

The Effect of Price and Product Quality on Consumer Satisfaction and Repurchase Interest at Cipork Keriyuk (Cab. G-Walk)

Thenie Elzae Ongkowijoyo

CV. Sawit Alam Makmur

Thenieelzae@gmail.com

<https://doi.org/10.37715/rmbe.v2i1.2909>

Abstract— Cipork Keriyuk is a restaurant that offers food with pork based in Surabaya. This food is currently famous among the culinary trends in Indonesia. During this Pandemic Covid-19 Cipork continues to grow and strives to survive in the tight competition of the food business. Product quality and price are important factors that determine customer satisfaction, especially for those culinary businesses. Customer satisfaction also can affect the repurchase intention of customers. Cipork Keriyuk doesn't rule out the possibility of complaints and disappointments from customers. This research aims to find out whether this is the influence of product quality and price on customer satisfaction and repurchase intention on the study on Cipork Keriyuk Gwalk Branch. This research uses a quantitative method with sampling technique purposive sample. Primary data is collected by spreading a questionnaire to every customer that has consumed Cipork with a total amount unknown. The analysis technique used is SEM (Structural Equation Modeling) with PLS (Partial Least Square) for the data analysis method. The result of this research is that price and product quality are significant influences on customer satisfaction and repurchase intention, but customer satisfaction does not have a significant effect on repurchase intention.

Keywords—Product Quality, Price, Customer Satisfaction, Repurchase Intention

1. Introduction

Cipork Keriyuk is a business that operates in the *food and beverage sector*. Cipork Keriyuk offers food with a pork-based menu. In 2018 Cipork Keriyuk is a business that is still running its business by participating in the bazaar by offering a *Rice Bowl menu* with pork *topping*. The prices offered by Cipork for the food menu range from Rp. 40,000 to Rp. 55,000. Referring to research according to Cahyaningrum (2018), it is said that pricing greatly affects consumers in buying or using an item or service. Everyone has different criteria or satisfaction levels in enjoying food, there are consumers who judge food from the price and some adjust it to the quality of the products offered. Problems that occur according to consumer opinion in fulfilling consumer satisfaction Cipork Keriyuk Cab. Gwalk on price and product quality. Where according to Kiani's research, (2018) states that consumer satisfaction is the main key that drives repurchase interest because consumer satisfaction is formed through experiences and responses from consumer fulfillment that match their expectations, and consumers evaluate and compare information on producers where this assessment is very important. for producers because it has an impact on consumers' repurchase interest. The results of this study are expected to be used as input for companies that improve the effectiveness, efficiency, and operational performance of the company that is useful for the progress of the company and is able to provide benefits and provide information for readers.

2. Literature Review

2.1 Previous Research

Research from Usman and Permatasari (2019) to examine "Usman, Osly and Permatasari, Suci Dian, The Effect of Service Quality, Price, Brand Image, and Promotion to Customer Satisfaction Users of Transportation Services Ojek Online" with the independent variables being service quality, price, brand image and promotion, while the dependent variable is customer satisfaction from online motorcycle taxis. The similarity of the research above with the topic chosen by the researcher is the independent variable price and the dependent variable is customer satisfaction. Based on previous research from Nadila and Usman

(2020) to examine the "Effect of Product Quality, Price and Brand Image on the Buying Decision" Using Product Quality, Price, and Brand Image as the independent variables and Buying Decision as to the dependent variable with the research method using PLS and using 200 respondents with data collection techniques using questionnaires. The conclusion of the study states that the brand image variable has a significant influence on purchasing decisions, followed by the price variable and the last is the product quality variable as a variable that influences purchasing decisions. According to research from Shabrina and Budiatmo (2020) to examine " Pengaruh kualitas produk dan harga terhadap minat beli ulang dengan keputusan pembelian sebagai variabel intervening pada Holland Bakery Pandanaran Semarang" The conclusion is that product quality and price are factors that influence repurchase interest through purchasing decisions. The similarity of the research above with the topic chosen by the researcher is the use of the variables of product quality, price, and repurchase interest.

2.2 **Grand Theory**

2.2.1 *The Rational Choice Theory (The Rational Choice Theory)*

Coleman's rational choice theory is the rational behavior of individuals or actors who perform actions based on certain goals and then based on these goals, each person has his or her own judgment or choice (Wulandari & Hakim, 2020). The opinion of Sastrawati's research, (2020) shows that Coleman's choice theory has a clear understanding of individual behavior that leads to a goal, and goals are a form of behavior that is determined by values or preferences (choices). According to research conducted by Fernandez (2020) states that rational election theory has two main elements, namely

1. An actor is an individual who can act and make decisions and actors always have many choices. The indicators as an actor are acting because they have a purpose, having freedom in making choices, having actions that can maximize their needs, being able to control other actors.
2. Resources are potential that already exists or is owned. Related to the costs that will be incurred by actors to achieve their goals.

According to researcher Wulantami (2018), says that rational choice theory has the following propositions: Methodological individualism: explains how individuals deal with phenomena and make commitments with the aim of understanding the phenomenon. Directs how a consumer finds out about Cipork and decides to buy a product from Cipork with the aim of understanding Cipork and its products. Actor motivation: is a rational explanation that comes from actors so that they can face obstacles by choosing a more profitable option. Explaining how consumers respond to the price offered by Cipork is proportional to the benefits or advantages of the product. The ability of Cipork products with products from competitors, consumers will consider which one is more profitable for consumers.

2.3 **Literature Review**

2.3.1 *Definition of Price*

According to Rosmalia and Koesworodjati (2019), price is an exchange rate that can be equated with money or goods for the benefits obtained from an item or service and has an influence on the amount/level of producer profits. Another opinion says that the price is a sum of money that contains the utility/usability needed to obtain a number of combinations of goods or services that are exchanged in order to obtain the right to own Lubis (2018). Based on the above understanding, it can be concluded that the price is the value that must be issued by consumers to obtain/obtain goods that meet their needs or benefits from these goods or services.

According to research conducted by Vitomo (2018), it is said that price-fixing is the process of determining the value of the product that will be obtained by producers from the goods/services they provide to consumers. The objectives of pricing are: (Zulkarnaen & Amin, 2018)

1. Helping companies get as much profit as possible because they can analyze demand and costs.
2. Maintaining or increasing the company's market share, if the company's raw materials are too much, as long as the price can cover the fixed costs incurred, then intense competition can make the company survive.

3. The largest market share is very price-sensitive, so setting the right price will deter or reduce competitors. There are 5 stages in the process of determining the selling price of products where the procedures are: (Siregar, 2018)

1. First, determining targets, for example setting targets through marketing methods that minimize profits but have an advantage in the market or excel in quality.
2. Second, determine the price, which will determine the level of consumer demand based on various price levels circulating in the market.
3. Third, estimate the costs to be incurred as product production costs
4. Fourth, analyze the prices and offers provided by competitors as a reference for the price of their own products.
5. Fifth, choose the final price to understand the value that the product brings to the market.

According to research conducted by Efendi, (2018) states the methods for determining prices are as follows:

1. Cost-based pricing

This method is based on financial data, which is the most important price factor. This method aims to generate some profit from the costs incurred in production.

2. Competitive price

This method uses pricing by observing the level of competition, namely by observing prices. Provided by competitors prior to pricing.

3. Value-based pricing

This method uses data about the value of the product desired by the customer as the main factor in determining the price. It helps to understand consumers' understanding of the desired product and their willingness to pay.

2.3.2 Definition of Product Quality

According to research from Lubis (2018), product quality is an effort or a company's ability to satisfy customers, because customer satisfaction is not just a physical product. Another opinion from Hamidi (2020) is that the quality of a product is the quality that can be given to the market so that people can perceive, own, use or consume, thereby satisfying their wants or needs. Food quality (food quality) according to Winarjo's research (2017) is the quality characteristic of food served from producers which is then consumed by consumers. According to research from Lestari and Yusuf (2019) states the dimensions of food product quality are portion, taste, texture, aroma, color, temperature, and presentation. According to research from Hartanto (2019), food quality has several indicators, namely taste, product presentation, temperature, and freshness.

2.3.3 Consumer Satisfaction

According to Gunawan and Azhar (2020) the notion of consumer satisfaction is a feeling that comes from the impact of service results on consumer expectations for company services to consumers. According to Vitomo (2018) there are eight factors that can affect consumer satisfaction, namely:

1. Value: Used to measure the overall benefits of the product based on the customer's perception of the product received.
2. Competitiveness: a good or service must win the competition in the market to win over consumers.
3. Customer perception: the process by which people select, organize and interpret the stimuli received from the product through their senses and convert them into meaning.
4. Price: the perception of the price offered by producers to consumers. Low prices often generate product awareness and vice versa.
5. Image: Show consumers that when the image of the product is not good, the quality of the product is also not good.
6. Service stage: customer satisfaction, measuring the service provided by customers when using the product.
7. Moment of service: refers to the result of the service provided by the producer to its consumers, and the internal influences that can affect the level of service produced.

8. The level of customer importance: the level of consumer confidence that is most important before trying or buying a product, and is used as a benchmark for evaluating product performance.

Research conducted by researcher Yulyani (2018) states that consumer satisfaction has several indicators, namely product quality, price, service quality, and emotional factors.

2.3.4 Repurchase Interest

According to Nadia (2019) there are two types of consumer purchases, namely trial purchases and repeat purchases. Repurchase preferences are created after consumers go through a series of consumer buying processes: problem awareness, information seeking, alternative assessment, purchase decisions, and post-purchase behavior. Researcher Rosaliana (2018) confirms that purchasing is a consumer evaluation process and can significantly determine brand purchase motivation.

2.3.5 Hypothesis

Based on previous research and research methods, the following research hypotheses are proposed:

H1: Price has an effect on Consumer Satisfaction

H2: Product Quality Affects Consumer Satisfaction H3: Price Affects Purchase Interest Repeat

H4: Product quality affects repurchase intention

H5: Consumer Satisfaction Affects Repurchase Interest

3. Research Methods

3.1 Research approach

This research is a type of quantitative research. It is hoped that researchers can use the Repurchase research method at Cipork Keriyuk G-Walk Branch. The population in this study were customers from Cipork Keriyuk Branch G-Walk who had purchased Cipork products with the number of customers not yet known with certainty. In this study, the researcher decided to use the Hair Formula because it is known that the population in the study is not known for certain (Marranitha & Suardana, 2020). This study involved 17 indicators so referring to the third rule the sample size is at least 5x17 or 85 respondents. A total of 85 respondents in this study are considered sufficient because they have met the requirements of the maximum likelihood estimation method. This study uses non-random sampling so that the entire population does not necessarily have the opportunity to be a sample in the study. The sampling technique in this study is purposive sampling where according to Riyanto and Hatmawan (2020) purposive sampling is the determination when making choices about samples that have certain characteristics and characteristics that are considered to have a close relationship with the characteristics or traits. previously known population.

In this study, the researchers decided to use the Likert Scale as a standard to measure research variables, supported by the opinion of Riyanto and Hatmawan (2020) which stated that the Likert Scale is a common scale to be used in research that has the aim of measuring attitudes, opinions, and perception or the existence of other social phenomena.

Table 3. 1 Variable and Operational Definitions

Variable	Variable Definition	Indicator	Source
Price (X1)	The value that consumers must spend to obtain/receive a product, fulfill a demand, or obtain benefits from an item or service.	1. An affordable price 2. Prices that match the quality of the product 3. Prices that match the benefits of the product 4. Discounts 5. Price competitiveness	Krisdayanto et al. (2018)

Product Quality(X2)	A good/service that producers can offer to the market and goods/services that consumers can use to fulfill their needs.	1. Taste (<i>Taste</i>) 2. (<i>Product Presentation</i>) 3. Temperature (<i>Temperature</i>) 4. Freshness (<i>Food Freshness</i>)	Hartanto (2019)
Consumer Satisfaction (Y1)	The results of the evaluation of a person get his satisfaction with a product or service when comparing between expectations and what is obtained	1. Product quality 2. Price 3. <i>Service Quality</i> 4. <i>Emotional Factor</i>	Yulyani (2018)
Repurchase Interest (Y2)	Consumer attitudes toward the purchase, consumption, or use of goods or services that appear repeatedly over a period of time are based on the consumer's experience or positive reactions to the goods or services.	1. Transactional interest 2. Referral interest 3. Preferential interest 4. exploratory interest	Priskila and Priskila (Priskila & Priskila, 2020)

Source: **Processed Data (2021)**

3.2 Data Analysis

Based on the background of the problem from the results of previous research, the analysis model built in this study is as follows:

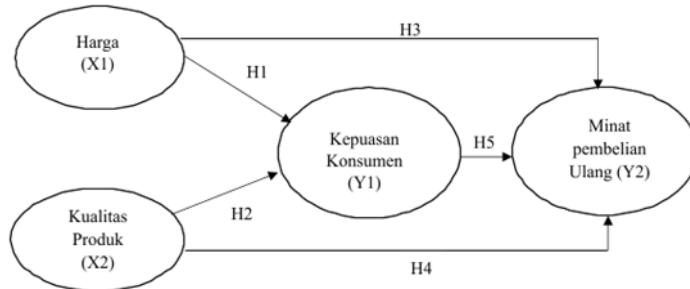


Figure 3. 1 Research Model
Source: **Processed Data (2021)**

Researchers used descriptive statistics to process the results of the questionnaire. According to Putri et al. (2021) descriptive statistics have a purpose, namely to explain the object of research or a summary without giving meaning/conclusions. In this study, the data analysis method that will be used is *structural equation modeling*. According to Aldyanti (2016), *Structural Equation Model* (SEM) is a field of statistical research that can test several relationships that are relatively difficult to measure simultaneously. Path analysis that will be used in this research is partial least square (PLS), using Smart PLS 3.0 software. According to Yoraeni and Arfian (2019) in PLS Path Modeling, there are two models, namely the Outer Model and the Inner Model. The measurement model (Outer Model) is a measurement model that provides an overview of the relationship between latent variables and manifest variables (indicators). The structural model (Inner Model) provides an overview of the model of the relationship between latent variables that are formed based on the substance of the theory.

4. Result and Discussion

This study obtained data from the results of distributing questionnaires to 85 samples of consumers who were consumers of Cipork Keriyuk (Cab. Gwalks). In the following section, we will discuss the general description of the respondents, the validity and reliability of the data, hypothesis testing and the results of data analysis regarding the statements in the questionnaire. According to respondent data obtained through distributing questionnaires, it was found that consumers who had purchased products from Cipork Keriyuk stated that as many as 55 respondents with a percentage of 65% were female consumers, while male consumers were only 30

respondents with a percentage of 35%. This shows that consumers from Cipork Keriyuk are dominated by women. According to research from Putri et al. (2019) in her research, women have a tendency to impulsive buying behavior, namely without consideration, and tend not to be able to regulate between wants and needs, so they will prioritize feelings (satisfaction) and trust in brands.

Based on the distribution of research questionnaires, data were obtained about the age of the respondents. Most of the respondents with an age range of 18-25 years were 31 respondents with a percentage of 36%, after that as many as 27 respondents with an age range of 26-35 years, for ages 36-41 as many as 17 respondents and respondents with an age above 42 years as many as 10 respondents. So it can be said that the age of 18-25 is the average age of consumers from Cipork Keriyuk. Research from Gesita (2019): 18-25 year olds are included in generation Z where the main characteristics of this generation are high awareness of technology, oriented to *customer experience* and they tend to do everything simultaneously (multitasking). Where one of the things that is expected by consumers is good service in terms of responding to orders must be fast and easy delivery services so that consumers do not have to leave their jobs just to get Cipork.

4.1 Description of Research Variables

Description of answers from respondents to each statement that measures the variables of this study, namely, Price, Product Quality, Consumer Satisfaction and Repurchase Interest. Based on the mean and standard deviation.

Table 4.1 Description of Price Variables

Items	Statement	Average	Std. Deviation
X1.1	I feel that the price of Cipork products is affordable	3.52	1.025
X1.2	I feel that the price of Cipork products is in accordance with the quality offered	3.48	1.001
X1.3	I feel satisfied with Cipork cuisine after consuming the product	3.58	1.022
X1.4	I buy Cipork products if there is a discount (promo)	3.41	0.974
X1.5	I feel the price of Cipork is too high (expensive)	3.74	0.972
Whole			

Source: **Processed Data (2021)**

Table 4.2 Description of Product Quality Variables

Items	Statement	Average	Std. Deviation
X2.1	I have no problem with the taste of Cipork products	3.57	0.939
X2.2	I have no problem with the way the Cipork product is served	3.58	0.999
X2.3	I feel the dishes from Cipork are served warm	3.48	0.928
X2.4	I am satisfied with the quality of Cipork product ingredients	3.65	1.002
Whole		3.57	

Source: **Processed Data (2021)**

Table 4.3 Description of Product Quality Variables

Items	Statement	Average	Std. Deviation
Y1.1	I feel with the quality of food from Cipork	3.64	0.944
Y1.2	I am satisfied with the price products in Cipork	3.69	0.994
Y1.3	I have no complaints about the service at Cipork	3.55	0.988
Y1.4	I am satisfied with Cipork Keriyuk (brand)	3.65	0.904
Whole		3.63	

Source: **Processed Data (2021)**

Table 4.4 Variable Description of Repurchase Interest

Items	Statement	Average	Std. Deviation
Y2.1	I am interested in buying products from Cipork	3.64	0.944
Y2.2	I am willing to recommend products from Cipork	3.75	0.919
Y2.3	I choose products from Cipork over other products	3.69	0.970
Y2.4	I am interested in Cipork products after getting recommendations	3.58	1.067
	Whole	3.66	

Source: Processed Data (2021)

4.2 Partial Least Square Analysis

To test the hypothesis in this study using Partial Least Square (PLS) analysis using the SmartPLS program. The structural model to describe the relationship between research variables is presented as follows:

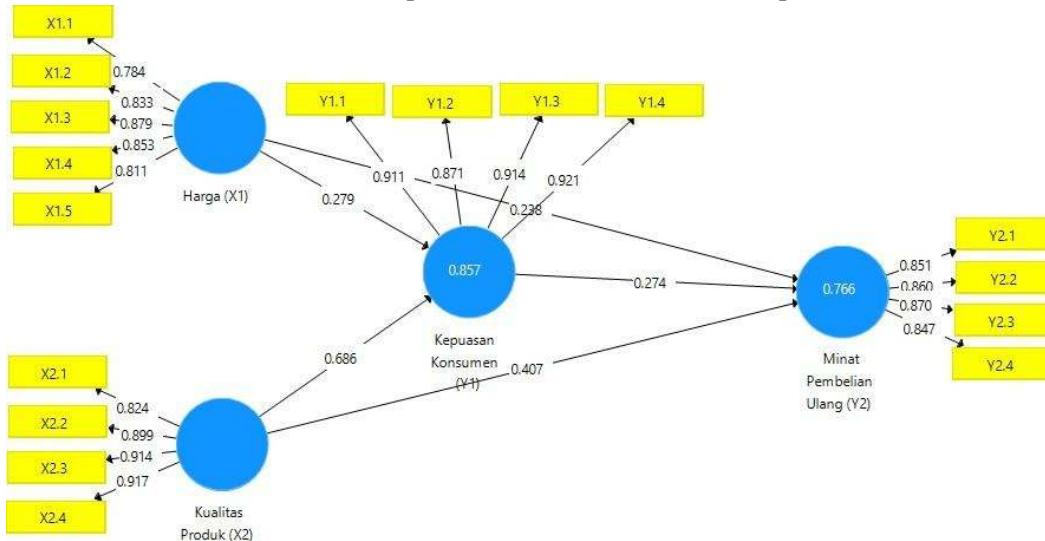


Figure 4.1 Structural Model of PLS

Source: Processed Data (2021)

4.3 Evaluation of the Outer Model

The following are the values of the *outer loading* and AVE generated in the evaluation of the *outer model*.

Table 4.5 Outer Loading and AVE Values

Variable	Indicator	Outer Model	AVE
Price	X1.1	0.784	0.693
	X1.2	0.833	
	X1.3	0.879	
	X1.4	0.853	
	X1.5	0.811	
Product quality	X2.1	0.824	0.818
	X2.2	0.899	
	X2.3	0.914	
	X2.4	0.917	
Consumer Satisfaction	Y1.1	0.911	0.790
	Y1.2	0.871	
	Y1.3	0.914	
	Y1.4	0.921	
Repurchase Interest	Y2.1	0.851	0.732
	Y2.2	0.860	
	Y2.3	0.870	
	Y2.4	0.847	

Source: Processed Data (2021)

Based on Table 4.5, it is known that the outer loading value of each indicator on the four research variables shows that all of them are worth more than 0.7 and also the AVE value for each variable whose value is more than 0.5. These results state that the indicators used in this study have met the criteria of convergent validity or it can also be said that the indicators used in the questionnaire have been able to conceptually measure the variables studied.

Convergent validity can also be known through the significance test of each outer loading in each indicator. Using the value of t-statistics with the provision that the resulting value must be greater than 1.664, it is concluded that each indicator used has a significant measurement in measuring the research variables.

Table 4.6 Outer Loading t-statistic value

Variable	Indicator	t-stats
Price	X1.1	14,238
	X1.2	14,253
	X1.3	34,660
	X1.4	15,686
	X1.5	13,588
Product quality	X2.1	14,247
	X2.2	25.501
	X2.3	30,096
	X2.4	48.072
Consumer Satisfaction	Y1.1	40,873
	Y1.2	24,862
	Y1.3	40,573
	Y1.4	42.045
Repurchase Interest	Y2.1	26.106
	Y2.2	18,593
	Y2.3	17,786
	Y2.4	16,298

Source: Processed Data (2021)

Based on Table 4.6, it can be seen that the value of each outer loading on the four variables from this study is worth more than 1,664, thus indicating that each indicator is significant and it can be said that the indicators in this study have met the criteria of convergent validity.

The second stage of evaluation on the outer model is discriminant validity. Measurement of discriminant validity by using the value of cross loading. The value of cross loading in this study is presented in the following table:

Table 4.7 Cross Loading Value

Indicator	Price	Consumer Satisfaction	Quality Product	Repurchase Interest
X1.1	0.784	0.606	0.538	0.539
X1.2	0.833	0.626	0.637	0.653
X1.3	0.879	0.784	0.669	0.661
X1.4	0.853	0.713	0.684	0.636
X1.5	0.811	0.712	0.797	0.789
X2.1	0.66	0.699	0.824	0.681
X2.2	0.715	0.858	0.899	0.709
X2.3	0.725	0.779	0.914	0.736
X2.4	0.762	0.884	0.917	0.874
Y1.1	0.752	0.911	0.832	0.851
Y1.2	0.719	0.871	0.810	0.746

Y1.3	0.77	0.914	0.831	0.686
Y1.4	0.77	0.921	0.821	0.759
Y2.1	0.752	0.711	0.832	0.851
Y2.2	0.679	0.714	0.707	0.860
Y2.3	0.663	0.627	0.679	0.870
Y2.4	0.604	0.578	0.661	0.847

Source: **Processed Data (2021)**

In the data it is stated that all values from the results of cross loading indicators on the variables are the largest values when compared to the others. So, according to the results of the *discriminant validity test*, it can be stated that the indicators used in this study are valid.

The next step in analyzing the outer model in this research is to evaluate the reliability. To evaluate the reliability using Cronbach's Alpha and Composite Reliability values. The value generated by Cronbach's Alpha value must be greater than 0.6, also the resulting Composite Reliability value has a minimum limit of 0.6 to a maximum of 0.9 (Yoraeni & Arfian, 2019). The following is the value of Cronbach's alpha and composite reliability for each variable:

Table 4.8 Cronbach's Alpha and Composite Reliability . Values

Variable	Cronbach's Alpha	Composite Reliability
Price	0.889	0.918
Product quality	0.926	0.947
Consumer Satisfaction	0.911	0.938
Repurchase Interest	0.881	0.917

Source: **Processed Data (2021)**

According to the results above, it is known that the results of Cronbach's Alpha on each variable, show a value greater than 0.6. Then the results of the reliability test using Composite Reliability in the table above also have a value above 0.6 on all variables. So it can be concluded that the reliability test using Cronbach's Alpha and Composite Reliability of all variables has met the requirements of the reliability test, which is above 0.6 and it can be stated that all indicators are reliable.

The first evaluation of the inner model is to look at the value of the R-Square or the coefficient of determination. Based on data processing using PLS, the resulting R-Square values are as follows:

Table 4.9 R-Square. Value

Variable	R-Square
Consumer Satisfaction	0.857
Repurchase Interest	0.766

Source: **Processed Data (2021)**

This value has that the price and quality of Cipork Keriyuk products can affect 86% of consumer satisfaction, while the remaining 14% of consumer satisfaction is influenced by other factors not examined in this study and can affect consumer repurchase interest by 77%. Then the rest of the *R-Square value* of 23% are other factors that are not examined

In Table 4.9 it is known that the value of the *R-Square* then the calculation of the *Q-Square value* is as follows:

$$Q\text{-}Square = 1 - (1 - 0.857) * (1 - 0.766) \quad (1)$$

$$= 0.967$$

From the calculation results above, it can be seen that the *Q-Square* value is 0.967 which indicates that this research model has good predictive accuracy. This research model can predict 96.7% of consumers repurchase interest in Cipork Keriyuk.

4.4 Hypothesis Test

The hypothesis in this study can be accepted if the t-statistic value has a value greater than the t-table value of 1.664. The following is the coefficient value of the t-statistic value generated for hypothesis testing in the study:

Table 4.10 Outer Loading and *t-statistic*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1 <- Price	0.784	0.778	0.055	14,238	0.000
X1.2 <- Price	0.833	0.825	0.058	14,253	0.000
X1.3 <- Price	0.879	0.880	0.025	34,660	0.000
X1.4 <- Price	0.853	0.851	0.054	15,686	0.000
X1.5 <- Price	0.811	0.808	0.060	13,588	0.000
X2.1 <- Product Quality	0.824	0.816	0.058	14,247	0.000
X2.2 <- Product Quality	0.899	0.895	0.035	25.501	0.000
X2.3 <- Product Quality	0.914	0.912	0.030	30,096	0.000
X2.4 <- Product Quality	0.917	0.916	0.019	48.072	0.000
Y1.1 <- Consumer Satisfaction	0.911	0.909	0.022	40,873	0.000
Y1.2 <- Consumer Satisfaction	0.871	0.867	0.035	24,862	0.000
Y1.3 <- Consumer Satisfaction	0.914	0.913	0.023	40,573	0.000
Y1.4 <- Consumer Satisfaction	0.921	0.918	0.022	42.045	0.000
Y2.1 <- Repurchase Interest	0.851	0.851	0.033	26.106	0.000
Y2.2 <- Repurchase Interest	0.860	0.855	0.046	18,593	0.000
Y2.3 <- Repurchase Interest	0.870	0.866	0.049	17,786	0.000
Y2.4 <- Repurchase Interest	0.847	0.840	0.052	16,298	0.000

Source: **Processed Data (2021)**

Based on Table 4.10. showing the results of the t-statistics for the outer loading listed in the table above also shows that all values are greater than 1,664. The results above can be concluded that all indicators can measure or explain that the indicators are accepted and can be used for hypothesis testing.

Table 4.11 Path Coefficient Value and *t-statistics*

No.	Influence	Coefficient	<i>t-statistics</i>	P Values
1	Price -> Consumer Satisfaction	0.279	4.093	0.000
2	Product Quality -> Consumer Satisfaction	0.686	10.015	0.000
3	Price -> Repurchase Interest	0.238	1,838	0.033
4	Product Quality -> Repurchase Interest	0.407	2.436	0.008
5	Consumer Satisfaction -> Repurchase Interest	0.274	1,506	0.066

Source: **Processed Data (2021)**

Based on Table 4.11 the coefficient value of the influence of price on consumer satisfaction is 0.279 with a positive direction, so it can be interpreted that price has a direct relationship with consumer satisfaction. This can be interpreted that consumer use price as a determining tool to make a purchase of a product so that the high and low product prices determined by Cipork Keriyuk affect the level of consumer satisfaction. The resulting t-statistic value is 4.093 so that the value is greater than 1.664, this shows that price has a significant effect on consumer satisfaction. The effect of product quality on consumer satisfaction has a coefficient value of 0.686 which has a positive direction, which means that product quality has a direct relationship with consumer satisfaction. This is because if the product quality is getting better, the level of consumer satisfaction will also increase. The resulting t-statistic value is 10,015 which has a value greater than 1,664, thus indicating that product quality has a significant effect on consumer satisfaction. Based on these conclusions, the second hypothesis in this study can be accepted.

The effect of price on repurchase intention has a coefficient value of 0.238 with a positive direction which means that price has a direct relationship with repurchase interest. This can also be called if the price becomes a measuring tool for consumers to have repurchase interest from Cipork Keriyuk products. Based on the t-statistic value of 1,838 which is greater than 1,664, this indicates that the price has a significant influence on the intention to repurchase. These results state that the third hypothesis in this study is accepted.

The effect of product quality on repurchase intention has a coefficient value of 0.407 with a positive direction which means that product quality has a unidirectional relationship with repurchase intention. It can also be said that better product quality will increase repurchase interest. The t-statistic value is 2,436, which is greater than 1,664 so it can be said that product quality has a significant influence on repurchase intention. Based on these conclusions, it can be stated that the fourth hypothesis of this study can be accepted.

The coefficient value of the influence of consumer satisfaction on repurchase intention is 0.274 and has a positive direction, this means that consumer satisfaction has a unidirectional relationship with repurchase interest. It can also be said that if Consumer Satisfaction increases, Purchase Interest will also increase. It has a t-statistic value of 1,506 which means it is smaller than 1,664 so it can be said that Consumer Satisfaction has a positive but not significant effect on Repurchase Interest. The conclusion obtained can state that the fifth hypothesis of this study is rejected.

5. Conclusions and Practical Implication

5.1 Conclusion

Based on the results of data processing carried out in this study, it can be concluded that price has a positive and significant influence on consumer satisfaction, the product has a positive and significant effect on consumer satisfaction, and that price has a positive and significant influence on repurchase intention. The results of this study also state that product quality has a positive and significant effect on repurchase intention. Finally, the results of this study indicate that product quality has a positive but not significant effect on repurchase intention. Based on the results of these conclusions, some suggestions can be made as follows:

1. Giving discounts in the form of price discounts or offers such as *bundling packages*.
2. Product quality needs to be considered in the aspect of delivery to consumers whereas a food provider must have proper time management so that consumers do not feel disappointed with the quality of the products obtained.
3. Increase advertising on social media because the Gwalk Branch is a newly operating branch which is useful for increasing sales.

Based on the direct experience experienced by researchers during the research process, there are limitations experienced and can be a factor that will be considered by future researchers. The majority of the questionnaires are women and the age range is 18-25 years. The researcher considers that the distribution of the questionnaires is not evenly distributed to all groups so that it cannot measure the behavior, perceptions of various kinds of consumers.

5.2 Practical Implication

The research that has been done on the effect of price and product quality on consumer satisfaction and repurchase interest at Cipork Keriyuk (Cab.Gwalk) can ultimately provide managerial implications that can be used as Cipork Keriyuk's internal guidelines to increase sales and improve company performance.

1. Based on the explanation of the respondent's profile in this study, it was found that the average age of Cipork consumers was 18-25 years who were aware of technology so it could be said that the use of social media was considered effective in promoting and introducing Cipork products. Then the impulsive nature of consumers can be used by Cipork to provide attractive offers by providing free shipping and fast service in confirming orders both via Gojek/Grab and via WhatsApp Cipork.
2. The pricing of the product refers to the majority of its customers and the answers from respondents regarding the price can be given a promotion in the form of a bundling price, because it will give the perception of a low price. Bundling price promotion in the form of buying two products at the price of one product. Giving

discounts based on national days (Mother's Day, Independence Day) can also be done as a form to attract consumer repurchase interest.

3. There are efforts from Cipork Keriyuk to increase brand awareness, because it is known that products from Cipork Keriyuk are minimal to be recommended due to several factors such as relatively high prices, and non-halal raw materials should be supported by publications that make wide market reach by using endorsement services. especially on Cipork social media.
4. The division of tasks and the assignment of responsibilities are clearly arranged in each part. Where there is an overlap of work that causes delays in the delivery of orders that affect the quality of food received by consumers.

6. References

Aldayanti, V. (2016). *Pengaruh return time policy terhadap purchase intention melalui perceived fairness dan perceived trust (Studi pada e-retailer produk fashion)*. Universitas Airlangga.

Cahyaningrum, N. (2018). *Pengaruh inovasi produk, harga dan lokasi terhadap keputusan pembelian ulang (Studi pada Pentol Gila di Menganti)*. Universitas 17 Agustus 1945.

Efendi, A. R. (2018). Analisis strategi penetapan harga jual ditinjau dari harga pokok produksi pada perusahaan Aliff Catering. *Jurnal Akuntansi Manajemen*, 3(3), 392–399.

Fernandez, B. V. (2020). *Pilihan rasional suami Tenaga Kerja Wanita (Tkw) sebagai single parent (Studi kasus pada suami TKW di Desa Riangkemie, Kecamatan Ile Mandiri, Kabupaten Flores Timur, Nusa Tenggara Timur (NTT))*. Universitas Muhammadiyah Malang.

Gesita, A. C. (2019). *Pengaruh karakteristik produk terhadap pembelian impulsif pada Generasi Z yang dimoderatori oleh gender*. UNIVERSITAS NEGERI YOGYAKARTA.

Gunawan, R., & Azhar, D. (2020). Hubungan kualitas produk dengan kepuasan konsumen pada Restoran Kopilao Puncak Bogor. *Jurnal Visionida*, 6(1), 60–72. <https://doi.org/10.30997/jvs.v6i1.2702>

Hamidi, N. (2020). *Pengaruh kualitas produk terhadap kepuasan konsumen pada usaha percetakan studio foto “Galbet Foto Studio” di Jalan Riau Kecamatan Senapelan menurut ekonomi syariah*. Universitas Islam Negeri Sultan Syarif Kasim Riau.

Hartanto, A. (2019). Pengaruh kualitas produk, kualitas layanan, dan lingkungan fisik terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel mediasi di De Mandailing Café Surabaya. *Agora*, 7(1).

Kiani, N. I. (2018). Hubungan antara nilai hedonis, nilai utilitarian, kepuasan konsumen, dan minat beli ulang di kafe kopi spesialti Kota Bandung. *Prosiding Industrial Research Workshop and National Seminar*, 9, 574–583.

Krisdayanto, I., Haryono, A. T., & Gagah, E. (2018). Analisis pengaruh harga, kualitas pelayanan, fasilitas, dan lokasi terhadap kepuasan konsumen di I Cafe Lina Putra Net Bandungan. *Journal of Management*, 4(4), 1–15.

Lestari, W. S., & Yusuf, A. (2019). Pengaruh kualitas makanan dan harga terhadap keputusan pembelian pada Steak Jongkok Karawang. *Jurnal Ekonomi Manajemen*, 5(2), 1–8. <https://doi.org/10.37058/jem.v5i2.964>

Lubis, A. A. (2018). Pengaruh harga dan kualitas produk terhadap keputusan pembelian surat kabar pada PT. Suara Barisan Hijau Harian Orbit Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 16(2).

Marranitha, I. D. A. R. P., & Suardana, I. B. R. (2020). Pengaruh kepercayaan, selisih bunga kredit dengan bank konvensional, dan kemudahan proses kredit terhadap minat mahasiswa dalam menggunakan layanan fintech berbasis pinjaman online: Studi kasus Di PTN dan PTS Provinsi Bali. *TIERS Information Technology Journal*, 1(2), 44–50.

Nadia, L. N. (2019). *Pengaruh kualitas produk dan harga terhadap minat pembelian ulang konsumen Kain Batik Labako UD. Bintang Timur Kecamatan Sumberjambe Kabupaten Jember*. Universitas Jember.

Nadila, K., & Usman, O. (2020). Effect of product quality, price and brand image on the buying decision. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3637394>

Priskila, T., & Priskila, A. (2020). Pengaruh kualitas website (webqual 4.0) dan kualitas pelayanan (servqual) online to offline (O2O) commerce terhadap kepuasan pelanggan dan minat pembelian ulang. *Jurnal Manajemen*, 16(2), 109–126. <https://doi.org/10.25170/jm.v16i2.846>

Putri, M. N. D., Juwitaningrum, I., & Wyandini, D. Z. (2019). Pengaruh emosi positif dan ekuitas merek terhadap pembelian impulsif wanita. *Jurnal Psikologi Insight*, 3(1), 70–78. <https://doi.org/10.17509/insight.v3i1.22253>

Putri, R. I. I., Araiku, J., & Sari, N. (2021). *Statistik Deskriptif*. Bening Media Publishing.

Riyanto, S., & Hatmawan, A. A. (2020). *Metode riset penelitian kuantitatif penelitian di bidang manajemen, teknik, pendidikan dan eksperimen*. Deepublish.

Rosaliana, F. (2018). *Pengaruh sales promotion dan kualitas pelayanan terhadap kepuasan konsumen serta dampaknya pada minat pembelian ulang (Survei pada Konsumen Jasa GrabCar di Kota Malang)*. Universitas Brawijaya.

Rosmalia, & Koesworodjati, Y. (2019). *Pengaruh kualitas produk dan harga terhadap kepuasan pelanggan pada kartu Indosat Ooredoo (Survei pada pelanggan kartu Indosat Ooredoo pada kota Bandung)*. Perpustakaan Fakultas Ekonomi dan Bisnis Unpas.

Sastrawati, N. (2020). Partisipasi politik dalam konsepsi teori pilihan rasional James S Coleman. *Al-Risalah Jurnal Ilmu Syariah Dan Hukum*, 19(2), 187. <https://doi.org/10.24252/al-risalah.v19i2.12730>

Shabrina, S. A., & Budiatmo, A. (2020). Pengaruh kualitas produk dan harga terhadap minat beli ulang dengan keputusan pembelian sebagai variabel intervening pada Holland Bakery Pandanaran Semarang. *Jurnal Ilmu Administrasi Bisnis*, 9(4), 475–481.

Siregar, N. (2018). Pengaruh pencitraan, kualitas produk dan harga terhadap loyalitas pelanggan pada rumah makan Kampoeng Deli Medan. *Jumant (Jurnal Manajemen Tools)*, 8(2), 87–96.

Usman, O., & Permatasari, S. D. (2019). The effect of service quality, price, brand image, and promotion to customer satisfaction users of transportation services ojek online. *SSRN Electronic Jurnal*. <https://doi.org/10.2139/ssrn.3510420>

Vitomo, D. (2018). *Pengaruh harga dan kualitas produk terhadap kepuasan konsumen pada Rumah Makan Ayam Penyet Jakarta cabang Ringroad Medan*. Skripsi. Tidak di terbitkan. Fakultas Ekonomi Dan Bisnis Universitas~....

Winarjo, H. (2017). Pengaruh food quality and atmosphere terhadap customer loyalty dengan customer satisfaction sebagai variabel intervening pada Café Intro di Surabaya. *Jurnal Strategi Pemasaran*, 4(2), 1–6.

Wulandari, T., & Hakim, A. I. (2020). Bekerja sebagai pilihan rasional: Pekerja anak di pertambangan Pasir Gunung Merapi, Indonesia. *JISPO Jurnal Ilmu Sosial Dan Ilmu Politik*, 10(2), 191–210. <https://doi.org/https://doi.org/10.15575/jispo.v10i2.8388>

Wulantami, A. (2018). Pilihan rasional keputusan perempuan sarjana menjadi ibu rumah tangga. *DIMENSI: Jurnal Kajian Sosiologi*, 7(1). <https://doi.org/10.21831/dimensia.v7i1.21049>

Yoraeni, A., & Arfian, A. (2019). Analisis faktor siswa menggunakan M-Learning dengan metode Structural Partial Least Square. *Inti Nusa Mandiri*, 14(1), 93–98.

Yulyani, I., Nurdin, N., & Rusman, T. (2018). Pengaruh kualitas produk kualitas pelayanan dan harga terhadap kepuasan konsumen. *JEE (Jurnal Edukasi Ekobis)*, 6(2).

Zulkarnaen, W., & Amin, N. N. (2018). Pengaruh strategi penetapan harga terhadap kepuasan konsumen. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 2(1), 106–128. <https://doi.org/10.31955/mea.vol2.iss1.pp106-128>