Emotional and Cognitive Drivers of Repurchase Intention in A Family-Owned Bakery Business

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Abstract

Introduction/Main Objectives: This study explores the factors influencing repurchase intention in a family-owned bakery, Roti Ganda, by examining how food quality, price perception, brand trust, and brand love affect customer satisfaction and loyalty. In the context of Indonesia's growing SME sector, understanding the emotional and rational drivers of customer behavior is crucial for sustaining competitive advantage. **Background Problems:** This study addresses the decline in repeat purchases at Roti Ganda by analyzing how customer perceptions and emotions shape repurchase intentions. **Novelty:** While prior research has independently examined rational or emotional factors, this study uniquely integrates both within a single model, highlighting customer satisfaction's mediating role. **Research Methods:** A quantitative, cross-sectional survey was conducted with 414 Roti Ganda customers using validated Likert-scale instruments. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test seven hypotheses. **Finding/Results:** Results show that food quality, price perception, and brand love significantly influence customer satisfaction and repurchase intention. Surprisingly, brand trust did not have a direct effect. Customer satisfaction fully mediates the relationship between product and emotional attributes and loyalty. **Conclusion:** Family businesses should prioritize product quality and emotional connection to enhance loyalty. Brand trust alone is insufficient without operational consistency. This study provides theoretical insight into emotional–cognitive integration and practical strategies for family-run food enterprises.

Keywords: customer satisfaction, repurchase intention, brand love, food quality, family business

1. Introduction

Small and Medium Enterprises (SMEs) have long served as the backbone of Indonesia's economic development, particularly in sectors such as food and beverages, where consumer preferences continuously evolve. Among these businesses, local family-owned bakeries have gained popularity due to their ability to offer convenient, ready-to-eat products that suit fast-paced modern lifestyles. One such example is Roti Ganda, a family-run bakery that has built its reputation over the years by producing fresh and high-quality bread and pastries tailored to local tastes. Although the business previously experienced steady growth and

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reached a peak in sales in 2019, recent years have seen a gradual decline in customer retention and repeat purchases.

This pattern of decline highlights the need to assess whether existing strategies related to product quality, pricing, and brand positioning continue to align with customer expectations. Previous studies have identified several critical factors influencing repurchase behavior, including food quality, perceived price fairness, trust in the brand, and emotional attachment, commonly referred to as brand love. However, few studies have comprehensively examined how these variables interact and influence one another—particularly within the context of a small, family-owned food business. Furthermore, the mediating role of customer satisfaction in linking these factors to repurchase intention remains insufficiently explored.

This study aims to investigate the extent to which food quality, price perception, brand trust, and brand love influence customer satisfaction and how these, in turn, affect repurchase intention. Adopting a quantitative research approach, data were gathered through an online survey of 414 respondents who had prior experience purchasing products from Roti Ganda. The responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the proposed hypotheses. The findings of this research contribute to the academic literature by integrating both cognitive (e.g., perceived product value) and emotional (e.g., brand attachment) factors into a unified analytical model. Additionally, the study offers practical insights for small-scale bakery businesses in designing more effective customer retention strategies in increasingly competitive environments.

As the bakery industry faces growing competition from both established and emerging brands, understanding what drives customer satisfaction and repurchase decisions becomes essential for long-term sustainability. By identifying the key determinants of consumer loyalty in the context of a family business, this study seeks to provide actionable recommendations to help local entrepreneurs like Roti Ganda remain relevant and successful in a dynamic market landscape.

2. Literature review

Understanding what drives consumer repurchase intention is central to sustaining business performance, particularly in small and family-run enterprises in the food industry. This section reviews the relevant literature concerning the primary variables of the study—namely food quality, price perception, brand trust, brand love, customer satisfaction, and repurchase intention—and presents the theoretical framework underpinning their relationships.

2.1 Repurchase Intention and Customer Satisfaction

Repurchase intention is defined as the tendency of consumers to buy a product again after their initial experience (Hellier et al., 2003). It reflects consumer loyalty and plays a crucial role in long-term business sustainability. In highly competitive markets, especially those with limited marketing budgets like family-run businesses, fostering repurchase behavior is more cost-effective than acquiring new customers (Ali, 2019). Repurchase intention is influenced by a combination of rational assessments (e.g., product quality and price fairness) and emotional factors (e.g., brand love and trust).

Customer satisfaction serves as a mediating variable in many consumer behavior models. It refers to the extent to which a product or service fulfills customer expectations (Oliver, 1980). When satisfaction is high, consumers are more likely to engage in repeat purchases, positive word-of-mouth, and brand advocacy. Prior research confirms that satisfaction strongly predicts loyalty and purchase continuation (Setiawan et al., 2020). It is, therefore, not only an outcome but also a pivotal mechanism linking product and brand attributes to behavioral intention.

2.2 Food Quality and Price Perception

Food quality is a critical determinant in consumers' evaluation of food products and their purchasing decisions. It encompasses both intrinsic and extrinsic cues, such as freshness, taste, aroma, nutritional value, hygiene, and visual appeal (Grunert, 2005). In the bakery industry, these sensory and safety dimensions strongly influence consumer satisfaction. Komala et al. (2019) and Jang & Lee (2020) found that food quality has a direct and significant positive effect on satisfaction and loyalty.

Price perception, meanwhile, refers to the subjective judgment a customer makes about whether a product's price is fair, reasonable, and consistent with its value. Perceived price fairness contributes to consumer trust and satisfaction (Khare et al., 2019). Especially in lower-middle-class consumer markets, price perception can either reinforce or undermine purchase motivation, depending on how it aligns with the perceived quality and emotional appeal of the brand. When consumers perceive price as fair and justified, their willingness to repurchase increases significantly.

2.3 Brand Trust and Brand Love

Brand trust is defined as a consumer's belief that a brand will deliver on its promises reliably and ethically (Chaudhuri & Holbrook, 2001). It is built over time through consistent product performance, positive customer experiences, and transparent communication. Trust reduces perceived risk, especially in contexts where brand information is limited, as is often the case with small or family-run businesses (Han et al., 2019). When consumers trust a brand, they are more likely to be satisfied and to repurchase from the same brand.

In contrast, brand love reflects a deeper emotional attachment characterized by affection, passion, and commitment to a brand (Carroll & Ahuvia, 2006). While trust stems from cognitive evaluations, love emerges from emotional resonance and symbolic meaning. Brand love goes beyond transactional value and can make consumers loyal even in the face of price changes or minor service failures. In the context of food brands, especially those with nostalgic or artisanal appeal, emotional bonding is a powerful predictor of long-term loyalty (Joshi & Yadav, 2020).

2.4 Theoretical Framework

The theoretical foundation of this study draws from the Expectancy-Disconfirmation Theory (Oliver, 1980) and Relationship Marketing Theory (Morgan & Hunt, 1994). The Expectancy-Disconfirmation Theory posits that customer satisfaction arises when perceived product performance meets or exceeds expectations, influenced by cues such as quality and price. Relationship Marketing Theory explains that long-term consumer behavior, including loyalty and

repurchase intention, depends not only on functional benefits but also on emotional connections, such as trust and love toward the brand.

Based on these theoretical perspectives, this study proposes that food quality, price perception, brand trust, and brand love serve as antecedents of customer satisfaction and repurchase intention. Customer satisfaction, in turn, is hypothesized to mediate the relationship between these antecedents and repurchase intention. The integrated framework allows for a comprehensive assessment of both cognitive and affective factors influencing consumer loyalty.

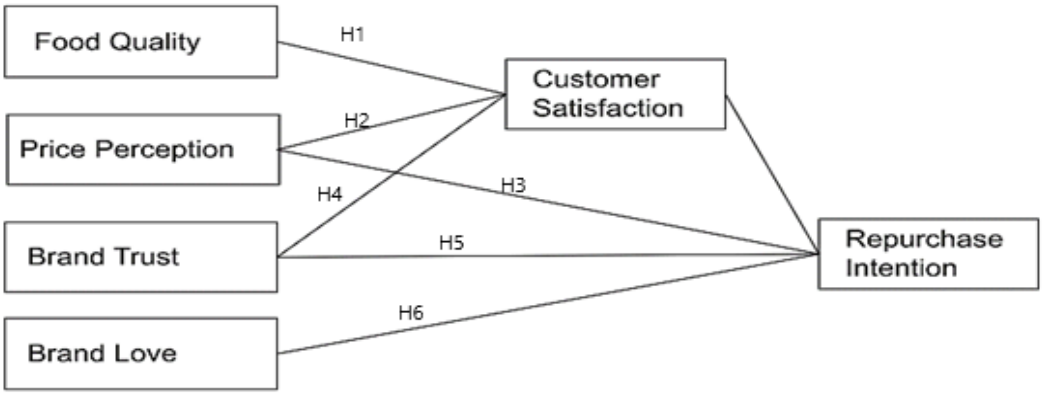

Figure 1. Research Framework

2.5 Hypothesis Development

Grounded in the literature and theoretical framework discussed above, the following hypotheses are formulated:

- **H1:** Food quality has a positive and significant effect on customer satisfaction.
- **H2:** Price perception has a positive and significant effect on customer satisfaction.
- **H3:** Price perception has a positive and significant effect on repurchase intention.
- **H4:** Brand trust has a positive and significant effect on customer satisfaction.
- **H5:** Brand trust has a positive and significant effect on repurchase intention.
- **H6:** Brand love has a positive and significant effect on repurchase intention.
- **H7:** Customer satisfaction has a positive and significant effect on repurchase intention.

These hypotheses form the basis for empirical testing using structural equation modeling in the subsequent stages of this study.

3. Research Method

3.1 Research Design

This study employed a quantitative, explanatory research design to investigate the relationships between food quality, price perception, brand trust, brand love,

customer satisfaction, and repurchase intention. Quantitative research is suitable for testing hypotheses derived from existing theories using measurable variables (Creswell, 2014). A cross-sectional survey approach was adopted, where data were collected at a single point in time to identify patterns and causal relationships among constructs (Hair et al., 2017).

3.2 Population and Sampling

The population targeted in this study comprised consumers who had purchased products from a family-owned bakery business, referred to here as "Roti Ganda". The sampling technique combined purposive sampling—to ensure that only relevant respondents were selected—and snowball sampling, where initial participants helped refer other qualified respondents (Etikan et al., 2016). A total of 414 valid responses were obtained. According to the "10-times rule" in PLS-SEM, this sample size is considered adequate, as it exceeds ten times the maximum number of indicators for any single construct (Hair et al., 2019).

3.3 Data Collection

Data were collected through an online self-administered questionnaire distributed via social media and messaging platforms. All responses were anonymous and voluntary. Measurement items were presented using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The use of Likert scales is common in attitudinal and behavioral research due to its ease of interpretation and respondent familiarity (Joshi et al., 2015). To ensure content clarity, the questionnaire underwent face validity checks and back-to-back translation from English to Bahasa Indonesia and vice versa (Brislin, 1970).

3.4 Measurement of Variables

The constructs in this study were operationalized using measurement items adapted from previously validated scales in the literature to ensure content validity and comparability with prior research. Food quality was measured using four indicators adapted from Komala et al. (2019), which assessed key sensory attributes such as taste, freshness, hygiene, and texture. Price perception was captured through four items adapted from Khare et al. (2019), emphasizing consumers' perceptions of price fairness and value for money. Brand trust was measured using four indicators drawn from Han et al. (2019), which evaluated consumers' perceptions of the brand's reliability and honesty. Emotional attachment to the brand, or brand love, was measured using items based on the established scale by Carroll and Ahuvia (2006), focusing on affective responses and emotional connection. Customer satisfaction was assessed using items from Oliver (1980), which reflect the consumer's overall evaluation and contentment with the brand experience. Lastly, repurchase intention was measured using items adapted from Hellier et al. (2003), capturing the consumer's likelihood of purchasing the brand again and recommending it to others. All constructs were measured reflectively and were pre-tested in a pilot study involving 30 respondents to ensure the clarity, reliability, and appropriateness of each item prior to the full-scale survey distribution.

3.5 Data Analysis Technique

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4 software. PLS-SEM was chosen because it is robust in handling non-normal data, suitable for predictive research, and effective in

testing complex models with both direct and indirect relationships (Hair et al., 2019; Sarstedt et al., 2014). A two-step approach was followed:

1. **Measurement model evaluation**
   The evaluation of the measurement model was conducted to assess both the reliability and validity of each construct included in the study. Internal consistency was evaluated using Cronbach's Alpha and Composite Reliability (CR), with both indicators expected to exceed the acceptable threshold of 0.70. To ensure convergent validity, the Average Variance Extracted (AVE) for each construct was calculated, with values above 0.50 considered adequate. Discriminant validity was assessed using the Fornell-Larcker criterion, as proposed by Fornell and Larcker (1981), to confirm that each construct was empirically distinct from the others in the model. These tests collectively ensured that the measurement items were both reliable and conceptually valid for further structural analysis.

2. **Structural model evaluation**
   The structural model evaluation was carried out to test the hypothesized relationships between the constructs. To determine the significance of the path coefficients, a bootstrapping procedure with 5,000 resamples was employed, following the recommendation of Hair et al. (2017). This method allowed for robust estimation of standard errors and p-values for each hypothesized path. In addition to direct relationships, the model also examined the mediating role of customer satisfaction in linking the independent variables—such as food quality, price perception, brand trust, and brand love—to repurchase intention. This mediation analysis provided deeper insight into how consumer perceptions and emotions translate into actual behavioral intentions, thereby enriching the overall understanding of the value creation process within the brand-consumer relationship.

4. Result and Discussion

4.1 Respondents' Profile

A total of 421 respondents participated in this study after passing a screening question to ensure they had previously purchased Roti Ganda. The gender composition was almost balanced, with 51.1% male and 48.9% female respondents (Figure 2.). The largest age group was 21–30 years (50.8%), which aligns with the prime consumer segment for fast-moving consumer goods (Figure 3.). Most respondents reported monthly incomes ranging from 1 to 5 million Rupiah, reflecting a middle-income profile (Figure 4.).

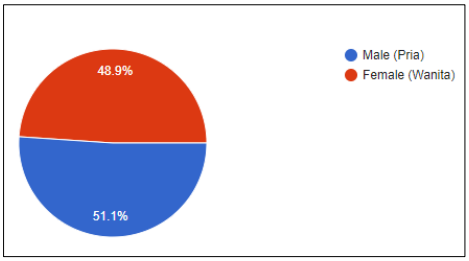

Figure 2. Respondents' gender

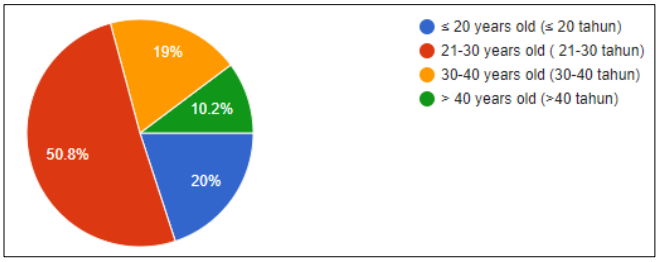

Figure 3. Respondents' age

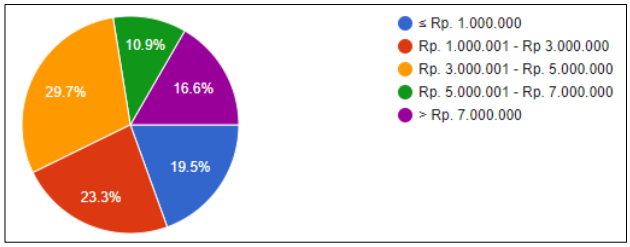

Figure 4. Respondents' Monthly income

4.2 Perception Toward Roti Ganda Products

The descriptive analysis (Table 1) reveals that all variables measured in this study received high average scores, indicating a generally favorable consumer perception toward Roti Ganda products. *Food quality* emerged as a particularly strong attribute, with taste receiving the highest mean score (5.899), followed closely by product variety (5.848). Consumers also expressed satisfaction with portion sizes and the brand's flavor innovations, suggesting a compelling overall product experience.

Price perception was likewise rated positively. Respondents agreed that Roti Ganda's prices were appropriate relative to the quality provided and consistent with market standards, as evidenced by the highest score on PP5 (mean = 6.005). However, as will be discussed later, the direct influence of price perception on repurchase intention appears less straightforward.

Brand trust produced more varied responses. While consumers expressed confidence in the product's safety and certification (BT4 = 6.017), the perception of brand superiority (BT2 = 5.447) was notably lower. This indicates that while a foundation of trust exists, there remains an opportunity to strengthen the brand's differentiation and competitive positioning.

The variable *brand love* demonstrated a strong emotional attachment between consumers and the product. Respondents showed high levels of affection and preference for Roti Ganda, with indicator BL1 (mean = 5.947) confirming a significant level of loyalty when compared to competitors.

Customer satisfaction also recorded high levels overall. Not only were consumers pleased with the product, but they also expressed a willingness to recommend Roti Ganda to others (CS1 = 5.937), highlighting the brand's strong word-of-mouth potential.

Finally, *repurchase intention* reflected strong consumer commitment to continued purchases. Indicators such as the intention to buy the product when hungry (RI1 = 5.990) and a preference to choose Roti Ganda as their main bread product (RI4 = 5.563) signaled consistent loyalty—an essential factor in sustaining long-term market presence.

4.3 Validity and Reliability of the Model

To ensure construct validity, outer loading values (Table 2) exceeded the minimum threshold, except for two indicators (FQ4 and PP1), which were removed to enhance model performance. The Average Variance Extracted (AVE) values (Table 3) were all above 0.5, confirming convergent validity. Although some HTMT values (Table 4) approached or exceeded 0.90, indicating potential overlap

between constructs such as Brand Love and Customer Satisfaction, the overall composite reliability (Table 5) was within acceptable ranges.

4.4 Model Fit and Structural Testing

The model demonstrated a good fit with an SRMR value of 0.05 (Table 6), indicating that the hypothesized structure fits the observed data well.

Table 1. Descriptive Analysis

	Mean	Median	Min	Max
FQ1	5.899	6.000	2.000	7.000
FQ2	5.635	6.000	1.000	7.000
FQ3	5.848	6.000	1.000	7.000
FQ5	5.725	6.000	1.000	7.000
PP2	5.843	6.000	1.000	7.000
PP3	5.659	6.000	1.000	7.000
PP4	5.749	6.000	1.000	7.000
PP5	6.005	6.000	1.000	7.000
BL1	5.947	6.000	1.000	7.000
BL2	5.548	6.000	1.000	7.000
BL3	5.884	6.000	1.000	7.000
BL4	5.717	6.000	2.000	7.000
BL5	5.560	6.000	1.000	7.000
BT1	5.983	6.000	1.000	7.000
BT2	5.447	6.000	1.000	7.000
BT3	5.862	6.000	1.000	7.000
BT4	6.017	6.000	1.000	7.000
BT5	5.855	6.000	1.000	7.000
CS1	5.937	6.000	1.000	7.000
CS2	5.802	6.000	1.000	7.000
CS3	5.845	6.000	2.000	7.000
CS4	5.640	6.000	1.000	7.000
CS5	5.713	6.000	1.000	7.000
RI1	5.990	6.000	1.000	7.000
RI2	5.577	6.000	1.000	7.000
RI3	5.800	6.000	1.000	7.000
RI4	5.563	6.000	1.000	7.000
RI5	5.435	5.000	1.000	7.000

Note : FQ=Food Quality, PP=Price Perception, BL=Brand Love, BT=Brand Trust, CS= Costumer Satisfaction, RI= Repurchase Intention

Table 2. Outer Loading Value

	Brand Love	Brand Trust	Customer Satisfaction	Food Quality	Price Perception	Repurchase Intention
BL1	0.679					
BL2	0.771					
BL3	0.692					
BL4	0.703					
BL5	0.793					
BT1		0.717				
BT2		0.838				
BT3		0.522				
BT4		0.670				
BT5		0.795				
CS1			0.756			
CS2			0.738			
CS3			0.677			
CS4			0.697			
CS5			0.786			
FQ1				0.755		
FQ2				0.701		
FQ3				0.704		
FQ5				0.684		
PP2					0.727	
PP3					0.773	
PP4					0.729	
PP5					0.683	
RI1						0.705
RI2						0.717
RI3						0.786
RI4						0.782
RI5						0.684

Table 3. Average Variance Extracted.

	Average Variance Extracted (AVE)
Brand Love	0.532
Brand Trust	0.514
Customer Satisfaction	0.535
Food Quality	0.506
Price Perception	0.531
Repurchase Intention	0.542

Table 4. Heterotrait-Monotrait Ratio

	Brand Love	Brand Trust	Customer Satisfaction	Food Quality	Price Perception	Repurchase Intention
Brand Love	0.729					
Brand Trust	0.730	0.717				
Customer Satisfaction	0.981	0.795	0.732			
Food Quality	0.878	0.967	0.887	0.712		
Price Perception	0.891	0.878	0.890	0.959	0.729	
Repurchase Intention	0.953	0.619	0.939	0.731	0.739	0.736

Table 5. Composite Reliability

	Cronbach's Alpha	Composite Reliability
Brand Love	0.849	0.850
Brand Trust	0.842	0.838
Customer Satisfaction	0.851	0.852
Food Quality	0.805	0.804
Price Perception	0.819	0.819
Repurchase Intention	0.855	0.855

Table 6. Model Fit

	Saturated Model	Estimated Model
SRMR	0.050	0.054

4.5 Hypothesis Testing and R^2 Evaluation

From the seven hypotheses tested using SmartPLS bootstrapping (Table 7.), four were statistically supported, as indicated by p-values below the 0.05 significance threshold. These include the positive influence of food quality on customer satisfaction (H1, p = 0.002), as well as the significant effect of price perception on customer satisfaction (H2, p = 0.000). Additionally, brand love was found to significantly affect repurchase intention (H6, p = 0.000), and customer satisfaction also showed a strong and direct impact on repurchase intention (H7, p = 0.000). These findings underscore the central roles of product quality, perceived value, emotional connection, and customer satisfaction in driving loyalty and repeat purchase behavior.

In contrast, three hypotheses were rejected due to their p-values exceeding 0.05. These include the relationship between price perception and repurchase intention (H3, p = 0.311), the impact of brand trust on customer satisfaction (H4, p = 0.216), and the influence of brand trust on repurchase intention (H5, p = 0.339). The rejection of these hypotheses suggests that, within this study's context, trust alone

may not be sufficient to drive satisfaction or loyalty, and that pricing, while important for satisfaction, does not directly translate into repurchase behavior.

Table 7. Hypothesis Testing

	P Values	DECISION
Brand Love -> Repurchase Intention	0.000	ACCEPTED
Brand Trust -> Customer Satisfaction	0.216	REJECTED
Brand Trust -> Repurchase Intention	0.339	REJECTED
Customer Satisfaction -> Repurchase Intention	0.000	ACCEPTED
Food Quality -> Customer Satisfaction	0.002	ACCEPTED
Price Perception -> Customer Satisfaction	0.000	ACCEPTED
Price Perception -> Repurchase Intention	0.311	REJECTED

Table 8. R-Square

	R Square
Customer Satisfaction	0.852
Repurchase Intention	0.974

Furthermore, the R-squared (R^2) values (Table 8.) for the endogenous variables demonstrate strong explanatory power. Customer satisfaction was explained by the model at 85.2%, while repurchase intention was explained at an impressive 97.4%, indicating that the constructs and relationships tested account for the majority of the variance observed in consumer behavior toward Roti Ganda products.

4.6 Discussion of Findings

This study highlights several key insights into consumer behavior toward Roti Ganda:

First, product quality significantly boosts customer satisfaction. As supported by Anggraini & Sumiati (2022), consumers tend to repurchase when the product consistently meets taste, variety, and freshness expectations. This explains the high satisfaction scores and supports the positive relationship between quality and loyalty.

Second, while price perception also impacts satisfaction, it does not directly influence repurchase intention. This suggests that consumers may tolerate slightly higher prices if they perceive the product to be of good value. Some consumers prioritize quality or emotional connection over pricing, which aligns with findings by Prihatini & Gumilang (2021).

Third, brand love emerges as a strong predictor of repurchase. When consumers develop an emotional bond with a brand, they are more inclined to continue purchasing despite potential drawbacks. This is consistent with Winarto & Widyastuti (2021) and Gómez & Pérez (2018), who found brand affection to be a strong driver of behavioral loyalty.

Interestingly, brand trust did not significantly influence satisfaction or repurchase. This may stem from operational issues such as inconsistent pickup schedules and

expired products on display, which can erode consumer confidence. Despite this, the availability and habitual use of the product may still encourage repurchase, as supported by Muliawan & Sugiarto (2018).

5. Conclusion and Implications

This study examined the effects of food quality, price perception, brand trust, brand love, and customer satisfaction on repurchase intention toward Roti Ganda products The findings indicate that food quality and price perception significantly influence customer satisfaction, while brand love and customer satisfaction directly drive repurchase intention. These results highlight the pivotal role of satisfaction as a mediating factor that connects both tangible product experiences and emotional attachment to consumer loyalty. Interestingly, price perception was found to have no direct impact on repurchase intention, implying that once consumers are satisfied, pricing becomes less influential in their decision-making. Similarly, brand trust did not significantly affect either satisfaction or repurchase, possibly due to inconsistencies in product freshness and availability, which can erode consumer confidence despite continued patronage. The high R-squared values for customer satisfaction (0.852) and repurchase intention (0.974) further confirm the model's strong explanatory power. From a managerial perspective, businesses like Roti Ganda should focus on maintaining and enhancing product quality while fostering deeper emotional engagement with consumers to encourage long-term loyalty. Efforts to build brand love through digital campaigns and consistent brand experiences may be more effective than relying solely on trust or pricing strategies. Operational consistency, especially in terms of product availability and presentation, must also be improved to reinforce customer confidence. Theoretically, this study contributes to the literature by validating the importance of emotional and experiential variables in shaping consumer behavior in the context of local food brands, while also challenging assumptions about the linear influence of price and brand trust in driving repurchase behavior.

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