

# Consumer Satisfaction as a Mediator of the Influence of Facilities, Price, and Taste on Repeat Purchase Intention at Mi Gacoan in Taman Sidoarjo

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## Abstract

This investigation aims to fill a gap in the current literature by examining the effects of price, flavour, and facilities on repurchase intention. The assumption is that consumer satisfaction serves as a mediator, as it promotes repeat purchases. The study examines the influence of price, taste, and facilities on repurchase intention, emphasizing the importance of customer satisfaction. Data was collected through purposive sampling in order to investigate the impact of these variables and test the hypotheses, utilizing an Explanatory Research design. Data from 151 customers of Resto Mie Gacoan were analyzed using the Structural Equation Model (SEM) approach with Partial Least Squares (PLS). The results indicated that two of our proposed hypotheses were rejected: facilities did not significantly impact repurchase intention, and taste did not significantly influence customer satisfaction. Our findings also showed that customer satisfaction effectively mediates the influence of facilities, price, and taste on repurchase intention.

**Keywords: Facilities, Price, Taste, Satisfaction, Repurchase Intention**

## 1. Introduction

**The business world is increasingly marked by intense competition, particularly in the culinary sector.**

In Indonesia, there are thousands of culinary options, with 3,259 types recorded (Mustiana Lestari, 2019), and this list continues to grow. Consumer demand for food consumption is also rising. Companies must be capable of satisfying consumer requirements and desires by providing innovative and creative products that are suitable for their location, quality, and promotions, as well as the influence of others on purchasing decisions.

The city of Sidoarjo has become a magnet for culinary entrepreneurs, as new restaurants and cafes are constantly opening. Eight restaurants had closed at the end of last year, according to data from the Sidoarjo Regional Tax Service Agency (BP2D). However, 54 new culinary enterprises had opened by May 2019. Data from the Indonesian Hotel and Restaurant Association in Sidoarjo confirms that the culinary business holds great potential, particularly in urban areas like Sidoarjo District, where there are over 100 restaurants. The growing number of culinary establishments has intensified competition among business owners. The current trend involves competing to offer food and beverages at prices accessible to consumers (Ginanjari, 2019).

The culinary business in Sidoarjo continues to grow each year. One reason for the proliferation of culinary businesses in Sidoarjo is that this type of business is easy for entrepreneurs to observe, imitate, and modify (Alvionita et al., 2019). Among the culinary businesses in Sidoarjo are Mie Kober, Mie Setan, Mie Gacoan, Bakso Mercon, Dimsum, and others. With the increase in the number of culinary establishments in Sidoarjo, competition has intensified, requiring business owners to implement marketing concepts or strategies to influence consumers to repurchase products.

In conjunction with the current rapid expansion of the business world, the environment has become more competitive, with success in this competition being contingent upon the ability to anticipate market trends and promptly adapt to changes in consumer behavior and requirements. It is imperative that producers demonstrate greater creativity and innovation in order to satisfy consumers by providing products and services that are enhanced in terms of service and facilities. Intense business competition demands that every business pays close attention to customer needs, which can serve as a reference for identifying business opportunities.

Today's consumers are more discerning and selective in evaluating product quality; their choices are based not only on the product itself but also on the facilities provided. (Philip Kotler, 2007) stated that one of the efforts undertaken by company management, especially those directly interacting with consumers, is to offer as many facilities as possible to attract and retain customers. Companies must strive to improve the facilities they provide to ensure customer satisfaction, thus enabling the company's continued operation.

Facilities are everything that facilitates the operation of a business and serve as essential resources for ensuring smooth activities. These range from basic amenities like restrooms, prayer rooms, and parking areas to additional facilities such as Wi-Fi. (Fandy Tjiptono & A Diana, 2015) states that in creating customer satisfaction, it is crucial for producers to provide facilities, as they play a key role in supporting customer satisfaction. Before a service can be provided to consumers, facilities must be present. Examples of provided facilities include comfortable seating, adequate parking, room decor that enhances consumer comfort, and well-maintained restrooms to ensure that consumers can easily reach their intended experience.

Several studies demonstrate that provided facilities significantly impact customer satisfaction (Galih Ayu Prasasti & Putri Maisara, 2022; Latifah Izzati et al., 2022) Nevertheless, the results of (Muhammad Farhan et al., 2021) suggest that satisfaction is not significantly influenced by facilities. Empirical studies have also demonstrated that the repurchase intention is influenced by the facilities provided ((Andy Wijaya et al., 2021; Muhammad Iqbal & Sujana, 2021; Rumaisha Nur Azizah & Budi Hartono, 2022). In contrast, (Mitchell & Denny Benardus, 2018) found that facilities do not significantly affect repurchase intention.

Customers typically perceive price as sensitive to nominal levels. For price-sensitive customers, a low price is a vital source of satisfaction, as it provides high value for money (Handi Irawan D, 2002). However, the price component is relatively unimportant for those who are not sensitive to it. Companies are required to offer goods or services of the highest quality at a reasonable price that is consistent with the value the client will receive. Price determination is crucial, as companies need to set prices that encourage consumer purchases while providing adequate profits. Mispricing can lead to business failure; excessively high prices may result in a lack of demand, while excessively low prices may prevent profit generation (P. , & A. G. Kotler, 2008). (Philip Kotler & Garry Armstrong, 2008) state that, consumers consider the value of a product to be the price at which it is most expensive. Therefore, if the price exceeds this perceived value, they are more likely to decline the purchase.

Several studies have shown that price significantly impacts customer satisfaction (Goklas Agus Efendi Sianturi et al., 2021; Muhammad Farhan et al., 2021; Muhammad Ridwan et al., 2024). Conversely, (Galih Ayu Prasasti & Putri Maisara, 2022) have discovered that price has a negligible and insignificant impact on satisfaction. Some empirical studies demonstrate that price significantly influences repurchase intention (Lidia Kristiani Biba et al., 2023; Mitchell & Denny Benardus, 2018; Rizky Mudfarikah & Renny Dwijayanti, 2021; Totok Sasongko et al., 2023). In contrast, (Cici Ayu Tania et al., 2022) found that price exerts a positive but minimal influence on repurchase intention.

In the culinary industry, the taste of a product plays a crucial role in all elements of company competition, including profitability. As stated by (Karen Eich Drummond & Lisa M. Brefere, 2010), taste serves as a criterion for food selection, which should be differentiated from the flavour of the food itself. Taste is a complex concept that includes temperature, aroma, flavor, texture, and appearance. A person's behavior in enjoying what they consume initially revolves around assessing the flavor of the food, including the taste and food quality itself. High-quality taste allows an individual to view flavor as a significant competitive

advantage when establishing a restaurant. Restaurants that offer products with high taste quality will also cultivate a strong consumer base.

Empirical studies have shown that taste significantly impacts customer satisfaction ((Galih Ayu Prasasti & Putri Maisara, 2022; Goklas Agus Efendi Sianturi et al., 2021; Muhammad Ridwan et al., 2024). The findings of (Arinal Husna, 2021; Dea Tasa Pebriantika et al., 2022) indicate that consumer satisfaction is not significantly affected by taste. Several empirical studies demonstrate that taste influences repurchase intention (Muhammad Gunawan et al., 2022; Rizal Agfrans Pratama et al., 2023; Samsuddin B. Messa & Yahya, 2022). This contrasts with research that shows price has an insignificant effect on repurchase intention.

Referring to the phenomenon in general, the study is conducted based on considerations from both theory and empirical results. The study is driven by: 1) The inconsistent findings of previous studies, which drive the researchers to re-examine the facilities, price, taste, satisfaction, and repurchase intention within a single research model. 2) The proposed research model indicates that enhancing repurchase intention requires not only consideration of facilities, price, and taste but also the implementation of policies aimed at improving consumer satisfaction. Thus, customer satisfaction is included as both a mediating variable and an independent variable.

## **2. Literature Review**

### **Facilities**

Facility are the tangible resources that must be present for a service to be offered to consumers, as explained by (Fandy Tjiptono, 2014). Particularly in relation to the direct experience of consumers, it is imperative to evaluate the interior and exterior design, hygiene, and condition of the facilities. (Philip Kotler, 2007) states that one of the efforts made by company management, particularly those interacting directly with consumers, is to provide as many facilities as possible to attract and retain customers. Companies must strive to improve the facilities they provide to ensure customer satisfaction, which in turn allows the company to continue operating. (Fandy Tjiptono, 2014) further asserts that in creating customer satisfaction, producers must pay attention to facilities, as they serve as one of the essential components of achieving that satisfaction. Additionally, (Fandy Tjiptono, 2014) highlights that in order to preserve their market position, organizations will pursue innovative strategies for cultivating collaborative relationships with their clients. In order to establish and sustain long-term relationships with consumers and encourage repeat purchases, facilities are considered one of the most critical methods.

In the research conducted by (Latifah Izzati et al., 2022) there are numerous empirical studies that pertain to the correlation between consumer satisfaction and facilities. (Galih Ayu Prasasti & Putri Maisara, 2022), which demonstrate that facilities significantly influence customer satisfaction. Furthermore, several studies show that facilities also impact repurchase intention (Ayu Intan Indraswari & Putu Yudy Wijaya, 2022; Muhammad Iqbal & Sujana, 2021; Rumaisha Nur Azizah & Budi Hartono, 2022).

Following the literature and arguments mentioned above, the following hypotheses are formulated:

H1: Facilities have a significant effect on Customer Satisfaction.

H2: Facilities have a significant effect on Consumer Repurchase Intention.

### **Price**

P. , & A. G. Kotler, 2008; Philip Kotler & Garry Armstrong, (2008) define the price of a product as the monetary amount charged for a product or service, representing the total value exchanged by consumers for the benefits derived from ownership or use of the product or service. According to (Basu Swastha Dharmmesta, 2011), price can be taken as a cost or expense, or more broadly, as a sacrifice. Price is solely a component of the overall sacrifice that consumers make in exchanging goods or services.

Price plays a role in allocation related to decision-making when considering the utility obtained from a product. Therefore, if the utility received by the customer is greater than the money paid for the product, the customer will feel satisfied (Titah Salsabilah & Sunarti, 2018). Price influences customer satisfaction because, consciously or unconsciously, customers will consider their purchasing power regarding the

product offered (Rosalia and Rahardjo, 2016). Consumers perceive the value of a product as the upper limit of its price. Thus, if the price exceeds the perceived value, consumers will choose not to make a purchase (P. , & A. G. Kotler, 2008).

(Goklas Agus Efendi Sianturi et al., 2021; Muhammad Farhan et al., 2021; Muhammad Ridwan et al., 2024) have conducted numerous empirical studies that prove the substantial influence of price on customer satisfaction. Additionally, numerous studies have demonstrated that price also impacts repurchase intention (Lidia Kristiani Biba et al., 2023; Mitchell & Denny Benardus, 2018; Rizky Mudfarikah & Renny Dwijayanti, 2021; Totok Sasongko et al., 2023).

These hypotheses are derived from the aforementioned literature and arguments.

H3: The price significantly influences customer satisfaction.

H4: The price significantly influences consumer repurchase intention.

### **Taste**

A method of identifying food that must be distinguished from its flavor is through taste. Appearance, aroma, flavor, texture, and temperature are all components of taste. (John S. Garrow & William Philip Trehearne James, 2018) describe it as a collaborative endeavour involving the five human senses: taste, scent, touch, sight, and hearing. "Taste is a method of food selection that must be differentiated from the taste of the food or beverage itself, which includes attributes such as appearance, aroma, flavor, and texture" (Karen Eich Drummond & Lisa M. Brefere, 2010).

Philip Kotler & Garry Amstrong (2008) assert that the flavour of a food product is a critical determinant of consumer acceptance. The taste of food accepted by consumers affects their satisfaction. High customer satisfaction will lead to a desire for consumers to make repeat purchases in the future. If the quality of the food's taste is deemed suitable for the consumer's preferences, then consumers are usually satisfied and will buy the product again.

Several empirical studies related to the relationship between taste and customer satisfaction can be found in the research (Galih Ayu Prasasti & Putri Maisara, 2022; Goklas Agus Efendi Sianturi et al., 2021; Muhammad Ridwan et al., 2024) which demonstrate that taste has a significant impact on customer satisfaction. Furthermore, several studies show that taste also influences repurchase intention (Muhammad Gunawan et al., 2022; Rizal Agfrans Pratama et al., 2023; Samsuddin B. Messa & Yahya, 2022).

Based on above literature and arguments, following hypotheses are generated

H5: Taste has a significant effect on Customer Satisfaction.

H6: Taste has a significant effect on Consumer Repurchase Intention.

### **Customer Satisfaction**

The sensation of satisfaction is the result of comparing one's expectations with the performance (or outcome) of a product, which can result in either pleasure or disappointment (Philip Kotler, 2007). Satisfaction is the sensation of either delight or disappointment that arises when the alleged performance of a product (or outcome) is contrasted with the expectations. Consumers will experience dissatisfaction when the performance falls short of their expectations. the consumer will be satisfied if the performance meets their expectations. (Philip Kotler & Kevin Lane Keller, 2012) Consumer satisfaction will be significantly enhanced if performance surpasses expectations.

Customer satisfaction is the feeling that emerges after comparing expectations with the outcomes of the products they use, whether it be a feeling of disappointment or pleasure (Philip Kotler & Kevin Lane Keller, 2012). The intention to repurchase, which is one of the goals for companies to maximize sales value, will increase if customers feel satisfied with the products/services offered (Fandy Tjiptono, 2014). Furthermore, (Fandy Tjiptono, 2014) states that "customer satisfaction is the cognitive state of the buyer regarding the match or mismatch between the results obtained and the sacrifices made." Following the consumption of a product or service, consumers experience either satisfaction or dissatisfaction regarding the item consumed. Consumer satisfaction promotes repeat purchases and continued consumption of a product. Empirical

evidence shows that satisfaction has a significant effect on repurchase intention (Clarisa Salsabila et al., 2022; Dewi Maharani Purbasari & Dewi Laily Purnamasari, 2018; Kevin Olivier et al., 2024).

Based on the aforementioned literature and arguments, the subsequent hypotheses are proposed:

H7: The relationship between Customer Satisfaction and Consumer Repurchase Intention is significant.

H8: The relationship between Facilities and Repurchase Intention is mediated by Customer Satisfaction.

H9: Customer Satisfaction serves as a mediator in the relationship between Price and Repurchase Intention.

H10: The relationship between Taste and Repurchase Intention is mediated by Customer Satisfaction.

### 3. Method

The research undertaken is a survey study, in which the researcher observes the data collection process, notes the data in its current state, and then analyzes and interprets it. Consumers who have acquired Mie Gacoan products in Sidoarjo comprise the population of this investigation; however, the precise quantity of this population remains unknown. In order to ascertain the sample size, Roscoe's rule is implemented. In multivariate study results, such as multiple regression analysis, the sample size must be a minimum of ten times, preferably more, than the number of variables in the study. This represents a method for determining the sample size (John T. Roscoe, 2007). One hundred fifty individuals are selected based on Roscoe's rule, determined by the multiplication of five variables by thirty.

This study employs Purposive Sampling and Accidental Sampling as sampling techniques. Per (Sugiyono, 2019), accidental sampling is a method of selecting samples by coincidence. This means that any individual who encounters the researcher can be used as a sample, provided that the individual meets the criteria established by the researcher. However, Purposive Sampling, as defined by (Sugiyono, 2019), is the process of selecting samples based on specific criteria in order to ascertain the number of samples that will be studied. Customers who have visited Mie Gacoan in Taman Sidoarjo at least twice and are at least 17 years of age are the only criteria for the samples used in this study.

This study utilises Explanatory Research to clarify the influence of research variables on hypothesis testing, literature review execution, and the assessment of validity and reliability concerning five constructs: price, taste, customer satisfaction, and repurchase intention. Researchers implemented a five-point Likert scale (1 strongly disagree—5 strongly concur) to evaluate the five constructs.

Table 1. Measurement Variabel

Variable	Definition	Indicator
Facilities (Fandy Tjiptono, 2014)	All equipment and supplies provided by Resto Mie Gacoan to provide comfort to customers.	Adequate furniture or tables and chairs Arrangement of tables and chairs Clean toilets Cool lighting Comfortable parking area Free wifi
Price (Philip Kotler & Garry Armstrong, 2008)	the amount of money consumers need to pay to obtain some combination of noodles and the services that accompany them	The price of the noodles is affordable. The price of the noodles is in line with purchasing power. The price of the noodles corresponds to the quality. The price of the noodles is competitive.
Taste (Wahidah, 2010)	Flavor is a way of selecting food that should be distinguished from the taste of the food itself.	Aroma Taste Stimulation
Satisfaction	Customers' feelings of happiness	The product obtained meets

(Fandy Tjiptono, 2014)	or disappointment towards the services provided by Resto Mie Gacoan after comparing the results of the services used with the expected results.	expectations. Making a repeat visit. 3. Recommending to friends or relatives.
Repurchase Intention (Augusty Tae Ferdinand, 2022)	Consumer behavior is when consumers have the desire to purchase or repurchase a product based on their experiences in selecting, using, and consuming, or even desiring a product.	Transactional interest Referential interest Preferential interest Exploratory interest

This study employed Structural Equation Modeling (SEM) using Partial Least Squares (PLS). In the analysis with PLS, two main activities were conducted:

Assessing the Outer Model or Measurement Model.\*\* The framework of measurement delineates the relationship between each indicator block and its corresponding latent variable. The measurement model assesses the validity and reliability of the constructs. The outer model is assessed based on two criteria: Convergent Validity and Discriminant Validity.

Evaluating the Inner Model or Structural Model. The alignment of the theoretical model with empirical data can be assessed using Goodness-of-Fit statistics. A framework is deemed fit when its covariance matrix aligns with that of the observed data. The model fit in the WarpPLS 6.0 programme is assessed through the output general results, which evaluate model fit indices and P-values. The study presents ten fitness indicators. The Average Path Coefficient (APC) should have a P-value < 0.05, the Average R-Squared (ARS) must also have a P-value < 0.05, and the Average Adjusted R-Squared (AARS) is required to have a P-value < 0.05. The Average Block Variance Inflation Factor (AVIF) should be < 5, ideally 3.3, while the Average Full Collinearity VIF (AFVIF) should also be < 5, ideally 3.3. The Tenenhaus Good Fit Index (Tenenhaus GoF) is classified as small ( $\geq 0.1$ ), medium ( $\geq 0.25$ ), and large ( $\geq 0.36$ ). The Sympton Paradox Ratio (SPR) should exceed 0.7, ideally reaching 1. The R-squared Contribution Ratio (RSCR) must be  $\geq 0.9$ , ideally 1. The Statistical Suppression Ratio (SSR) is accepted if the value > 0.7, and the Nonlinear Bivariate Causality Direction Ratio (NLBCDR) is accepted if the value  $\geq 0.7$ .

## 4. Results

### Evaluation of Measurement Model

#### Convergent Validity

If the factor loading value exceeds 0.30, the loading value is deemed to have a high level of validity. The external load results for each indicator associated with the exogenous and endogenous latent constructs are presented below, derived from data processing conducted with WarpPLS.

Table 2 Outer Loading

Indicator	Result	p-value	Explanation
F1	0.666	<0.001	Valid
F2	0.599	<0.001	Valid
F3	0.601	<0.001	Valid
F4	0.62	<0.001	Valid
F5	0.661	<0.001	Valid
F6	0.308	<0.001	Valid
H1	0.145	0.034	<b>Not Valid</b>
H2	0.699	<0.001	Valid
H3	0.86	<0.001	Valid
H4	0.697	<0.001	Valid
CR1	0.625	<0.001	Valid
CR2	0.697	<0.001	Valid

CR3	0.694	<0.001	Valid
CR4	0.489	<0.001	Valid
CR5	0.45	<0.001	Valid
KP1	0.555	<0.001	Valid
KP2	0.798	<0.001	Valid
KP3	0.747	<0.001	Valid
KP4	0.429	<0.001	Valid
MBU1	0.594	<0.001	Valid
MBU2	0.844	<0.001	Valid
MBU3	0.706	<0.001	Valid
MBU4	0.349	<0.001	Valid

Based on the data analysis results, it is known that Indicator 1 of the Price variable has a factor loading value of approximately 0.3, indicating that this indicator does not adequately represent the Price construct. This criterion is not sufficient to assess the validity of the indicator as a valid construct. Therefore, the indicator is removed from the model for further analysis.

Table 3 Outer Loading Stage 2

Indicator	Result	p-value	Explanation
F1	0.666	<0.001	Valid
F2	0.599	<0.001	Valid
F3	0.601	<0.001	Valid
F4	0.62	<0.001	Valid
F5	0.661	<0.001	Valid
F6	0.309	<0.001	Valid
H2	0.64	<0.001	Valid
H3	0.885	<0.001	Valid
H4	0.731	<0.001	Valid
CR1	0.624	<0.001	Valid
CR2	0.696	<0.001	Valid
CR3	0.694	<0.001	Valid
CR4	0.491	<0.001	Valid
CR5	0.452	<0.001	Valid
KP1	0.554	<0.001	Valid
KP2	0.797	<0.001	Valid
KP3	0.747	<0.001	Valid
KP4	0.43	<0.001	Valid
MBU1	0.593	<0.001	Valid
MBU2	0.843	<0.001	Valid
MBU3	0.706	<0.001	Valid
MBU4	0.35	<0.001	Valid

The data analysis results indicate that all indicators exhibit factor loading values exceeding 0.30 (Hair et al., 2010), accompanied by a significant P value of less than 0.001. Therefore, overall, these indicators are able to represent the constructs of Facilities, Price, Taste, Satisfaction, and Repurchase Intention. This criterion successfully assesses the validity of the indicators as valid constructs, demonstrating convergent validity.

### Discriminant Validity

Discriminant validity for each construct or latent variable can be evaluated using the Average Variance

Extracted (AVE) method. The model demonstrates improved discriminant validity when the square root of the Average Variance Extracted (AVE) for each construct is greater than 0.5.

Table 4. AVE (Average Variance Extracte)

Variable	AVE
Facilities	0.347
Price	0.576
Taste	0.360
Satisfaction	0.422
Repurchase Intention	0.421

Table 4 shows that the AVE (Average Variance Extracted) values for 4 variables (Facilities, Taste, Satisfaction, Repurchase Intention) are less than 0.5. Meanwhile, the Price construct has a value greater than 0.50. The average percentage of variance extracted is between 31% and 40%, falling short of the recommended threshold of 0.5. Claes Fornell & David F. Larcker (1981) suggest that the average variance extracted offers a conservative estimate of the measurement model's validity, indicating that "based solely on composite reliability, researchers can conclude that the validity of these constructs is adequate."

The evaluation of the outer model involves assessing the reliability of latent constructs through Cronbach's alpha and the composite reliability of the indicator blocks that measure these constructs. A value greater than 0.60 indicates the reliability of a construct. The results obtained from WarpPLS are presented below.

Table 5. Cronbach's Alpha and Composite Reliability Test Results

Variable	Cronbachs Alpha	Composite Reliability
Facilities	0.608	0.753
Price	0.621	0.800
Taste	0.549	0.732
Satisfaction	0.522	0.734
Repurchase Intention	0.514	0.729

According to Table 5, three variables are less reliable due to the Cronbach's alpha coefficient value being less than 0.60. In order to satisfy the composite reliability, all variables must have a value greater than 0.7.

#### Evaluation of Structural Model

At the Goodness-of-fit statistic level, the theoretical model and empirical system are being evaluated for their compatibility. A covariance matrix of a model is considered to be "fit" if it is identical to the covariance matrix of the observed data. The outcomes of ten fit indicators are expressed as model fit indices and P values.

Table 6. Model Fit and Quality Indices

Model Fit and Quality Indices	Fit Criteria	Result	Explanation
Average path coefficient (APC)	P<0.05	0.230, P<0.001	good
Average R-Squared (ARS)	P<0.05	0.562, P<0.001	good
Average Adjusted R-Squared (AARS)	P<0.05	0.551, P<0.001	good
Average block VIF (AVIF)	acceptable if $\leq 5$ , ideally $\leq 3.3$	3.698	acceptable
Average full collinearity VIF (AFVIF)	acceptable if $\leq 5$ , ideally $\leq 3.3$	2.030	ideal
Tenenhaus GoF (GoF)	small $\geq 0.1$ , medium $\geq 0.25$ , large $\geq 0.36$	0.489	good
Sympson's paradox ratio	acceptable if $\geq 0.7$ , ideally = 1	1.000	Ideal



(SPR)			
R-squared contribution ratio (RSCR)	acceptable if $\geq 0.9$ , ideally = 1	1.000	ideal
Statistical suppression ratio (SSR)	acceptable if $\geq 0.7$	1.000	acceptable
Nonlinear bivariate causality direction ratio (NLBCDR)	acceptable if $\geq 0.7$	1.000	acceptable

Tabel 7. R-Square

Variable	R Square
Satisfaction	0.541
Repurchase Intention	0.582

The R-square value of Satisfaction is 0.541, indicating that the contribution of Facilities, Price, and Taste to consumer satisfaction is 54.1%. Similarly, the R-square value of Repurchase Interest is 0.582, showing that the contribution of Facilities, Price, Taste, and satisfaction to repurchase interest is 58.2%.

Table 8. Direct Influence Test Results

Relationship between Variables		Path Coefficient	<i>p-value</i>	Explanation
Facilities	Satisfaction	0.398	<0.001	Significant
Facilities	Repurchase Intention	0.058	0.235	Non Significant
Price	Satisfaction	0.270	<0.001	significant
Price	Repurchase Intention	0.323	<0.001	Significant
Taste	Satisfaction	0.120	0.066	Non Significant
Taste	Repurchase Intention	0.176	0.013	Significant
Satisfaction	Repurchase Intention	0.268	<0.001	Significant

Hypothesis 1: Facilities have a significant effect on Satisfaction.

The influence of facilities on consumer satisfaction yields a path coefficient of 0.308 and a p-value of less than 0.001, leading to the acceptance of H1. This effect is statistically significant. These results indicate that better facilities will increase consumer satisfaction. Thus, facilities are a factor that determines the level of consumer satisfaction.

Hypothesis 2: Facilities have a significant effect on repurchase intention.

The influence of facilities on repurchase intention yields a path coefficient of 0.058 and a p-value of 0.235, leading to the rejection of H4. This effect is not statistically significant. These results indicate that facilities are not a factor that determines repurchase intention

Hypothesis 3: Price has a significant effect on Satisfaction.

The relationship between price and consumer satisfaction yields a path coefficient of 0.270, accompanied by a p-value of less than 0.001, leading to the acceptance of H2. This effect is statistically significant. The outcomes demonstrate a positive correlation between price appropriateness and consumer satisfaction levels. Price serves as a determinant of consumer satisfaction levels.

Hypothesis 4: Price has a significant effect on repurchase intention

The relationship between price and repurchase intention yields a path coefficient of 0.323 and a p-value of less than 0.001, leading to the acceptance of H5. This effect is statistically significant. The outcomes say that price influences repurchase intention.

Hypothesis 5: The influence of taste on satisfaction is substantial. The influence of taste on consumer satisfaction yields a path coefficient of 0.120 and a p-value of 0.066, leading to the rejection of H3. This effect is not statistically significant. The outcomes suggest that taste does not influence the degree of consumer satisfaction.

Hypothesis 6: Taste has a significant effect on repurchase intention

The effect of Taste on repurchase intention produces a path coefficient of 0.176 with a p-value of 0.013, thus H6 is accepted. This effect is statistically significant. The outcomes suggest that taste influences repurchase intention.

Hypothesis 7: Satisfaction has a significant effect on Repurchase Intention

The effect of Satisfaction on repurchase intention produces a path coefficient of 0.268 with a p-value <0.001, thus H7 is accepted. This effect is statistically significant. The outcomes reveal that satisfaction influences repurchase intention.

Table 9. Indirect Effect Test Results

Explanatory Variables	Mediating Variables	Response variable			
			Direct Effect	Indirect Effect	Total Effect
Facilities	Satisfaction	Repurchase Intention	0.058	0.107	0.165
Price	Satisfaction	Repurchase Intention	0.323	0.072	0.396
Taste	Satisfaction	Repurchase Intention	0.176	0.032	0.208

Table 9 indicates that the exogenous variable, Facilities, has a direct impact on the endogenous variable, Repurchase Intention, which is 0.058. Simultaneously, the indirect effect via Satisfaction is assessed at 0.107. Facilities have a cumulative impact of 0.165 on repurchase intention measured by satisfaction. Thus, the direct impact is less than the total effect, suggesting that Hypothesis 8 is either supported or accepted. These findings demonstrate that the Satisfaction variable has the potential to mediate the impact of Facilities on Repurchase Intention.

The results of the mediation effect test suggest that the exogenous variable, Price, has a direct effect on the endogenous variable, Repurchase Intention, with a value of 0.323. The indirect effect through Satisfaction is 0.072. Through Satisfaction, the aggregate impact of Price on Repurchase Intention is 0.396. Therefore, Hypothesis 9 is either endorsed or accepted, as the direct effect is less than the total effect. These findings demonstrate that the Satisfaction variable has the potential to mediate the impact of Price on Repurchase Intention.

The results of the mediation effect test suggest that the exogenous variable, Taste, has a direct effect on the endogenous variable, Repurchase Intention, with a value of 0.176. In the interim, the indirect effect through Satisfaction is recorded at 0.032. Through Satisfaction, the aggregate impact of Taste on Repurchase Intention is 0.208. Hypothesis 10 is thus either endorsed or accepted, given that the direct effect is surpassed by the total effect. The Satisfaction variable can mediate the effect of Taste on Repurchase Intention.

#### 4. Discussion

The investigation's findings demonstrate that customer satisfaction at Mi Gacoan in Taman Sidoarjo is significantly affected by facilities, aligning with H1. The findings are consistent with earlier research by (Latifah Izzati et al., 2022) and (Galih Ayu Prasasti & Putri Maisara, 2022), which indicated that the available facilities have a substantial effect on consumer satisfaction. This study's findings are consistent with (Philip Kotler, 2007) assertion that one of the efforts made by management, especially in direct relation to consumers, is to provide as many facilities as possible to attract and retain customers. Companies

must strive to improve the facilities available to enhance customer satisfaction, ensuring the company's sustainability. Furthermore, Fandy Tjiptono (2014) states that a crucial aspect for producers in creating customer satisfaction is certainly the facilities that support the achievement of that satisfaction. Facilities are essential physical resources required prior to the provision of services to consumers. Examples of provided facilities include comfortable seating, adequate parking, room decorations that create a pleasant atmosphere for consumers, and accessible restroom facilities that allow consumers to reach their goals easily.

The research findings indicate that facilities have a statistically insignificant effect on repurchase intention. This finding supports the study by Mitchell & Denny Benardus (2018) which demonstrated that facilities do not significantly influence repurchase intentions. The research findings are inconsistent with Fandy Tjiptono & A Diana (2015) view, which posits that to survive in a competitive environment, companies will seek creative ways to establish collaborative relationships with customers. Facilities are considered a crucial means of building and maintaining relationships with customers for long-term repurchase. The results suggest that the provided facilities have not yet functioned optimally and do not meet the criteria and expectations of customers to foster consumer interest in visiting and making purchases.

Research indicates that customer satisfaction is significantly influenced by price. Consumers will experience greater satisfaction when cake prices are affordable, align with their purchasing power, correspond to quality, and remain competitive with alternative products. This discovery corroborates the findings of recent research conducted by (Goklas Agus Efendi Sianturi et al., 2021; Muhammad Farhan et al., 2021; Muhammad Ridwan et al., 2024), which established that customer satisfaction is substantially influenced by price. The results are in accordance with Titah Salsabilah & Sunarti (2018) opinion that price is a factor in the allocation of resources related to decision-making when the benefits of a product are taken into account. Customers will experience satisfaction when the advantages they receive surpass the cost of the product. Moreover, (Philip Kotler & Garry Armstrong, 2008) assert that price is the value that consumers are required to pay for a product or service in order to obtain the benefits of using it. Relative affordability involves the cost of a product or service. Customer disappointment may result from an excessively high price that is not justified by superior quality. Business owners must ensure that the price they establish is consistent with the caliber of the products or services they provide. Moreover, in order to guarantee that the established price is neither excessively high nor excessively low, business owners should evaluate the prices of comparable products or services offered by their competitors. When consumers perceive the advantages of a product or service, they frequently determine its value by its price. Upon reaching a specific price point, the value of the product will increase as the perceived benefits to consumers increase. As consumers' perceived value increases, customer satisfaction will also increase.

The research findings demonstrate that price has a significant impact on repurchase intention. This finding corroborates earlier research by (Hanjaya Siaputra, 2022; Lidia Kristiani Biba et al., 2023; Mitchell & Denny Benardus, 2018; Rizky Mudfarikah & Renny Dwijayanti, 2021; Totok Sasongko et al., 2023), indicating that price affects repurchase intention. The research findings align with the views of P. , & A. G. Kotler, 2008; Philip Kotler & Garry Armstrong, (2008), who state that factors influencing consumer repurchase intention include stimuli related to marketing issues, products, or aspects within the product, including price. The relationship between repurchase intention and price is also crucial for every company, as price is a very important factor that affects the level of consumer repurchase intention. Price will become one of the choices for consumers when making a purchase. If a company can offer a reasonable and attractive price for its products, then consumer repurchase intention will increase. If consumers find the offered price suitable, they are likely to repurchase the same product. This is consistent with the production concept, which states that consumers prefer products with lower prices.

The research findings demonstrate that taste exerts an insignificant influence on consumer satisfaction. This finding supports previous studies by Dea Tasa Pebriantika et al., (2022) and Arinal Husna (2021), which demonstrate that taste does not have a significant impact on consumer satisfaction. The research findings contradict the views of Didik Harjadi & Iqbal Arraniri (2021), who argue that the quality of taste in food is a primary factor in the culinary field. The quality of taste is considered a key factor in the culinary industry because it can enhance consumer satisfaction. If the taste quality of food is perceived to align with consumer preferences, they are usually satisfied and likely to repurchase the product. Conversely, if the food quality does not meet expectations, consumers may choose similar products elsewhere. Therefore, taste plays an

important role for consumers when trying new food or drink products for the first time, as it can be evaluated through indicators of taste complexity arising from diverse perceptions. A unique flavour in a restaurant serves as a distinguishing characteristic for consumers, thereby establishing a recognisable taste within the broader public. Providing the best taste in a product can offer satisfaction to consumers who consume it. This indicates that the taste offered can positively impact consumer satisfaction. In this study, taste did not significantly affect satisfaction because the majority of respondents were students, who did not prioritize taste in products; they focused on other factors. For instance, a comfortable place to relax while enjoying the product, reasonably priced items, friendly service, secure and easy transactions, and other aspects.

The influence of taste on repurchase intention is substantial. The research findings support studies conducted by Rizal Agfrans Pratama et al., (2023), Muhammad Gunawan et al., (2022) and Samsuddin B. Messa & Yahya, (2022), which demonstrate that taste significantly affects repurchase intention. The results of this study align with the views of Philip Kotler & Garry Armstrong (2008), who state that the taste of a food product is one of the factors that determine whether a product is accepted by consumers. The taste of food that is well-received by consumers affects their satisfaction. High consumer satisfaction leads to a desire to make repurchases in the future. If the taste quality of the food is perceived to match consumer preferences, consumers are generally satisfied and will repurchase the product.

Consumer satisfaction significantly influences repurchase intention. The research findings support studies conducted by Nurul Tufahati et al., (2021) and Clarisa Salsabila et al., (2022), which demonstrate that consumer satisfaction significantly affects repurchase intention. These findings align with the opinion of Henry Assael (1998), who noted that when a consumer evaluates a brand, they tend to purchase the brand that provides the highest level of satisfaction. This concept applies to high-involvement products. A marketer will strive to measure consumers' purchase intentions and understand the factors that influence those intentions. Furthermore, Anderson, Eugene W., and Sullivan (1993) highlight a direct positive relationship between consumer satisfaction and repurchase, supported by a wide range of studies on products and services. Overall consumer satisfaction with a service is strongly related to the behavior of returning to the same service provider.

The research findings indicate that facilities have an influence on repurchase intention through satisfaction. The positive influence shows that facilities are aligned with satisfaction. In other words, when the provided facilities adequately meet consumer needs, consumer satisfaction will also be high. This high level of consumer satisfaction will lead to an increased desire for consumers to make future purchases. Fandy Tjiptono (2014) states that to create customer satisfaction, an important aspect that producers must consider is the facilities, which serve as a support for achieving that customer satisfaction. Furthermore, Fandy Tjiptono (2014) asserts that "customer satisfaction is a cognitive situation of the buyer concerning the alignment or misalignment between the outcomes obtained compared to the sacrifices made." Upon consumption of a product or service, consumers will experience either satisfaction or dissatisfaction regarding their experience. Satisfaction will encourage consumers to repurchase and consume the product again. Conversely, feelings of dissatisfaction will lead to disappointment and halt repurchase. Philip Kotler & Kevin Lane Keller (2012) assert that following a product purchase, consumers may experience satisfaction or dissatisfaction, leading to various post-purchase behaviours. Customers who are satisfied with their purchases are likely to return and recommend the product to others. Thus, customer satisfaction will influence repurchase intention.

The research findings indicate that price influences repurchase intention through satisfaction. The positive influence shows that price is aligned with satisfaction. In other words, when the price offered for a product is in accordance with consumers' purchasing ability and reflects its quality, consumer satisfaction will also increase. This high level of consumer satisfaction will lead to an increased desire for consumers to make future purchases. The results align with Schiffman & Kanuk (2011:193) assertion that perceived price represents the value consumers derive from their purchases. The price perceived by consumers as too high, low, or fair significantly influences purchase intensity and satisfaction levels. A perceived unfair price can impact the perceived value of a product and subsequently affect consumers' willingness to subscribe to a specific store or service. Price plays a role in allocation related to decision-making in considering the utility

derived from a product. Therefore, if the utility received by customers exceeds the money paid for the product, customers will feel satisfied (Titah Salsabilah & Sunarti, 2018). Satisfaction will encourage consumers to repurchase and consume the product again. Conversely, feelings of dissatisfaction will lead to disappointment and halt repurchase.

The research findings indicate that taste influences repurchase intention through satisfaction. The positive influence shows that taste is aligned with satisfaction. In other words, when the taste offered by a product meets the desires and preferences of consumers, their satisfaction will also increase. This high level of consumer satisfaction will lead to a greater desire for consumers to make future purchases. The findings are consistent with the opinion of Kotler (2016) that the taste of a food product is one of the factors determining whether the product is accepted by consumers. Therefore, business operators need to maximize the taste of every food item. This is one of the key factors determining success in the food industry. The taste of food accepted by consumers affects their satisfaction. Satisfied consumers will ultimately attract their interest in repurchasing a product; if customers are satisfied with the product, it will foster customer loyalty, leading them to repurchase in the future. This reduces price elasticity and hinders competitors from attracting customers, as these customers are reluctant to switch.

## 5. Conclusion

The results of empirical research demonstrate that facilities significantly impact customer satisfaction; however, they do not have a substantial effect on repurchase intention. Customer satisfaction at Mi Gacoan in Taman Sidoarjo is influenced by factors such as appropriate furniture, the arrangement of tables and chairs, cleanliness of restrooms, quality of lighting, comfort of parking areas, and supplementary amenities like free Wi-Fi. However, all the provided facilities have not contributed to the consumers' intention to repurchase.

The study's results demonstrate that price has a significant impact on customer satisfaction and the intention to repurchase. The satisfaction and repurchase intention of customers at Mi Gacoan in Taman Sidoarjo are influenced by affordable prices, prices that correspond to purchasing power, prices that reflect quality, and prices that are competitive with similar products.

The studies outcomes demonstrate that taste exerts an insignificant influence on customer satisfaction, while significantly impacting customers repurchase intention. The repurchase intention of customers at Mi Gacoan in Taman Sidoarjo is influenced by aroma, flavour, and stimulation. Taste has not yet played a role in customer satisfaction.

Customer satisfaction mediates the relationship between facilities, price, and taste, influencing consumers repurchase intentions. The correlation between repurchase intention and customer satisfaction are positive. Customer satisfaction mediates the relationship among facilities, price, and taste concerning consumers' intention to repurchase. The correlation between repurchase intention and customer satisfaction are positive. It can be said that the relationship pattern between the variables of facilities, price, and taste toward consumers repurchase intention will have a significant relationship pattern if the relationship is indirect or through the satisfaction variable.

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