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THE INFLUENCE OF SERVICE QUALITY, PRODUCT ATTRACTIVENESS, PRICE AND BRAND IMAGE ON REPURCHASE INTEREST IN PAKELAN RESTAURANT

Restu Herlinda Piastissa[1], Rina Dwiarti[2]

Universitas Mercu Buana Yogyakarta, Jl. Ring Road Utara, Ngropoh, Condongcatur, Kec.

Depok, Kabupaten Sleman, Yogyakarta, Indonesia

Email: 190510029@student.mercubuana-yogya.ac.id

Abstract

Currently, the culinary business is a growing and promising industry due to its relation to human basic needs, namely food. Service quality is a consideration in choosing a product. Satisfaction with service quality refers to the gap between reality and what consumers expect from the service they receive. Therefore, the purpose of this study is to determine the influence of service quality, product appeal, product price, and brand image on repurchase intention at Pakelan Restaurant. This study uses a quantitative research method with a descriptive and causal approach. The hypothesis test results show that the t-count value is 2.120 and the significant probability value is 0.037. Since the t-count value 2.120 > t-table 1.985 and the significance value of 0.037 is less than 0.05, H1 is accepted. Service quality with the highest assurance indicator, product appeal with the highest product variation/supporting product availability indicator, product price with the highest price-benefit conformity indicator, and brand image with the highest brand association strength indicator. The results of this study support the findings of previous research by Mudfarikah & Dwijayanti (2021), Antika and Indiani (2023), Setiawati et al. (2021), Diponugroho & Santoso (2015), Akbar (2021), and Kurnianingsih and Andhatu (2022). **Keywords :** Culinary, Pakelan, Restaurant, Quality, Service.

1. INTRODUCTION

Currently, the culinary business is a growing and promising industry due to its relation to human basic needs, namely food. The emergence of various unique foods, accompanied by culinary tourism and culinary trends as a lifestyle in society. To survive and thrive, restaurant managers are required to create competitive advantages over their products and services in an effort to satisfy customers, which is expected to lead to repurchase intention (Bernadine (2005) in Wicaksono & Purwanto (2021)). According to Kinner and Taylor (1995) in Rahayu Tri Astuti (2013), purchase intention is the stage of respondents' tendency to act before the buying decision is actually made.

Service quality is a consideration in choosing a product. Satisfaction with service quality refers to the gap between reality and what consumers expect from the service they receive. With good service that meets customer expectations, customers are likely to show repeat purchases and even invite others.

According to research by Antika & Indiani (2023), service quality has a positive and significant impact on repurchase decisions.

According to Tjiptono (1997) in Setiawati et al. (2021), product appeal is everything that can be offered by sellers to attract attention, demand, and purchase. When shopping, consumers buy products that they find appealing. According to research by Setiawati et al. (2021), product appeal has a positive and significant impact on repurchase intention. Therefore, products with extraordinary appeal, such as trendy designs or products that follow current trends, can attract consumers to repurchase. Price also affects customer behavior in repurchasing food and drinks from a location.

Price is always consistent with product quality, and price has several quality perceptions (Rochmat, 2016). According to research by Akbar (2022), price has a significant positive impact on consumer repurchase intention. This is because offering relatively low or affordable prices can increase consumer repurchase intention.

Brand image is essentially a consumer's opinion or perception of a particular brand based on examination and comparison with other brands of the same product type. Brand image shows an accurate perception of the brand. According to research by Akbar (2021), brand image has a significant positive impact on consumer repurchase intention.

Therefore, the researcher is interested in conducting research at Pakelan Restaurant, which operates in the culinary field. This study aims to determine "The Influence of Service Quality, Product Appeal, Product Price, and Brand Image on Repurchase Intention at Pakelan Restaurant."

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Repurchase intention, according to Sartika (2021), is a purchase interest based on past purchasing experiences. A high repurchase intention reflects a high level of consumer satisfaction.

According to (Tawakal & Untarini, 2016), service quality is the expected level of excellence and control over that level of excellence to meet customer desires. One of the strategies used by companies to outperform the competition is service quality. Customers are attracted to buy a product or service because of good service quality. Service quality is the foundation for service sellers because the core of the marketed product is quality performance, and performance is what consumers buy. It is known that service quality can be used as a tool to gain a competitive advantage and determine success. The better the service in the eyes of the customer, the higher the success and quality of the company.

Product attractiveness, according to Tjiptono (1997) in Riyono & Budiharja (2016), is anything that can be offered by a merchant/seller in the market to be noticed, requested, sought, purchased, and consumed to meet the needs or desires of the relevant market.

A very influential company motivation in the sale of a product is price. According to Kotler and Armstrong (2012) in (Tangko & Christiany, 2016), price is the amount of money charged for a product or the amount of value that consumers exchange for having and using a product or service. Price is the

part of the marketing mix that can generate revenue per sale. Therefore, companies must be able to determine the price of their products appropriately and accurately so that consumers are interested and willing to buy the products offered, allowing the company to profit from it.

Brand image is the guide that consumers use when evaluating products when they do not have enough information about the product. Consumers usually choose products they are familiar with through the experience of using the product or based on information from various sources. According to Kotler (2004), brand image is the consumer's perception of a brand as a reflection of the associations that prevail in the consumer's mind. Brand image is an association that arises in the minds of consumers when remembering a particular brand. These associations may just be specific thoughts and images associated with the brand. Brand image consists of brand associations; these brand associations are everything related to brand memory. Brand associations have a certain strength and become stronger when the experience of consuming or extracting information increases, and stronger when other networks support it. Therefore, brand image is important for consumers when making purchasing decisions for a product.

The influence of service quality on repurchase intention

Service quality is a major part of a company's strategy in order to achieve a sustainable advantage. Service quality is needed for a company because if a company's service is not optimal and does not meet the expectations of consumers, it causes a lack of consumer interest in the company. If the company maximizes its service quality, repurchase intention will also increase (Citra et al., 2013). If a company is able to achieve a standard of service quality that can match consumer expectations, there will be a high probability of consumers having the intention to repurchase, because the company's quality image is not only judged by the company itself but also from the consumer's point of view. Companies that focus on improving service quality can build stronger repurchase intentions. From the research results of Mudfarikah & Dwijayanti (2022) and Antika and Indiani (2023), it is stated that service quality has a positive and significant influence on repurchase intention.

Based on the description above, the following hypothesis can be drawn:

H1: Service quality has a positive effect on repurchase intention.

The influence of product attractiveness on repurchase intention

Attractiveness is the advantage of the product and the uniqueness highlighted by the product. This can be known by seeing how a product can cause consumption or purchase by consumers. The purpose of product attractiveness is to prevent consumers from getting bored even though they have experience consuming the company's products in the past. Repurchase intention is a reaction from previous experiences. Thus, if the previous experience made the customer feel bored, a high product attractiveness is needed to increase repurchase intention by eliminating the customer's boredom and saturation. According to Kotler (2000) in Suharto (2016), a product certainly has quality, and this quality is influenced by several aspects including attractiveness, maintainability, and ease of use, and a product

must also be able to satisfy consumer desires. By fulfilling the needs and desires of consumers, a product that has high attractiveness will increase the customer's repurchase intention because the customer feels satisfied with the previous purchase. This is supported by the results of research by Setiawati, et al (2021) which states that the product attractiveness variable has a partially significant positive effect on repurchase intention. So that products with extraordinary product attractiveness can attract consumers to buy these products. Another study was conducted by Diponugroho & Santoso (2015) which stated that product attractiveness also has a significant positive influence on repurchase intention.

Based on the description above, the following hypothesis can be drawn:

H2: Product attractiveness has a positive effect on repurchase intention.

The influence of product price on repurchase intention

Price has a direct relationship with revenue and profit. Price is the only element of the marketing mix that generates revenue for the company. According to Kotler (2016) in Wijaya & Hartadi (2018), price is the value of a product, which means value is the ratio or comparison between the perceived benefits and the cost of obtaining the product (such as reliability, durability, efficiency, and resale value). The more appropriate the price given, the more consumers will intend to repurchase the product. Consumers also have a tendency to compare prices because consumers want the price paid to be in accordance with the quality provided. This is in accordance with previous research conducted by Maryam (2016) and Hartadi (2018), that the price of a product, product quality, and service affect repurchase intention and also customer satisfaction.

Based on the description above, the following hypothesis can be drawn:

H3: Product price has a positive effect on repurchase intention.

The influence of product brand image on repurchase intention

Brand image can be defined as the perception that arises in the minds of consumers when they remember the brand of a particular product. Fandy (1997) in Lesilolo (2021) states that the definition of a brand is a sign in the form of a picture, name, word, letter, number, color scheme, or a combination of these elements, which has a distinctive feature and is used in the trade of goods or services. According to the research results of (Lesilolo, 2021), product brand image partially has a positive effect on repurchase intention. This is because repurchase intention can be influenced by brand image because when a product or service brand already has a convincing and strong image in the minds of consumers, this will create an interest in re-consuming the product or service.

Based on the description above, the following hypothesis can be drawn:

H4: Product brand image has a positive effect on repurchase intention.

Figure 1. Research Framework
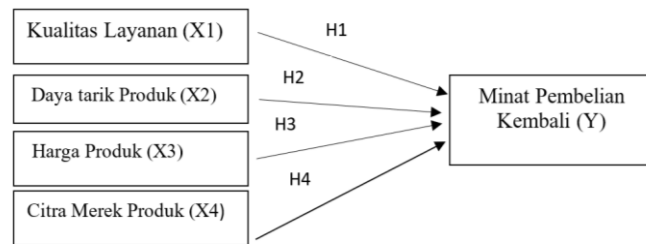
Gambar 1. Kerangka Pikir Penelitian

3. METHOD

This study uses a quantitative research method with descriptive and causal approaches. According to Sugiyono (2017), a quantitative approach is an approach that uses data expressed in numbers; this research emphasizes hypothesis testing. The data used must be measurable and will produce conclusions that can be generalized. Causal research is conducted to obtain facts or prove hypotheses from the relationships or influences of each variable.

The sampling technique used in this study is non-probability sampling. The sample selection method used is purposive sampling, where the researcher has certain criteria or objectives for the sample to be studied. In the research sample, the criteria used are:

Didalam penelitian sampel adapun kriteria yang digunakan yaitu:

1. Consumers reside in the Magelang Regency/City.

2. Female/Male aged 17-50 years.

3. Consumers have purchased products at Pakelan Restaurant.

In determining the sample size, the researcher used the Lemeshow Formula because it is a formula used to determine the sample size of an unknown population. The following is the Lemeshow formula: (Lemeshow, Hosmer, Klar & Lwanga, 1997) in Semarak (Arianto & Muhammad, 2018).

4. RESULT AND DISSCUSSION

Respondent Profile

The descriptive analysis results of the respondent profiles based on the gender category can be explained as follows:

Table 1. Respondent Profile

Description	Total	Percentage
Gender		
Male	48	47,1%
Female	54	52,9%
Total	**102**	**100%**
Age		
17-25 Years	56	54,90%

26-35 Years	33	32,36%
36-45 Years	7	6,86%
> 45 Years	6	5,88%
Total	**102**	**100%**
Occupation		
Student	12	11,80%
Employee	37	36,30%
Buruh	1	1,00%
Entrepreneur	14	13,70%
Others	38	37,30%
Total	**102**	**100%**
Monthly Income		
< Rp.1.000.000.-	13	12,70%
Rp 1.000.001.- to Rp 2.000.000.-	19	18,60%
Rp 2.000.001.- to Rp 3.000.000.-	33	32,40%
> Rp 3.000.000.-	37	36,30%
Total	**100**	**100%**

(Source : Primary data processed, 2023)

From Table 1, it can be seen that the respondents who are consumers of Pakelan restaurant products based on gender category are 48 males or 47.1 percent and 54 females or 52.9 percent. Based on this data, it can be concluded that Pakelan restaurant products are consumed more by women.

Then the age level can be divided into four age level categories. Respondents with an age level of 18-25 years are 56 people or 54.90 percent. Respondents with an age level of 26-35 years are 33 people or 32.36 percent. Respondents with an age level of 36-45 years are 7 people or 6.86 percent. And the age level of more than 45 years is 6 people or 5.88 percent. Thus, it can be concluded that consumers of Pakelan restaurant products are dominated by consumers in the 17-25 age range.

Based on the type of work category, it is divided into five categories including student, private employee, laborer, entrepreneur, and others. Respondents as consumers of Pakelan restaurant products with the occupation of student are 12 people or 11.80 percent. Occupation as a private employee is 37 people or 36.30 percent. Occupation as a laborer is 1 person or 1.00 percent. And the "others" work category is 38 people or 37.30 percent. Thus, it can be concluded that most of the consumers of Pakelan restaurant products have jobs that are not included in the categories of student, private employee, laborer, or entrepreneur.

Based on the monthly income category, it is divided into four categories. Respondents with a monthly income of less than one million rupiah are 13 people or 12.70 percent. Respondents with a monthly income in the range of one million rupiah to two million rupiah are 19 people or 18.60 percent. Respondents with a monthly income in the range of two million rupiah to three million rupiah are 33 people or 32.40 percent. And respondents with a monthly income of more than three million rupiah are 37 people or 36.30 percent. Thus, the respondents who buy Pakelan restaurant products the most are respondents with an income range of more than three million rupiah.

Validity and Reliability Test

Validity Test

The Validity Test is used to measure whether a test instrument in a research questionnaire is valid or not. The Validity Test in this study uses the Pearson correlation product-moment technique with a significance level of α = 0.05 (5%), so the condition for an instrument to be valid is if the calculated r correlation coefficient value is greater than the r table value. With the help of the IBM SPSS version 24 application, the results of the Validity Test in this study can be shown in table 2 as follows:

Table 2. Validity Test

Variable	Questions	Invalid	Valid
Service Quality	12	-	12
Product Attractiveness	6	-	6
Product Price	6	-	6
Product Brand Image	5	-	5
Repurchase Intention	7	-	7

(Source: Primary Data Processed, 2023)

Table 2 shows that all variable items have a positive correlation coefficient (r-count) and are greater than the r-table value, and the significance value of the r-count correlation coefficient is smaller than the significance level of 0.05. Thus, it can be concluded that the data in the research instrument used is declared valid.

Reliability Test

The Reliability Test is a test that examines the extent to which measurement results using the same object will produce the same data. The Reliability Test can be used to determine the extent to which measurement results remain consistent if measurements are taken twice or more on the same phenomenon using the same measuring instrument. The Reliability Test for the questionnaire in this study uses the Cronbach's Alpha technique which can be calculated or analyzed using the SPSS version 24 application. In this questionnaire, it is said to be reliable or dependable if the Cronbach's Alpha is greater than 0.60. Conversely, if the Cronbach's Alpha value is less than 0.60, then this questionnaire is not reliable. The results of the Reliability Test in this research questionnaire can be shown in Table 3 as follows:

Tabe 3. Reliability Test

Variable	Cronbach's Alpha	Reliability Value	Description
Service Quality	0,922	0,60	Reliable
Product Attractiveness	0,862	0,60	Reliable
Product Price	0,879	0,60	Reliable
Product Brand Image	0,888	0,60	Reliable
Repurchase Intention	0,892	0,60	Reliable

(Source: Primary Data Processed, 2023)

Based on the results of the Reliability Test shown in Table 3, it can be seen that the Cronbach's Alpha value for all research variables has a Cronbach's Alpha value greater than 0.60. and it can be concluded that the results of all variables in the instrument in this study or questionnaire are declared reliable.

Normality Test

The Normality Test is a test that aims to test whether in a regression model, the error or residual variables have a normal distribution or not. The normality test in this study can be analyzed using the Kolmogorov-Smirnov Normality Test by comparing the two-tailed significance value (Sig. 2-tailed). Using the SPSS version 24 application. Below are the results of the Normality Test in this study, which can be shown in Table 4 as follows:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		102
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.56219812
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.062
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

(Source: Primary Data Processed, 2023)

From the Normality Test with the Kolmogorov-Smirnov Test, an Asymp. Sig (2-tailed) value of 0.200 was obtained. The criteria that can be used to determine the normality of the data is by comparing the Asymp. Sig (2-tailed) value with a significance level of α = 5% or (0.05). If the Asymp. Sig. (2-tailed) value is > 0.05, then the results show that the data is normally distributed, and conversely, if the Asymp. Sig. (2-tailed) value is < 0.05, then the results can show that the data is not normally distributed. Based on the results of the Normality Test, it is known that the significance value in Asymp. Sig. (2-tailed) of 0.200 is greater than the significance level of 0.05, which means that the data in this study is normally distributed.

Figure 1. Normality Test Probability Plot Result
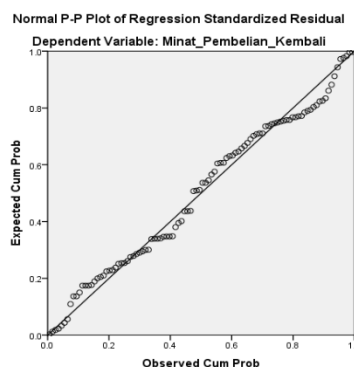
(Source: Primary Data Processed from, 2023)

Based on the Normality Test using the Probability Plots Test in Figure 1, it can be seen that the data above has small circular shapes that spread around the diagonal line and follow the diagonal line, so it can be stated that the data used in this study is normally distributed.

Multicollinearity Test

The Multicollinearity Test is a test that aims to check whether a high or perfect correlation is found between independent variables in a regression model. This test is performed or can be analyzed and identified by looking at the tolerance value and the Variance Inflation Factor (VIF) value. It can be seen that if the VIF value is < 10, then the model results are free from Multicollinearity. If the Tolerance value in a regression model is free of Multicollinearity, the guideline is if the Tolerance value is > 0.10. With the help of the SPSS version 24 application, the results of the Multicollinearity Test on an independent variable can be shown in Table 5 as follows:

Table 5 Multicollinearity Test Result

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.357	1.227		-1.106	.271		

Service Quality	.168	.048	.258	3.516	.001	.265	3.775
Product Attractiveness	.344	.143	.273	2.397	.018	.110	9.123
Price	.296	.133	.233	2.223	.029	.130	7.716
Brand Image	.309	.146	.213	2.120	.037	.141	7.111

a.   Dependent Variable: Repurchase_Intention

(Source: Primary Data Processed, 2023)

Based on Table 5, it can be seen that the Tolerance value obtained from the three independent variables is greater than 0.10. From the three independent variables, the VIF value is less than 10. Thus, from the results of the Tolerance value and the VIF value obtained, it can be concluded that this research data is free from Multicollinearity or it is said that there is no correlation (relationship) between the independent variables in the research.

Heteroscedasticity Test

The Heteroscedasticity Test is a test that aims to test whether in a regression model there is an inequality between the variance from the residual of one observation to another. The Heteroscedasticity Test can be done using the Scatterplot Test. The category or criteria that can be used is by looking at the Scatterplot graph on the Regression Standardized Residual axis and the Regression Standardized Predicted Value axis. If there is a certain pattern, for example, a pattern of dots that form a regular pattern (a wave shape that widens and then narrows), then Heteroscedasticity occurs. And if, on the contrary, there is no clear pattern, such as dots spreading above and below the number 0 on the Y-axis, then it can be interpreted that Heteroscedasticity does not occur. By using the analysis tool from the SPSS 24 application, the Heteroscedasticity results can be shown with the Scatterplot graph in Figure 2 as follows:

Figure 2. Scatterplot
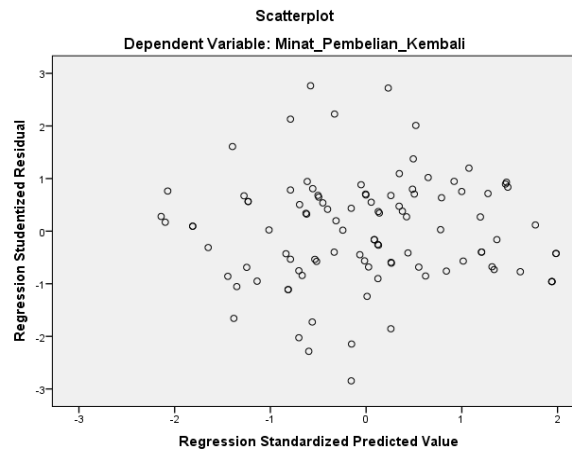
(Source: Primary Data Processed, 2023

Based on the Heteroscedasticity Test using the Scatterplot Test as seen in Figure 2, it can be seen that no clear pattern was found, such as dots spreading above and below the number 0 and on the Y-axis. Therefore, it can be interpreted that no Heteroscedasticity occurred, which means the variance of the residuals from one observation to another will remain the same when tested at different times.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a way to measure the strength of the relationship between 2 (two) or more variables, and can also show the direction of the relationship between the dependent variable and the independent variable. In this study, multiple linear regression analysis was used to analyze the effect of the variables. Multiple linear regression analysis in this study was analyzed using the SPSS version 24 application, so the results of the multiple linear regression analysis are:

Table 6. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-1.357	1.227		-1.106	.271		
	Service Quality	.168	.048	.258	3.516	.001	.265	3.775
	Product Attractiveness	.344	.143	.273	2.397	.018	.110	9.123
	Price	.296	.133	.233	2.223	.029	.130	7.716
	Brand Image	.309	.146	.213	2.120	.037	.141	7.111

b. Dependent Variable: Repurchase_Intention

Based on the results of the multiple linear regression analysis in Table 6 above, the multiple linear regression equation formula can be determined as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + B_3 X_3 + e$$

From the multiple linear regression equation formula, the following regression is obtained:

$Y = -1.357 + 0{,}168\ X_1 + 0{,}344\ X_2 + 0{,}296\ X_3 + 0{,}309\ X_4 + e$

From the multiple linear regression equation formula, the meaning of α (constant), β (regression coefficient) for each independent variable can be described as follows:

1) The constant value (α) of -1.357 is negative, meaning that if the independent variable is zero, then the consumer's repurchase intention will be -1.357.

2) The perception of the coefficient value (β) for the service quality variable is 0.168, so if the service quality variable has a value of 1 unit, it will have a positive effect on consumer repurchase intention of 0.168 units, and this applies in multiples.

3) The perception of the coefficient value (β) on the product attractiveness variable is 0.344, so if the product attractiveness variable has a value of 1 unit, it will have a positive effect on consumer repurchase intention of 0.344 units, and this applies in multiples.

4) The perception of the coefficient value (β) on the product price variable is 0.296, so if the product price variable has a value of 1 unit, it will have a positive effect on consumer repurchase intention of 0.296 units, and this applies in multiples.

5) The perception of the coefficient value (β) on the brand image variable is 0.309, so if the brand image variable has a value of 1 unit, it will have a positive effect on consumer repurchase intention of 0.309 units, and this applies in multiples.

t-Test Analysis

The t-test is used to show the level of influence of one independent variable partially in explaining the dependent variable. The t-test can be conducted using a significance level of 5% (0.05). By using the SPSS version 24 application, the results of the t-test analysis (partial) can be shown in Table 7 as follows:

Table 7. t-Test Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.357	1.227		-1.106	.271		

Service Quality	.168	.048	.258	3.516	.001	.265	3.775
Product Attractiveness	.344	.143	.273	2.397	.018	.110	9.123
Price	.296	.133	.233	2.223	.029	.130	7.716
Brand Image	.309	.146	.213	2.120	.037	.141	7.111

c.   Dependent Variable: Repurchase_Intention

(Source: Primary Data Processed, 2023)

From Table 7 above, the calculated t-value for each independent variable can be seen in order: X1 3.516, X2 2.397, X3 2.223, and X4 2.120. With a significance level α = 5% and n (number of samples) = 102, the t-table value is known to be 1.985.

In this finding, testing is applied with:

1) Service quality has a positive and significant effect on repurchase intention. This is concluded based on the t-value of 3.516 which is greater than the t-table value, and the sig value of 0.001 which is below the 5% significance level.

2) Product attractiveness has a positive and significant effect on repurchase intention. This is concluded based on the t-value of 2.397 which is greater than the t-table value, and the sig value of 0.018 which is below the 5% significance level.

3) Product price has a positive and significant effect on repurchase intention. This is concluded based on the t-value of 2.223 which is greater than the t-table value, and the sig value of 0.029 which is below the 5% significance level.

4) Product brand image has a positive and significant effect on repurchase intention. This is concluded based on the t-value of 2.120 which is greater than the t-table value, and the sig value of 0.037 which is below the 5% significance level.

Discussion

The hypothesis test results show that the calculated t-value is 3.516 and the significant probability value is 0.001. Because the calculated t-value of 3.516 > t-table of 1.985 and the significance value of 0.001 is smaller than 0.05. Then H1 is accepted.

The test shows that if the level of service quality possessed by Pakelan restaurant is higher, it will result in a better repurchase intention by consumers. This is because the average consumer rating of service quality is in the high category, especially on the assurance indicator. Because most of Pakelan restaurant's consumers rate the service quality they receive as quite good. This statement can be shown from the results of the descriptive analysis which shows that this indicator has the highest average rating value compared to other indicators. The results of this study strengthen previous research conducted by Mudfarikah & Dwijayanti (2021) and Antika and Indiani (2023).

Influence of Product Attractiveness Variable on Repurchase Intention

The hypothesis test results show that the calculated t-value is 2.397 and the significant probability value is 0.018. Because the calculated t-value of 2.397 > t-table of 1.985 and the significance value of 0.018 is smaller than 0.05. Then H2 is accepted.

The test shows that if the level of product attractiveness possessed by Pakelan restaurant is higher, it will result in a better repurchase intention by consumers. This is because the average consumer rating of product attractiveness is in the high category, especially on the indicator of the availability of supporting products or product variations. Because most of Pakelan restaurant's consumers rate the attractiveness of Pakelan restaurant as quite good. This statement can be shown from the results of the descriptive analysis which shows that this indicator has the highest average rating value compared to other indicators. The results of this study strengthen previous research conducted by Setiawati, et al (2021) and Diponugroho & Santoso (2015).

Influence of Product Price Variable on Repurchase Intention

The hypothesis test results show that the calculated t-value is 2.223 and the significant probability value is 0.029. Because the calculated t-value of 2.223 > t-table of 1.985 and the significance value of 0.029 is smaller than 0.05. Then H3 is accepted.

The test shows that if the product prices at Pakelan restaurant are more affordable, it will result in a better repurchase intention by consumers. This is because the average consumer rating of product prices is in the high category, especially on the indicator of price suitability with the benefits obtained. Because most of Pakelan restaurant's consumers rate the product prices and benefits provided by Pakelan restaurant as quite good. This statement can be shown from the results of the descriptive analysis which shows that this indicator has the highest average rating value compared to other indicators. The results of this study strengthen previous research conducted by Mudfarikah & Dwijayanti (2021) and Akbar (2021).

Influence of Product Brand Image Variable on Repurchase Intention

The hypothesis test results show that the calculated t-value is 2.120 and the significant probability value is 0.037. Because the calculated t-value of 2.120 > t-table of 1.985 and the significance value of 0.037 is smaller than 0.05. Then H4 is accepted.

The test shows that if the brand image of Pakelan restaurant is better, it will result in a better repurchase intention by consumers. This is because the average consumer rating of the brand image is in the high category, especially on the indicator of the strength of brand association. Because most of Pakelan restaurant's consumers rate the brand image of Pakelan restaurant as quite good. This statement can be shown from the results of the descriptive analysis which shows that this indicator has the highest average rating value compared to other indicators. The results of this study strengthen previous research conducted by (Ahira et al., 2023).

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