

## **FACTORS INFLUENCING CONSUMERS' REPURCHASE INTENTION TOWARD MARTABAK ALIM CIKARANG**

Roy Poan<sup>\*1</sup>, Bima Arya Wicaksono<sup>2</sup>,  
Business Administration Study Program, President University<sup>1</sup>  
Business Administration Study Program, President University<sup>2</sup>  
[\\*roy.poan@president.ac.id](mailto:roy.poan@president.ac.id)

**Abstract-** This study aim is to analyze price perception, food quality, brand image, waiting time, towards customer satisfaction with repurchase intention as mediating factor. Quantitative methods with primary data were used in this study. The data were collected using online survey. The data collected were analyzed with the Structural Equations modelling using Smart-PLS software. This research revealed that customer satisfaction was affected by price perception, food quality and brand image. This study was the first study that integrating price perception, food quality, brand image, waiting time towards customer satisfaction as a driver of Repurchase Intention.

**Keywords** - Price Perception, Food Quality, Brand Image, Waiting Time, Customer Satisfaction, Repurchase Intention Loyalty

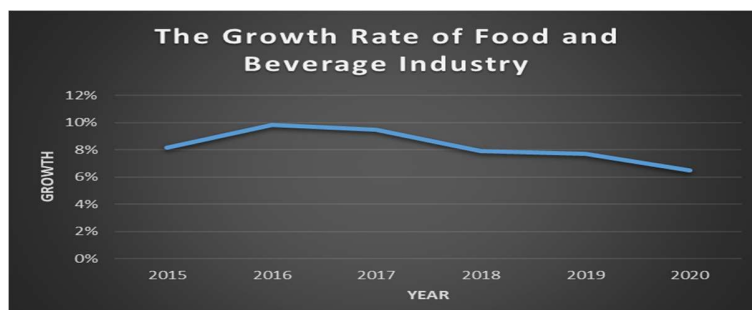
### **Introduction**

In this era, technology and thinking patterns, people are now starting to be careful in choosing and buying food, because at this time a lot of food contains harmful chemicals (Daryanto, L. H., Hasiholan, L. B., & Seputro, A. (2019). The majority of people want food that tastes good and is cheap, regardless of the ingredients in the food (Carranza, R., Díaz, E., & Martín-Consuegra, D. (2018). For this reason, producers provide food that tastes good at a fairly cheap, simple, hygienic and safe for consumption because it does not contain harmful chemicals (Utama & Sanusi, 2022).

The food and beverage industry has a lot of potential as a major contributor to the Indonesian economy. The government understand the importance of this industry and continues to prioritize the implementation of the food and beverage industry by including the food industry as one of the 10 regional priority developments in the national industrial development master plan.

As seen on figure 1, the data from Kementerian Perindustrian RI the food and beverage reached up to 8.16% and continued to increase in the first quarter of 2015. Then in 2016 the industry grew 9.82%. In 2017, this industry experienced growth of up to 9.46%. As shown in figure 1.1, in 2018 also there was a return to growth that outperformed the increase in the national economy in Indonesia, which was only 5.17%, namely 7.91%. By calculation in 2019, the growth rate of the industry has reached 7.72%. Based on data, in 2020 the growth contraction was recorded at 6.48% (Kementerian Perindustrian RI, 2020)

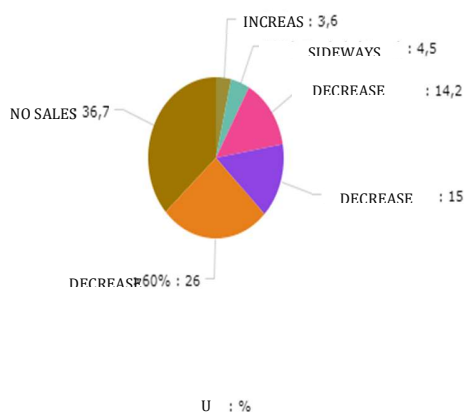
**Figure 1 The Growth Rate of Food and Beverage Industry 2015 - 2020**



Source: Kementerian Perindustrian RI (2020)

Additionally, there was a pandemic happen in Indonesia, on March 2, 2020, where the Indonesian government officially announced that corona virus has affected the people in Indonesia, and restricted its people to go outside especially eating dine in on restaurant (Nuruddin, Wirawan, P. E., Pujiastuti, S., & Sri Astuti, N. N. (2020). Due to lockdowns, social distancing, and overall caution towards venues where people assemble, consumers have exhibited considerable reluctance to dine out (Song, H. J., Yeon, J., & Lee, S. (2021). As a result of the present epidemic in the food industry, general acceptance has been shifting at an unprecedented rate in both emerging and developed countries around the world. That way it is increasingly difficult to compete between the food industry.

**Figure 2 Declining Sales of MSMEs in the Food Industry Due to Covid-19**



Source: Katadata (2020)

Based on the figure 2, the results of the Katadata Insight Center (KIC) survey on 206 food MSMEs (Micro, Small and Medium Enterprises) such as the food industry in Greater Jakarta. The

82.9% of MSMEs had to felt the negative influence of this pandemic and only 5.9% have had confident progression. As shown in the figure 1.2, 63.9% of UMKMs have to experience a reduction in turnover bigger than 30% (Katadata, 2020). The KIC survey also showed that UMKM (Micro, Small and Medium Enterprises) made a number of efforts to preserve their company circumstances, such as cutting output, working hours, personnel numbers, and sales / marketing channels (Katadata, 2020). Although, Katadata (2020) also found that there are UMKMs (Micro, Small and Medium Enterprises) who adopt the opposite approach, namely incorporating marketing channels into their survival plan.

The findings of the study show that Indonesians devour light meals extra frequently than heavyweight meals. Almost 3 times a day Indonesian people eat snacks. Compared to 2.5 times for heavy food consumption a day. As many as 75% of respondents admitted that snacks are easy to consume on the sidelines of daily activities. The goal of Indonesians prefers light food, that is, instead of just filling the stomach, 93% of Indonesians say, eating light food is to improve mood and gives a sense of comfort. Meanwhile, only 84% of respondents said that eating snacks is necessary to provide intake for the body.

One of the snacks that is popular with the community, so that is easily found and sold by street vendors in almost all parts of Indonesia, is Martabak (Daryanto et al., 2019). Quoting data from the Grabfood Culinary Trends Report compiled from NielsenIQ through a quantitative and qualitative survey, it is stated that Indonesians really like martabak (Rachman, 2021). In 2020, there were nearly 7 million martabak orders through food delivery services. In almost all areas, there are vendors selling them, from cities to villages (Rachman, 2021). The delicious and varied taste makes this food very popular in Indonesia. Indonesia has two types of martabak, namely sweet and salty martabak, each of which has a different lineage of origin (Laemonta & Padmalia, 2017). Even though there have been many new culinary delights that have sprung up, martabak has never lost its fans (Utama & Sanusi, 2022). Then, during the pandemic, martabak sellers also had difficulties time (Poskota, 2021).

One of the martabak business in field of food industry that had the difficulties since 2019 the pandemic hit it was the Martabak Alim business. The king of martabak. That is the motto carried by Suhanto Alim, the owner of the Martabak Alim franchise. The Martabak Alim business was founded in 2007 (Brata, 2016). Martabak Alim seems to be well received by the market. During the first year, the business progressed rapidly. Alim's colleagues began to glance at this business and asked the possibility of opening a franchise. He studied and finally, in 2008 Martabak Alim agreed to license the franchise. The first franchisee opened a branch in the Kemang Pratama area, still in Bekasi. Within two months after the first franchise was opened, there have been seven branches opened. Fans continue to grow. Alim also raised the price of his franchise license from the original Rp 50 million to Rp 120 million (Tempo.co, 2015). This price still attracts franchisees. Not surprisingly, now there are 103 branches throughout Indonesia, not only in Bekasi or Jakarta. Including one of the branches of Martabak Alim in Cikarang (Tempo.co, 2015). Martabak Alim Cikarang is established in 2011 with a franchise system, the owner of Martabak Alim Cikarang was previously a factory employee. At that time, Martabak Alim was a booming business with its

uniqueness, namely unyil martabak. So, the owner is interested in learning about Martabak Alim and finally collaborates with Martabak Alim.

### **Problem Statement**

In the food business there are many obstacles to success. One of the obstacles is the intense competition between food businesses, as businesses are starting to compete to open food outlets everywhere (Kusumah, 2019). Martabak Alim began to decline marked by low customer reviews on the Zomato application, where many people use this application to find information about a restaurant (Kusumah, 2019). In this application, it can be seen that the ratings or ratings from consumers visiting Martabak Alim are quite low, namely below 3.5 in 2019 (Kusumah, 2019). Thus, it makes difficult for restaurant owners to run their businesses effectively and deal with issues while maintaining the perception (Sohail et al., 2022). When that was occurred, many experts concluded how big the influence that was for food businesses (Bahtiar, 2021).

Therefore, in since 2019 the sales of Martabak Alim is low. Then in 2020 pandemic happen make the sales getting worse and the needs of the community, especially culinary consumers, are greatly inflated due to this pandemic, many local government restrictions limit the distance of all Indonesian people (Poskota, 2021). Martabak businesses have problems in terms of income (Supplier). Due to activity restrictions, raw material suppliers experienced delivery difficulties resulting in delays in delivery and many suppliers eventually raised their prices (Putri, 2021).

Martabak Alim as one of the industries engaged in the food sector that has many variants of taste, good appearance, and delicious taste, making this business visited by many buyers. Due to the large number of enthusiasts, in supporting its production, the management of Martabak Alim must plan the right production process so that Martabak Alim's business runs smoothly and is not abandoned by buyers. In this case, the supply of raw materials for martabak Alim must be calculated effectively and efficiently in order to meet the buyer's demand and most importantly not to risk loss in this business. As a result, it's critical to comprehend visitor behavior and how it relates to their impressions (Yang et al., 2020).

There are several problems that arise since 2019 - 2020 the owner of Martabak Alim Cikarang must face. It has been known waiting time clearly has a huge influence on determining customer satisfaction (Kristanti et al., 2015; Lahap et al., 2018; Polas et al., 2018; Rosantika, 2019). After interviewed customers, when asked if many complaints are usually caused by what. "Some of the complaints that occurred at Martabak Alim Cikarang were dominated by the long waiting time, around 70% of the total complaints and the other 30%, namely changes in taste, misrepresentation, and so on," said Samin, the owner of Martabak Alin Cikarang on Friday noon (12/08/2022).

Martabak alim has a good brand image in its time (TribunJambi.com). Then, there is also a good brand image that gives a friendly impression to customers and strengthens their product awareness (Han et al., 2019; Pandey et al., 2021; Yanti et al., 2018). Next, food quality is one of the reasons that encourages customers to choose a restaurant because of the quality of the food itself (Arlanda & Suroso, 2018; Hanaysha, 2016; Yuliantoro et al., 2019). Where in the beginning 80% of the raw materials had to be ordered to the central branch, but recently it was because the

management system from the center it was not well organized, so the purchase of raw goods was up to each franchisee.

Thus, the franchisee seems to just buy recipes and kitchen utensils. From this problem, it causes inconsistent in the taste quality. Furthermore, price perception the reason why customers are satisfied with fairness when making price perception and realize repurchase (Alalwan, 2020; Arlanda & Suroso, 2018; Konuk, 2019; Meldayani et al., 2019; Rohwiyati & Praptiestrini, 2019; Suhaily & Soelasih, 2017). Thus, customer satisfaction, in order to sustain a growth and market share, companies or brands need to understand how to satisfy their customers which can influence customer to rebuying the product (Patterson & Spreng, 1998).

## **Literature review**

### **Repurchase Intention**

According to Ismael and Kumar (2020), repurchase intention is an intention to buy and recommend it to others even spreading positive reviews to others who can support sales. In addition, the intention to repurchase is an individual consideration to repurchase certain product or service from the same company (Heller et al, 2016). Repurchase of certain services or products by considering the situation and level of preference in a person's planned decision is repurchase intention (S. H. Lee et al., 2020). Therefore, first-time purchasing is significantly important as it is the first impression between seller and customer (Yanico & Keni, 2021). Failure to impress the first time may cause distrust and not decide to repurchase anymore. Huang et al. (2019) quootated that satisfaction is a form of feeling that is owned by a customer if the service received by the customer is in accordance with his expectations.

Moreover, customers are satisfied with the services provided by a company and believe that the services provided are the best, so satisfaction can be an important factor in influencing customer repurchase intention for that company (Ho & Chung, 2020) . If a company is able to provide satisfactory service, it can increase the intensity of customer repurchase. Thus this will be a distinct advantage for the company compared to if the company has to find new customers to buy the products or services that have been offered (S. H. Lee et al., 2020). In this study, repurchase intention is measured through willingness to repurchase (Ho & Chung, 2020; Konuk, 2019; Yuliantoro et al., 2019), and recommendation to others (Ho & Chung, 2020)

### **Customer Satisfaction**

The satisfaction of customers is an important factor in achieving achievement for any type of business, be it a traditional business or an online business (Ho & Wu, 1999). For the sake of growth and market share that survive in maintaining growth and market share good conditions, the company or brands need to understand how to satisfy their customers (Patterson & Spreng, 1998). Satisfaction is the termed when a customer is pleased with the product or service. In addition, customer satisfaction is a feeling that develops over time due to multiple purchases of the products (Chotigo & Kadono, 2021b). It has been proven that the biggest satisfaction from customers are

with a product or service, the more likely they are to use the product or service again (Chotigo & Kadono, 2021b). In this study, satisfaction can be measured through customers' perception (Annaraud & Berezina, 2020; Hanaysha, 2016), and pleasure (Saputra et al., 2020; Yi, 2020).

### **Awaiting time**

According to Palawatta (2015), The perceived waiting time is determined by various factors, including whether or not the consumer is serviced, they are in the waiting stage, whether waiting is safe or not, whether the reasons for waiting are explained or not, is the customer alone, and finally, does waiting give him value. The perceived waiting time clearly has a huge influence on determining customer satisfaction (Kristanti et al., 2015). Waiting time is measured through customers' willingness to wait (Lahap et al., 2018), and the process of taking order and payment (Kristanti et al., 2015).

### **Brand Image**

Brand Image is the knowing knowledge of a brand that formed by brand associations (Keller, 1993). The concept of image also applies to various products, types of individuals, regions, activities and people, not only applies to corporates (Srivastava & Sharma, 2013). Brand image is one of the core elements of brand assets that is the basis of success (Keller, 1993). Therefore, building a good brand image is very important in positioning and achieving corporate goals (J. L. Lee et al., 2014). A good brand gives a friendly impression to customers and strengthens their product awareness (Grewal et al., 1998). Brand image is measured through customers' perception regarding the uniqueness, personality, and differentiation (Cho et al., 2020), and also the impression of the brand (Hongchun, 2018; Yanti et al., 2018)

### **Food Quality**

The optimal food quality in satisfying consumer expectations is referred to as food quality, and it is considered an important aspect of the customer experience with restaurants (Sulek & Hensley 2004). Furthermore, one of the reasons that encourages customers to choose a restaurant is the quality of the food itself (Clark & Wood, 1999). Food quality is measured through quality served, visualization (Hanaysha, 2016; Yi, 2020), and consistency (Yuliantoro et al., 2019).

### **Price Perception**

Berry et al. (1988) pricing perception is defined as "what is provided or sacrificed to get a thing". If the impartial price perception is the actual price of a product or service, then perceived price is defined as priced coded by the customer (Jacoby & Olson, 1977). Perceived price is the difference between the product's actual price and the price the customer sees. The price perception is varying between one customers to another or between one segments to another (Hasim et al., 2020). Customers are satisfied with fairness when making price perception and realize repurchase (Baş & Özdemir Güzel, 2020). Price perception is critical to positive business growth by maximizing a positive customer experience (Lynn & Brewster, 2017). perception is measured

through price fairness (Gumussoy & Koseoglu, 2016), and price reasonability (Chotigo & Kadono, 2021b; Yi, 2020).

### **Hypotheses Development**

#### **Price Perception towards Customer Satisfaction (H1)**

Baş and Özdemir Güzel (2020) revealed that the price perception has a good influence on satisfaction of customer in the context of restaurants in Turkey. Moreover, Han and Ryu (2009) showed that customers' satisfaction was determined by price perception in the restaurant industry. Jiang and Rosenbloom (2005) also conducted the study in online shopping context in the USA and found a similar result, where it is empirically accepted that in predicting customer satisfaction, price perception is essential. Furthermore, according to Hermawan et al. (2017), customers' satisfaction with a mobile telecommunication service provider is influenced by price perception.

#### **Food Quality towards Customer Satisfaction (H2)**

The importance of food quality is critical since it will assist in the sustainability of the business and allow both customers' satisfaction and perceived value (Sidharta et al., 2021). Arlanda and Suroso (2018) revealed that there is a positive relation amongst food quality and customers' satisfaction in the context of restaurants in Purwokerto, Indonesia. Furthermore, according to Han and Ryu (2009), food quality was the highest important aspect of general restaurant elements and it is likely to have a confident relationship with customer satisfaction.

#### **Brand Image towards Customer Satisfaction (H3)**

Srivastava and Sharma (2013) revealed that there is a positive relation amongst brand image and customers' satisfaction in the service industry. In addition, Pandey et al. (2021) conducted a research about Starbucks Coffee's customer satisfaction, perception, and brand image in India found a favorable association between brand image and customer satisfaction

#### **Waiting Time towards Customer Satisfaction (H4)**

In the study about fast food restaurant in Bangladesh, Polas et al. (2018) discovered that customers' satisfaction was driven by waiting time. Customer satisfaction should be the number one need through waiting time satisfaction in restaurant business (Polas et al., 2018). Prayag et al. (2019) waiting time was also discovered to be an essential service quality characteristic that predicts customer happiness. Moreover, in the context of hotel star rating, Nunkoo et al. (2020) revealed that perceived waiting time has a positive correlation with customer satisfaction

#### **Customer Satisfaction towards Repurchase Intention (H5)**

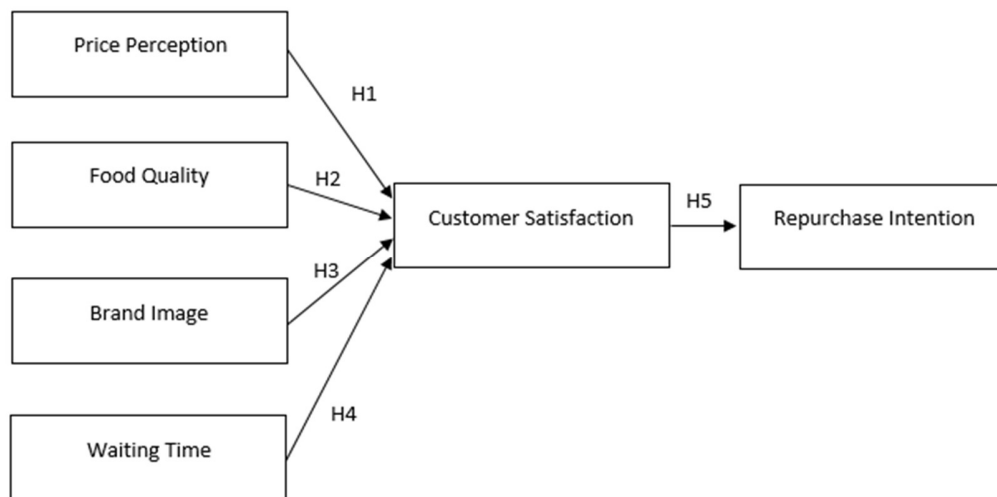
Nicolaidis (2016) found that repurchase intention got the positive influence from customer satisfaction in cafes or restaurant. In addition, Srivastava and Sharma (2013) also revealed that customer satisfaction has a constructive influence on the telecommunications industry for repurchase intentions. Furthermore, Yuliantoro et al., (2019) customer satisfaction has a positive association with the intention to repurchase, according to study conducted on the millennial age

versus several brands of boba drinks during the Covid-19 epidemic. Moreover, satisfaction also has a positive influence on repurchase intention, that is, when the level of customer satisfaction rises, it is likely that the customer will repurchase the product or service at the same place (S. H. Lee et al., 2020).

### Theoretical Framework

As shown in figure 3, this study explains the relationship between : price perception, food quality, brand image, and waiting time as independent variables, customer satisfaction as mediating variable, and repurchase intention as dependent variable

**Figure 3 Theoretical Framework**



### Methodology Research Design

Quantitative research is type of method that used in this study by approaching PLS-SEM (Partial Least Square – Structural Equation Modeling) method. Quantitative research is a study that make use of numerical evaluates to get the findings (Marczyk et al., 2005). There are 6 variables in this study consisting of 4 independent variables (price perception, food quality, brand image, and waiting time), 1 intermediate variable (customer satisfaction), and 1 dependent variable (repurchase intention). Independent variable is price perception, food quality, brand image, and waiting time. The mediating variable is customer satisfaction. For the dependent variable is repurchase intention.

The population in this study are Martabak Alim Cikarang customers who have purchase food at least once. The demographic population of this study consists of people from different socio-cultural and economic backgrounds (Putra, 2016). MacCallum et al. (1999) stated mathematically and empirically that the sample size requirement depends on two aspects of



structure. In particular, they pointed out that both mathematical over determination and community size had a large influence on the agreement between sample and population factor burdens. Further, the item statements in this study are 30 questions. Hence, the minimum required sample size was 150 (5 x 30) (Dhisasmito & Kumar, 2020; Enomoto et al., 2020). Another minimum sample size estimation method that many researchers use is the indicator times 10 method (Hair et al., 2011).

This study uses a purposive sampling technique which identify as non-probability sampling type, where respondents are selected specifically because they fit several specific criteria for the research (Domegan & Flemming, 2007). The purposive sampling technique relates to the deliberation choice of participants due to the quality of participant possesses (Etikan, 2017). A population can be defined as the whole group of people, events, and every stuffs that will be explored by the investigator (Bhandari, 2020). The population in this study are the people have purchased Martabak Alim at least once a month in Cikarang which is an area that has many outsider. Using questionnaires, this research will gain required data from random people based on the criteria that has been decided by the researcher.

This study uses primary data through distributing questionnaires. The data was spread through offline using flyer and online questionnaire using Google Forms. The questionnaire is spread through many social media platforms like Instagram, Facebook, and WhatsApp's. Later, the filled questionnaire will become the valid data.

Table 1 will explain the indicators that can affect each variable. It will also explain the statement of the questionnaire material that will be distributed by the researcher. The questionnaire was developed using research that has been done in the past to test the practicality of each variable

Variable	Item Code	Original Statements	Author	Adjusted Statements
Price Perception	PV1	This restaurant offers the best possible price plan that meets my needs.	Hanaysha (2016)	Martabak Alim Cikarang offers the best possible price plan that meets my needs.
	PV2	I paid a fair price for the holiday package.	Gumussoy & Koseoglu (2016)	I paid a fair price for the food.
	PV3	I will continue to buy this boba drink even though the price is a bit expensive.	Yuliantoro, N., Goeltom, V., Juliana, Bernarto, I., Pramono, R., & Purwanto, A. (2019)	I will continue to purchase from Martabak Alim Cikarang even though the price is a bit expensive.

	PV4	Food delivery apps offer a reasonable price.	Chotigo & Kadono (2021)	Martabak Alim Cikarang offers a reasonable price.
	PV5	In general, the Line Man food delivery price was acceptable.	(Yi, 2020)	In general, Martabak Alim Cikarang's price is acceptable.
Food Quality	FQ1	The Line Man food delivery provides me highest quality.	(Yi, 2020)	Martabak Alim Cikarang provides me the highest quality.
	FQ2	The food is always served fresh.	(Hanaysha, 2016)	The food is always served fresh.
	FQ3	The quality of this boba is consistent.	Yuliantoro, N., Goeltom, V., Juliana, Bernarto, I., Pramono, R., & Purwanto, A. (2019)	The quality of Martabak Alim Cikarang's food is consistent.
	FQ4	The restaurant offers a variety of menu items	Hanaysha (2016)	Martabak Alim offers a varied menu
	FQ5	The food presentation is visually appealing.	Hanaysha (2016)	The food presentation is visually appealing.
Brand Image	BI1	This dessert café's brand is unique.	Cho, B.-K., Kim, S.-H., & Lee, D. (2020)	Martabak Alim Cikarang's brand is unique.
	BI2	The name of the restaurant is easy to remember.	Bunchari (2007)	Martabak Alim is easy to remember.
	BI3	This dessert café's brand has differentiation.	Cho, B.-K., Kim, S.-H., & Lee, D. (2020)	Martabak Alim Cikarang's brand has differentiation.
	BI4	Coffee Bean product give a strong impression to my experience.	Yanti, W. A., Kamener, D., & Yuliviona, R. (2018)	Martabak Alim Cikarang's product give a strong impression to my experience.

	BI5	Huawei smartphone brand is well-known in Indonesia.	Hongchun (2018)	Martabak Alim brand is well-known in Indonesia.
Waiting Time	WT1	I do not mind waiting as long as I know why.	Lahap, J., Azlan, R. I., Bahri, K. A., Said, N. M., Abdullah, D., & Zain, R. A. (2018)	I do not mind waiting as long as I know why.
	WT2	If I see a queue I will stay.	Lahap, J., Azlan, R. I., Bahri, K. A., Said, N. M., Abdullah, D., & Zain, R. A. (2018)	If I see a queue I will stay.
	WT3	A good meal but a long wait is not a bad experience.	Lahap, J., Azlan, R. I., Bahri, K. A., Said, N. M., Abdullah, D., & Zain, R. A. (2018)	For me, a good food but a long wait is not a bad experience.
	WT4	The waiting time that consumers feel while waiting for the process of taking orders at restaurant X is not too long.	Kristanti, M., Redjo, O., & Susilo, A. A. (2015)	The waiting time for-the process of taking orders at Martabak Alim Cikarang is not too long.
	WT5	The furniture (tables and chairs) in restaurant X makes consumers feel comfortable while waiting.	Kristanti, M., Redjo, O., & Susilo, A. A. (2015)	The furniture (tables and chairs) at Martabak Alim Cikarang make consumers feel comfortable while waiting the orders.
	CS1	I am generally pleased with the Line Man food delivery.	Yi (2020)	I am generally pleased with Martabak Alim Cikarang product and service.

Customer satisfaction	CS2	Considering all my experiences with this restaurant, my decision to visit it was wise one.	Hanaysha (2016)	Considering all my experiences with Martabak Alim Cikarang, my decision to visit it was wise one
	CS3	I have truly enjoyed purchasing from the site.	Annaraud & Berezina (2020)	I have truly enjoyed purchasing food from Martabak Alim Cikarang.
	CS4	I feel happy using Pertamina.	Saputra, I., Lewangka, O., & Munir, A. R. (2020)	I feel happy consuming Martabak Alim Cikarang's food.
	CS5	I am very satisfied with the decision visiting Coffee Bean's outlet.	Yanti, W. A., Kamener, D., & Yuliviona, R. (2018)	I am very satisfied with the decision visiting Martabak Alim Cikarang's outlet.
Repurchase Intention	RI1	I would like to recommend Gogoro's products, accessories, and components to others, even if they are the existing customers.	Ho & Chung (2020)	I would like to recommend Martabak Alim Cikarang's products to others.
	RI2	I intend to continue purchasing Gogoro's products, accessories, and components in the future.	Ho & Chung (2020)	I intend to continue purchasing Martabak Alim Cikarang's food in the future.
	RI3	I will keep visiting this organic food restaurant in the future.	Konuk (2019)	I will keep purchasing from Martabak Alim Cikarang in the future.
	RI4	I look forward to the new product launches by Gogoro and its associated suppliers.	Ho & Chung (2020)	I look forward to the new product launches by Martabak Alim Cikarang.

RI5	I am willing to buy this boba drink again.	Yuliantoro, N., Goeltom, V., Juliana, Bernarto, I., Pramono, R., & Purwanto, A. (2019)	I am willing to buy food from Martabak Alim Cikarang again.
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**Table 1 Statement of Questionnaire / Operational Definitions of Variables**

## Findings and discussion

### Respondent Profile

#### Gender

Based on the common of respondents to the data obtained were female, namely 60% with 197 respondents. However, there were 134 male respondents, which was 40% with 134 respondents of the total number of people participating. Table 2 shows the popular respondents are female than male.

Gender	Frequency	percentage
Female	197	60%
Male	134	40%

**Table 2 Respondent profile**

#### Age

Based on table 3 the questionnaire that has been distributed online with a total of 331 respondents has been obtained. There are several age ranges that have been grouped by researchers, namely with the most respondents, namely 26-35 years, getting 101 respondents with a percentage of 30.5%. Then by 36-45 years with 88 respondents, with a percentage of 26.5%. Then the age range is 16-25 years with 81 respondents, with a percentage of 24.8%. Then the age range is under 16 years with a total of 35 respondents and gets a percentage of 10.5%; and lastly the lowest is the age range of more than 45 years with a total of 26 years of respondents with a percentage of 7.8%.

**Table 3 Age of the respondents**

Age	Frequency	percentage
<16 years old	35	10.5%
16 - 25 years old	81	24.8%
26 - 35 years old	101	30.5%
36 - 45 years old	88	26.5%
> 45 years old	26	7,8%

### Occupation

Based on table 4 the highest number of respondent were employees with as many as 160 respondents, a percentage of 48.4%. Then followed by students who got as many as 104 respondents with a percentage of 31.4%. Then followed by other options (entrepreneurs) by getting 49 respondents with a age of 14.8%. And the lowest respondent is unemployed with 18 respondents with a percentage of 5.4%.

**Table 4 Respondent Occupation**

Occupation	Frequency	percentage
Student	104	31,4%
Employee	160	48.4%
Unemployed	18	5.4%
Others	49	14.8%

### Weekly Visit

Based on the table 5 the majority of respondents visited 1-2 per week to Martabak Alim Cikarang by getting 163 respondents with a percentage of 49,2%. Then followed by weekly visit 2-3 times with respondents as many as 88 respondents with a percentage of 26,6%.

**Table 5. Respondent Weekly Visit**

Weekly Visit	Frequency	percentage
1-2 times	163	49.2%
2-3 times	88	26.6%
3-4 times	57	17.2%
>4 times	23	7%

### Monthly Income

Based on the table 6, the results for the highest percentage monthly income range, namely in the range of 2,500,000 - 4,500,000 monthly income, with 130 or 39.8%. Then followed by a monthly income of 500,000-2,500,000 obtained by 54 or 30.5%.

**Table 6 Respondent Monthly Income**

Monthly Income	Frequency	percentage
<500.000	24	7.2%
500.000 - 2.500.000	101	30.5%
2.500.000 - 4.500.000	130	39.3%
4.500.000 - 6.500.000	66	20%
>6.500.000	10	3%

### Descriptive Analysis

According on table 7, it explains the respondents' answers to the variables that have been proposed, namely: price perception, food quality, brand image, waiting time, customer satisfaction and repurchase intention. Overall, respondents agree with all statements for each variable, the variable with the greatest value is the variable customer satisfaction and waiting time with a value of 4.196 and 4.175. Two variables that have the highest value by value. Then followed by price perception and brand image variables with an average value of 4,150 and 4,144. Then the variable with the lowest value is followed by the variable repurchase intention and food quality which has the lowest value among the other variables, namely 4,022 and 3,943. In terms of indicators that have been distributed to respondents, FQ3's statement "Martabak Alim Cikarang offers a reasonable price." is the best indicator with an average score of 4,284 which means that in general respondents think that the price for martabak alim cikarang is affordable and acceptable to all groups.

**Table 7 Descriptive Analysis**

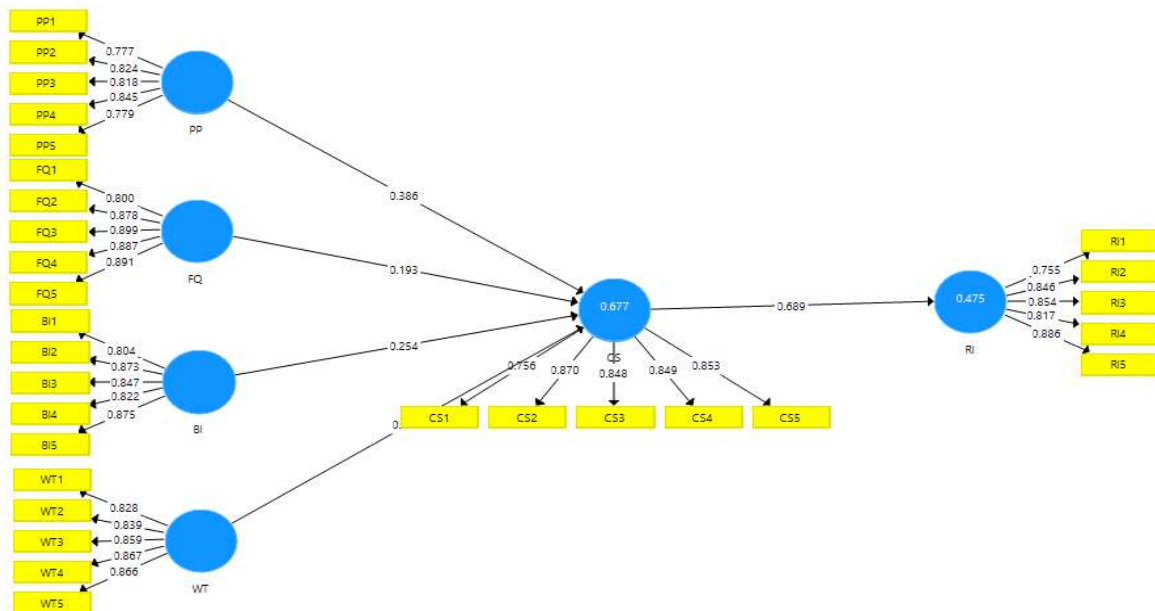
	Mean	Median	Min	Man	Std. Deviation
PP1	4.015	4.000	1.000	5.000	0.798
PP2	4.172	4.000	1.000	5.000	0.689
PP3	4.151	4.000	1.000	5.000	0.670
PP4	4.284	4.000	1.000	5.000	0.658
PP5	4.130	4.000	1.000	5.000	0.814
<b>Price Perception</b>	<b>4.150</b>	<b>4.000</b>	<b>1.000</b>	<b>5.000</b>	<b>0.726</b>
FQ1	3.988	4.000	1.000	5.000	0.855
FQ2	3.958	4.000	1.000	5.000	0.868
FQ3	3.909	4.000	1.000	5.000	0.932
FQ4	3.931	4.000	1.000	5.000	0.895
FQ5	3.927	4.000	1.000	5.000	0.805
<b>Food Quality</b>	<b>3.943</b>	<b>4.000</b>	<b>1.000</b>	<b>5.000</b>	<b>0.871</b>
BI1	4.018	4.000	1.000	5.000	0.811
BI2	4.103	4.000	1.000	5.000	0.688
BI3	4.202	4.000	1.000	5.000	0.694
BI4	4.205	4.000	1.000	5.000	0.725
BI5	4.193	4.000	1.000	5.000	0.668
<b>Brand Image</b>	<b>4.144</b>	<b>4.000</b>	<b>1.000</b>	<b>5.000</b>	<b>0.717</b>
WT1	4.190	4.000	1.000	5.000	0.629
WT2	4.196	4.000	1.000	5.000	0.696
WT3	4.121	4.000	1.000	5.000	0.680
WT4	4.178	4.000	1.000	5.000	0.705
WT5	4.190	4.000	1.000	5.000	0.662
<b>Waiting Time</b>	<b>4.175</b>	<b>4.000</b>	<b>1.000</b>	<b>5.000</b>	<b>0.666</b>
CS1	4.100	4.000	1.000	5.000	0.699
CS2	4.163	4.000	1.000	5.000	0.693
CS3	4.239	4.000	1.000	5.000	0.669
CS4	4.254	4.000	1.000	5.000	0.657
CS5	4.224	4.000	1.000	5.000	0.649
<b>Customer Satisfaction</b>	<b>4.196</b>	<b>4.000</b>	<b>1.000</b>	<b>5.000</b>	<b>0.673</b>
RI1	3.931	4.000	1.000	5.000	0.840
RI2	4.154	4.000	1.000	5.000	0.772
RI3	4.127	4.000	1.000	5.000	0.828
RI4	3.888	4.000	1.000	5.000	1.018
RI5	4.009	4.000	1.000	5.000	0.878
<b>Repurchase Intention</b>	<b>4.022</b>	<b>4.000</b>	<b>1.000</b>	<b>5.000</b>	<b>0.867</b>

### Outer Model Measurement

For this research, all of the 30 indicators be tasted its validity and reliability. Figure 4 below, is the result from outer model measurement in this research.



Figure 4 Outer Model Measurement



### Reliability Resting

In this study, internal consistency is known as the measurement of composite reliability. According to Hair et al. (2019), the value of composite reliability need to  $> 0.708$  that used to calculate reliability test. The composite reliability test results in table 4.8 are above 0.708 so that they meet the minimum criteria for composite reliability. CR results must be  $> 0.708$  to ensure this construct is reliable. In short as shown in the table 4.8, the result is according to the direction. Thus, this construct does not face problems and the composite reliability value on each price perception, food quality, brand image, waiting time, customer satisfaction and repurchase intention of the proposed variables has been accepted by fulfilling the composite reliability value. Table 8 below, is the result of reliability testing.

**Table 8 Reliability Testing**

	Cronbach's Alpha	Composite Reliability (CR)
Food Quality	0.921	0.940
Waiting Time	0.906	0.930
Brand Image	0.899	0.926
Customer Satisfaction	0.892	0.921
Repurchase intention	0.889	0.919
Price Perception	0.868	0.904

### **Validity Testing Outer Loading**

The results of data processing which have been received for each indication of the variable proposed by the researcher have an outer loading value of  $> 0.708$ . The results of each indicator that the researcher has proposed have a good value, namely  $> 0.708$  and these results have been analyzed with SmartPLS version 3.2.9. All indicators of the variables that have been proposed including price perception, food quality, brand image, waiting time, and customer satisfaction and repurchase intention with the 30 indicators that have been proposed by the researcher can be declared valid and can be processed at the next stage

### **AVE Result**

Based on table 9, Average Variance Extracted shows the results of the AVE test that meet the criteria for a minimum value of more than 0.5. The AVE test variable has a value greater than 0.5 in table 4.9, showing that the construct can explain at least half of the item variance and most likely the data is acceptable. For this research, the variables that have been proposed by the researcher are accepted because all construct values are  $> 0.5$ .

**Table 9 AVE Result**

	Average Variance Extracted (AVE)
Brand Image	0.714
Customer Satisfaction	0.699
Food Quality	0.760
Price Perception	0.654
Repurchase Intention	0.693
Waiting Time	0.726

### Discriminant Validity

Based on table 10, it shows the Heterotrait-Monotrait Ratio (HTMT) which is an indicator of the criteria for assessing discriminant tests. A value of  $<0.90$  is suggested to determine discriminant validity (Hair et al., 2019). Conversely, an HTMT score of  $<0.90$  shows no discriminant validity (Hair et al., 2019). Furthermore, the results of the discriminant validity test are considered acceptable for the discriminant validity test because in table 4.10, each of the variables that have been proposed including price perception, food quality, brand image, waiting time, customer satisfaction and repurchase intention has a value of  $<0.90$

**Table 10 Discriminant Validity**

	BI	CS	FQ	PP	RI	WT
BI	0.845					
CS	0.723	0.836				
FQ	0.646	0.642	0.872			
PP	0.703	0.764	0.592	0.809		
RI	0.620	0.689	0.535	0.650	0.833	
WT	0.663	0.677	0.514	0.775	0.569	0.852

### Goodness of Fit

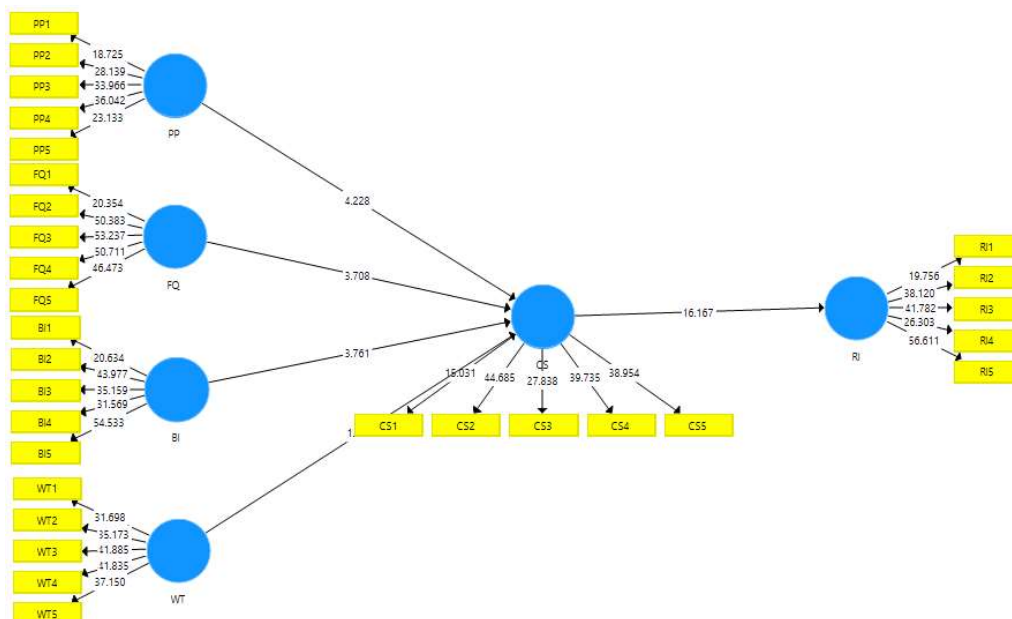
The goodness of fit test is used in this study to see if the model can explain the entire set of data. To evaluate the construct, the researcher employs SRMR. Table 12 shows the results of the SRMR test used in this study. If the SRMR number is near to zero, the model given is appropriate (Hair et al., 2017). This model's SRMR test result is 0.058, as indicated in table 11. It signifies that this construction is good declared perfect fit with SRMR.

**Table 11 Goodness of Fit**

	Model Saturated	Model Estimasi
SRMR	0.058	0.066
d_ULS	1.543	2.047
d_G	0.645	0.662
Chi-Square	1227.3	1248.8
NFI	0.847	0.844

### Inner Model Measurement

For this research, all of the 30 indicators be tasted its validity and reliability. The figure 5 below, is the result from inner model measurement in this research.

**Figure 5 Inner Model Measurement**

### R Square

Based on table 12, the proportion of independent variables as an indication to explain the dependent variable is what is  $R^2$  (Hair et al, 2019). Acceptable  $R^2$  values are 0.75 which knows as significant, then 0.50 called moderate, and the poor is 0.25 (Hair et al., 2019). However, the result of  $R^2$  on customer satisfaction is 0.677, the strength of the predictor attitude is classified as moderate. That is, 67% of the four independent variables that have been proposed by researchers can explain their influence on the entire data. These variables are the influence of perceived price, food quality, brand image, and waiting time. In addition, repurchase intention is

considered moderate because skills are calculated at 0.475. This shows that 47% of the variable customer satisfaction has an influence on the variable measured in repurchase intention.

**Table 12 R Square**

	R Square	Adjusted R Square
Customer Satisfaction	0.677	0.673
Repurchase Intention	0.475	0.474

### Hypothesis Testing

In the last part of this process, namely testing the hypothesis or path coefficient, where there are several characteristics that must be considered to get the appropriate value, including the road coefficient with a standard T-Statistic esteem of 1.96 or more indicating an alpha importance level of 5% and a P value > 0.05 (Wong, 2013). Based on table 13, although there is one hypothesis that does not reach the required value, namely the waiting time variable on customer satisfaction with T-Value (1.313) and P-Value (0.189). As a result, the relationship between these variables is considered very weak or insignificant. In terms of other influence, the findings are significant and positive, and meet the requirements mentioned above. Price perception on customer satisfaction with a T-Statistics value (4.228) and P-value (0.000), food quality on customer satisfaction with a T-Statistics value (3.708) and P-value (0.000), brand image on customer satisfaction with a T value -Statistics (3,761) and P-Value (0,000) and lastly customer satisfaction on repurchase intention with a T-statistics value (16,167) and a P-value (0,000). Therefore, the relationship between these proposed factors has been determined to be significant and acceptable.

**Table 13 Hypothesis Testing**

		T Statistics	P Values
H1	Price Perception -> Customer Satisfaction	4.228	0.000
H2	Food Quality -> Customer Satisfaction	3.708	0.000
H3	Brand Image -> Customer Satisfaction	3.761	0.000
H4	Waiting Time -> Customer Satisfaction	1.313	0.189
H5	Customer Satisfaction -> Repurchase Intention	16.167	0.000

### Discussion

This research looks at the elements that influence the customers repurchase intention towards Martabak Alim Cikarang. The research model includes price perception, food quality, brand image, waiting time, and customer satisfaction on the intention to repurchase intention Martabak Alim Cikarang.

**Hypothesis 1 (H1)**

The study found that there is an influence between price perception to customers satisfaction; thus, Hypothesis 1 (H1) can be accepted. This shows that price perception has become a significant issue and has an influence on customer satisfaction in Martabak Alim Cikarang. In line with research conducted by (Witama & Keni, 2020) both price perception and customer satisfaction are important mediating variables in the conceptual model, and both price perception and customer satisfaction show a high and significant influence. Customers may perceive that prices are reasonable at a particular restaurant, and they may positively evaluate their experience with that restaurant. However, consumers still may not have a strong behavioral intention unless they are satisfied with their experience at the restaurant. This is also in line with the research conducted (Hermawan et al., 2018) which states that price perceptions have an influence on customer satisfaction. Besides that it is also in line with research conducted by (Juniantara & Sukawati, 2018) testing the hypothesis on the influence of price perceptions on consumer satisfaction indicating that price perceptions have a significant positive influence on consumer satisfaction. This means that the better the consumer's perception of price, the greater consumer's satisfaction.

**Hypothesis 2 (H2)**

The second findings of this study, there is a significant influence between food quality to customer satisfaction; thus, the second hypothesis (H2) can be accepted. This shows that food quality is a significant issue and has an influence on customer satisfaction at Martabak Alim Cikarang. This research same with the research conducted by (Amir, 2021) In this study the quality of food has several indicators used to measure the quality of the product served. Overall food quality achieves acceptance from customers who have good standards regarding food quality. Also with Carranza et al., (2018), customer satisfaction influenced by food quality. Ensuring food quality as a restaurant is the main thing that must be upheld. By applying standards to each product, the consistency of the quality of food and beverage products is a mainstay for consumers. In addition, research made by (Serhan & Serhan, 2019) stated that despite being the strongest predictor of customer satisfaction, food quality turned out to be the second important element influencing customer satisfaction. This means that the quality of food is not always the only thing that must be considered, but there are several other factors that will make customers feel satisfied after visiting the restaurant.

**Hypothesis 3 (H3)**

The findings of the third hypothesis in this study, is there is a significant relationship between customer satisfaction and brand image; thus, Hypothesis 3 (H3) can be accepted. This shows that brand image is a significant issue and has an influence on customer satisfaction at Martabak Alim Cikarang. These results are in line with (Maulana & Sunaryo, 2018) showing that the Padang Cheap Restaurant brand that is easy to remember has an important role in the brand

image variables. The question item is indicated by the selection of the word Cheap as the brand used, where the word is easy for the public to remember so that one of the marketing strategies carried out by the Cheap Padang Restaurant is used to make it easier for consumers to find Cheap Padang Restaurants. Research made by (Semuel & Wibisono, 2019) shows that in line with this research that brand image on customer satisfaction. This confirm that the better the Brand Image, the more existing Customer Satisfaction will also increase. These results support the findings of research (Juliana, 2019) explaining that image has a significant role in marketing an organization because it has the potential to influence consumer perceptions and expectations about the goods or services offered, and ultimately affect consumer satisfaction.

#### **Hypothesis 4 (H4)**

The findings of this study, there is not significant relationship between waiting time to customer satisfaction; thus, the hypothesis four (H4) can be rejected. This shows that waiting time not significant issue and not influence on customer satisfaction at Martabak Alim Cikarang. Different from research conducted by (Hielvita, 2021) with research objects in the tourism sector and this study was conducted before the Covid-19 Pandemic. Stating that the relationship between waiting time and customer satisfaction has significant results. In general, research has shown that as waiting time increases, satisfaction decreases, and as waiting time increases, affective reactions to waiting become more negative and waiting becomes less acceptable, and vice versa. It means that the waiting time has a positive and significant influence on the satisfaction of customers, meaning that the longer the waiting time, the higher the customer satisfaction. The result of this research is opposite to from the research conducted by (Dijah & Sely, 2018) with research objects in electronics and this research was conducted in Surabaya. Which states that the influence between waiting time and customer satisfaction has significant results.

#### **Hypothesis 5 (H5)**

The findings of this study, there is a significant relationship between customer satisfactions to repurchase intention; thus, fifth hypothesis (H5) can be accepted. This shows that customer satisfaction is a significant issue and has an influence on repurchase intention at Martabak Alim Cikarang. This research is similar with the research conducted by (Hong, 2018) that explained that there is real support for customer satisfaction which has a significant influence on repurchase intention. It can be stated that customers tend to repeat visits to restaurants or bars if customers feel satisfied during their visit. The degree of satisfaction felt by customers determines the strength of the customer's intention to revisit. The results of this analysis are also in line with research conducted by Anhar (2018) a positive and significant relationship is obtained between customer satisfaction and repurchase intention, which means that it is significant that there is an influence between customer satisfaction and repurchase intention. The higher the passenger satisfaction with the service, yes, the customer's desire to make a purchase or reuse will also increase. This research is also in line with previous research (1998) which states that the concept of customer satisfaction is important for marketing managers where customer satisfaction can encourage repurchase

intentions. Consumer satisfaction at restaurants and cafes is good, this must be maintained so that customers are always satisfied with restaurants and cafes. Likewise, consumer repurchasing interest in restaurants and cafes is quite good.

## **Conclusion**

Main objective of this research is to answer five research questions. The purpose of this research is to see the relationship between Price perceptions, Food Quality, Brand Image, Waiting time, Customer Satisfaction and repurchase intention. A problem definition, data collection, and several tests and analyzes were execute to achieve this study's objectives.

From the results of the analysis and it has been determined that the hypotheses that have been proposed, the results are 4 hypotheses, the results are significant or accepted, while 1 other hypothesis is not accepted or rejected. The results of the analysis answer all the questions that have been asked by the researcher, where the first question relates to the influence of price perception on customer satisfaction at Martabak Alim Cikarang as evidenced by the acceptance of the results of hypothesis 1. Because when customers buy Martabak Alim Cikarang they will realize that price perception will influence customer satisfaction, where the value contained in a price related to the benefits and satisfaction when buying food. The second question posed by the researcher is to determine the relationship of food quality on customer satisfaction as evidenced by the acceptance of the results of hypothesis 2. Food quality greatly determines people's choices in buying martabak alim Cikarang, the quality of food and beverages that can influence consumer perceptions because in restaurants food and Beverages are basic products so that product quality is a separate satisfaction for customers. The third question in this study that has been posed is to test the influence of the relationship between brand image and customer satisfaction as evidenced by the results of accepting hypothesis 3. Keep in mind that brand image also has a significant influence on customer satisfaction when buying martabak alim Cikarang, where brand image is associated with brand associations that stick in consumer memory when buying.

Hypothesis 4 in this study the results are different from the results of the previous hypothesis, the results of the relationship between waiting time and customer satisfaction are not significant or the results are rejected. With other aspects or variables that have supported customer satisfaction, customers assume that waiting time is not the main factor for meeting customer satisfaction when buying Martabak Alim Cikarang. Finally, the hypothesis that has been proposed by researchers, namely the relationship between customer satisfaction and repurchase intention, the results of hypothesis 5 are accepted. From this study concluded that consumer satisfaction has a positive and significant influence on the repurchase intention of Martabak Alim Cikarang. This is because with the increase in customer satisfaction, the surviving customers will also increase.



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