seen as fair and following the quality received will increase customer satisfaction and encourage them to make repurchases. In addition, good price perception can also strengthen the relationship between customer satisfaction and repurchase intention. Overall, the main factors that contribute to customer satisfaction and repurchase intention are taste and perceived price. Therefore, in the food industry, businesses need to maintain consistent taste quality and offer prices that match the perceived value of customers to increase customer loyalty and retention.

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