

The Effects of Price Perception, Menu Variety, and Taste on Satisfaction and Repurchase Intention

Rahayu Lestari^{1*}

Universitas Nasional, Jakarta, Indonesia¹

rahayu.lestari@civitas.unas.ac.id^{1*}



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Abstract

Purpose: This study aims to analyze the influence of price perception, menu variation, and taste on customer satisfaction and repurchase intention among consumers at South Tangerang Snack Park.

Methodology: This research used a quantitative approach method with primary data collected by questionnaires distributed to 95 consumers. The data selected by using purposive sampling and the data analyzed by using Partial Least Squares with SmartPLS 3.0.

Result: The findings show that price perception, menu variation, and taste show significant effect and positive on customer satisfaction. Customer satisfaction also contributes to consumers' intention to repurchase. However, menu variation does not directly influence repurchase intention

Conclusions: Consumer satisfaction is an important factor in encouraging repeat purchases. Fair price perception and good taste can strengthen satisfaction and increase consumers' willingness to buy again

Limitations: This study is limited to consumers of South Tangerang Snack Park, with only 95 respondents, restricting generalizability to broader culinary markets. The small sample size, single location focus, and specific timeframe may not fully represent diverse consumer behaviors, seasonal fluctuations, or regional differences across other culinary destinations in Indonesia.

Contributions: This study provides practical insights for culinary business owners to improve customer satisfaction and loyalty by optimizing price perception, menu variation, and taste quality to strengthen competitiveness and repurchase intention.

Keywords: *Interest In Repurchase, Menu Variation, Price Perception, Satisfaction, Taste*

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1. Introduction

Starting a business requires a clear idea and concept of goals so that the business that is run generates profits and achieves the initial target that has been determined. Profits are also obtained from the right marketing aspect, namely by understanding what is becoming a taste in the general public. So that the marketing aspect must be prepared carefully before building a business so that the intended target can be achieved ([Gunawan, Novriana, & Syaiful, 2025](#)). In the current economic landscape, customers play a vital role in driving the economy. Many factors influence this value; for a company, in particular, quality is considered the core of customer value creation ([Lucien, 2025](#)). South Tangerang or South Tangerang, is not only known for its natural charm, but also for the culinary richness that

exists there. For people who are confused about finding a snack place, there are several references to snack parks in South Tangerang. The food gardens scattered throughout the region offer an unforgettable culinary experience for visitors. With a lively atmosphere and a wide variety of food options, it makes it a must-visit destination for foodies. The South Tangerang area, culinary tourism destinations such as Bintaro, BSD, and Alam Sutera, are the center of activities for young people and families looking for diverse culinary experiences. From traditional food to international dishes, South Tangerang offers an increasingly rich culinary variety. Cafes with unique concepts and Instagrammable atmosphere are also an attraction in itself.

Price is an important factor for culinary businesses and arguably has an influence on consumers to buy these products. With affordable prices with the mainstay menu available at Kawan Baru Restaurant, it can definitely attract buying interest from customers to buy at Kawan Baru Restaurant. Service quality in order to satisfy customers is no less important because talking about service quality means talking about how the company's service is so that it is in accordance with customer satisfaction expectations. This must also be considered by new friends' restaurants and determine what steps must be taken in order to improve the quality of service for customer satisfaction ([Milanisti, Muzakir, Ponirin, & Asriadi, 2025](#)). Customer expectations are shaped in part by how they perceive the company as a whole. This perception, often referred to as corporate image, reflects the overall impression customers form based on their experiences with the firm. A positive corporate image is developed through two key dimensions of service quality: the technical quality (what is actually delivered) and the functional quality (how the service is delivered) that the company provides to its customers ([Widyawati, 2021](#)). Another factor that can further affect the interest in visiting again is the variety of menus at Taman Jajan Tangerang Selatan. The variety of menus offered at South Tangerang Snack Park is a consideration for consumers when visiting, so it is hoped that the seller should also provide a variety of menus that are choices for consumers so that consumers are not bored with the variety of menus that always make them always come back to South Tangerang Snack Park.

The completeness of the product is also the same as the diversity of menus provided by a food business. According to [Sumantri and Puspawati \(2023\)](#), the uniqueness of the varied menu can make consumers an experience that is enough to make an impression on customers so that the variety of food menus is a factor that has an impact on customer purchase decisions. A person who has determined to make a purchase for a good or service has many factors that can provide encouragement and make considerations for consumers in making decisions to buy products, including consumer behavior itself. The diversity of the menu can be seen in terms of uniqueness, appearance, taste and the way the menu is presented to consumers so as to add curiosity and a sense of wanting to meet their tastes. This will certainly affect the profits of a food business, when customers have satisfaction and a good relationship with customers, there will be repeat orders in the food business ([Gunawan et al., 2025](#)). This research aims to explore how traditional culinary can contribute to economic development in MSME actors around the South Tangerang Snack Park. The focus of this research is on the role of collaboration between various parties, such as the government as regional managers, culinary business actors, in developing culinary potential as an attraction for visitors and culinary connoisseurs to come back to enjoy the culinary menu. In addition, this study also explores effective marketing strategies to promote traditional culinary to a wider market, both domestic and international ([Pitino, 2024](#)).

The urgency of this research lies in the need for strategic steps to overcome the inequality in the development of culinary sales in the South Tangerang area and utilize culinary potential as an inclusive and sustainable solution. Research [Andrian, Indayani, and Yani \(2024\)](#), that customer satisfaction plays a very important role in the success of a company. When customer satisfaction increases, customer repurchase interest will increase significantly or in other words, increased customer satisfaction will be followed by a significant increase in repurchase interest and this shows a positive influence between customer satisfaction and repurchase interest. The measure of a company's success in retaining customers can be seen from the interest in repurchase. One of the components that exist in the consumption behavior shown by customers is the emergence of buying interest. Buying interest is a response that arises because a person receives stimulus from a product seen ([Anggetha, 2024](#)). Nowadays, customer satisfaction is a top priority for entrepreneurs in the culinary sector and

beyond. This focus serves as a strategy for survival and competitiveness, ensuring the business endures; therefore, this study analyzes the impact of taste and price on consumer satisfaction at a Western-style fast-food restaurant ([Siregar, Nofirman, Yusuf, Jayanto, & Rahayu, 2022](#)).

2. Literature Review and Hypotheses Development

2.1 Marketing Management

Marketing management is a strategic process that involves identifying consumer needs and demands, planning, and implementing marketing activities to create and deliver value. According to [Mohammadyoun, Samiee, Shojae, and Paghe \(2022\)](#), marketing management is not merely the act of buying and selling products; it also encompasses a series of processes designed to recognize consumer needs and respond with appropriate marketing strategies, thereby creating value exchanges that are mutually beneficial for both individuals and organizations.

2.2 Price Perception

According to [Saefurahman and Hadi \(2020\)](#), perception can be defined as the process by which individuals select, organize, and interpret information in order to construct a meaningful understanding of their surroundings. This process is shaped not only by physical stimuli themselves, but also by how those stimuli relate to the surrounding context and conditions experienced by the individual. Because perception plays a significant role in shaping consumer behavior, one important aspect to consider is price perception. This refers to the way consumers interpret and make sense of pricing information, attaching personal meaning to it. Since consumers' evaluation of price is largely shaped by their own behavioral tendencies, several indicators can be used to assess perceived price fairness, including: whether customers feel they are paying a reasonable price, the accuracy of the pricing, the fairness of the pricing policy applied, whether price adjustments follow ethical standards, and whether the price is ultimately acceptable to customers.

2.3 Menu Variations

Menu variety stands out as one of the crucial factors in competing within the culinary industry. For this reason, restaurants need to make careful decisions regarding the range of menu items they offer. A well rounded menu selection, covering diverse flavors, food and beverage types, and consistent product availability, can effectively draw consumer interest and encourage purchasing decisions. Moreover, such variety allows customers greater ease in selecting and purchasing menu items that best suit their individual preferences ([Masoudfar, Pakmaram, Abdi, & Rezaei, 2025](#)).

[Priatna, Suyatno, and Hastuti \(2023\)](#) also said that product completeness is the availability of all types of products offered to be owned, used, or consumed by consumers produced by a manufacturer. The task of a marketing is actually not to find the right customer for a product, but to find the right product for the customer, according to [Andrian et al. \(2024\)](#), so it is hoped that by presenting a varied food and beverage menu will be able to meet the desires of consumers, each of whom has a difference in terms of tastes and preferences of shapes or tastes.

According to [Suprianto, Brahmantyo, and Ingkadijaya \(2023\)](#), the indicators of menu variation are: The taste of a product is a key consideration for consumers, as good taste that meets expectations can encourage repeat purchases in the future. In addition, portion size is also an important factor, because appropriate serving sizes make consumers feel that the price paid is justified. Product quality, particularly the quality of raw materials such as chicken or beef used in menu preparation, also plays a significant role, as high-quality ingredients and proper food processing enhance the overall value of the menu. Furthermore, product appearance contributes to consumer evaluation, where attractive and aesthetic presentation adds perceived value to the food served. Finally, menu availability is essential, as items listed on the menu should consistently be in stock and available for order to ensure a satisfying consumer experience.

[Andrian et al. \(2024\)](#), mentioned in detail that variations or varieties of products can be in the form of dimensions, price, appearance, and composition. Product variety consists of several dimensions that influence consumer perceptions and purchasing decisions. Dimensions refer to the form or model of a

product that can be observed directly, where industries create variations ranging from small to large sizes to meet different market needs. Price represents the amount of money consumers pay to obtain a product or service, including the overall value exchanged for the benefits received. Display refers to the visual aspects of a product that can attract consumer attention and encourage purchase interest. Meanwhile, composition relates to the different types of raw materials used in producing a product, which create variations in product characteristics, flavors, and quality based on the ingredients applied. These dimensions collectively contribute to product diversity and consumer preferences.

2.4 Taste

Taste is a combination of delicious and delicious taste produced by cooking; taste plays an important role in providing satisfaction to consumers. Taste is a way of choosing food that must be distinguished from the taste of the food. Taste is a combination of delicious and delicious taste produced by cooking; taste plays an important role in providing satisfaction to consumers. Taste is a way of choosing food that must be distinguished from the taste of the food ([Putra & Pratiwi, 2024](#)). Indicators of taste itself are; Taste perception in food and beverages consists of several components, including smell, taste, and mouth stimulation. Smell is an important element that contributes to food and drink perception by producing aroma and providing an indication of the flavors contained within the product. Taste is perceived through taste buds located on the papillae of the tongue, as well as in other areas such as the pharynx and palate, which detect different flavor sensations. Meanwhile, mouth stimulation refers to the sensation experienced when consuming food or beverages, where the texture, consistency, and physical properties of ingredients stimulate the sensory nerves in the mouth, teeth, and tongue. These sensations can influence the overall eating experience, as the aroma and texture of ingredients affect olfactory receptors and salivary responses, ultimately shaping consumer perceptions of food quality and enjoyment.

2.5 Consumer satisfaction

Customer satisfaction is the feeling of a person who is satisfied or vice versa after comparing between the reality and expectations received from a product or service. Customer satisfaction is a customer's assessment of a product and service required to the extent to which the product or service has met his or her needs or expectations. Customer satisfaction is a paradigm of incongruity of expectations, customers form expectations that act as a standard for the performance of products or services that will be assessed in ([Saadah & Wibawa, 2025](#)).

Customer Satisfaction is a term often used in marketing. It measures how products and services a company provides meet or exceed customer expectations. Customer satisfaction is the part that relates to the creation of customer value. Satisfaction is a feeling of pleasure that arises from a person because their needs or desires can be fulfilled ([Halim, Claudia, & Hebrard, 2023](#)). According to [Mustajim and Amboningtyas \(2017\)](#), indicators of customer satisfaction such as, happy that a particular product uses, product quality satisfaction, interest in making a repurchase, compatibility between price and product benefits, and readiness for the product.

2.6 Interest in Repurchase

Repurchase interest the indicators mentioned by [Andrian et al. \(2024\)](#), Repurchase interest can be measured through several dimensions, including transactional interest, exploratory interest, preferential interest, and referential interest. Transactional interest refers to consumers' intention to repurchase a product or service from a particular brand based on positive previous experiences and satisfaction. Exploratory interest reflects consumers' desire to seek further information and explore products or services offered by a brand, which may encourage future purchases. Preferential interest describes consumers' tendency to choose a specific brand over competitors, indicating loyalty and a consistent preference for repeat purchases. Referential interest refers to the influence of external factors, such as recommendations, testimonials, and experiences shared by others, that strengthen consumers' willingness to repurchase. Repurchase occurs when customers make repeated purchases after evaluating their experiences with a product. A high level of repurchase interest indicates customer satisfaction and a positive perception of product quality, where the product is considered capable of meeting or exceeding customer expectations and encouraging continued purchase behavior.

2.7 Hypotheses Development

2.7.1 Price Perception on Consumer Satisfaction

Producers should know the market conditions so that the products and flavors of the types of food produced are in accordance with consumer expectations and desires. In addition to consumer satisfaction, it is always a must to be considered by every company, especially the culinary sector in carrying out its business activities. Nowadays, many culinary businesses are increasingly understanding the importance of consumer satisfaction and developing strategies to provide satisfaction for their consumers.

H_1 : There is an influence of price perception on consumer satisfaction

2.7.2 Menu Variety to Consumer Satisfaction

Menu variation refers to the diversity of food options offered by a business, including differences in types, flavors, shapes, sizes, and presentation. A wider variety of menus can enhance consumer satisfaction by providing customers with more choices that better match their preferences and expectations toward a product ([Afriani & Pratama, 2022](#)).

H_1 : There is an influence of price perception on consumer satisfaction

2.7.3 Taste for Consumer Satisfaction

Taste to the level of consumer satisfaction taste is a way to select food that must be distinguished from the taste of food, namely from the taste, smell, mouth stimulation, texture and temperature.

H_3 : There is an influence of taste on consumer satisfaction

2.7.4 Price Perception of Repurchase Interest

The appropriate price perception of a product, the higher the level of consumer buying interest, on the other hand, if the price perception is not appropriate for a product, then the lower the level of consumer buying interest. Pricing is a form of marketing business that has various goals such as attracting new consumers, influencing consumers to try new products, encouraging consumers to buy more, making customers buy back and being able to compete with other companies.

H_4 : There is an influence of price perception on repurchase interest

2.7.5 Menu Variations on Repurchase Interest

According to [Maarif, Iqbal, and Supriyaningsih \(2025\)](#), the more diverse the types of product variants offered, the more interest in buying them will increase. Consumers will increase in shopping, as consumers tend to like products that provide a variety of colors, types, and sizes.

H_5 : There is an effect of menu variations on repurchase interest

2.7.6 Taste for Repurchase Interest

Taste includes attributes such as appearance, aroma, taste, texture, and temperature of food. Food flavor is a central element that consumers judge when evaluating the dishes they enjoy ([Putri, Sulhaini, & Mulyono, 2023](#)).

H_6 : There is an influence of taste on the interest of repurchase

2.7.7 Consumer Satisfaction with Repurchase Interest

The satisfaction obtained by a consumer can encourage repeat purchases, be loyal to the product or be loyal to the store where the item is purchased so that consumers can tell good things to others.

H_7 : There is an influence of consumer satisfaction on the interest in rebuying

3. Research Methodology

The object of research in this study is the increase in repurchase interest which is influenced by price perception, menu variety, taste and satisfaction. The sample collection technique used in this study is

the purposive sampling method, namely Millennials who order food menus directly to the place or online. The types and sources of data in this study are: primary data sources, which are obtained through the distribution of questionnaires.

[Hafidz and Ulfa \(2023\)](#), mentioned that determination of the number of samples was carried out, which states that the number of samples in the Structural Equation Modeling (SEM) analysis must be at least 5-10 times the number of questionnaire statements. So, the number of respondents in this research sample is 95 (5 x 19) respondents. Sampling uses purposive sampling criteria, namely, consumers who have come, enjoy the culinary menu at the South Tangerang Snack Park, at least twice come and enjoy the culinary menu at South Tangerang Snack Park, and be at least 12 years old. Descriptive analysis was used in this and the researcher used the SEM technique by using Smart PLS 3.0 and SPSS 23.0 for windows software. PLS estimation uses an iteration process in three stages where each stage can generate an estimate. The first stage produces weight estimates, the second stage produces estimates for the inner model and outer model, and the third stage produces the estimation of means and constant locations.

Structural Equation Modeling (SEM) was selected as the analytical method because it is considered the most appropriate approach for examining latent variables, perceptions, and emergent variables. The PLS-SEM approach integrates principles from econometrics and psychometrics, making it suitable for analyzing perceptions, behaviors, and emerging constructs through their respective indicators while accounting for measurement errors ($Y = \lambda \cdot \eta + \varepsilon$). In this equation, Y represents the measured indicator, λ represents the loading value or the strength of the relationship between the indicator and the latent variable η , while ε reflects the measurement error or residual variance within the model. ([Rezende, Mariano, Santos, & Constatin, 2024](#)).

4. Results and Discussions

4.1 Respondent Characteristics

Table 1. Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14	1	1.1	1.1	1.1
Valid	15	9	9.5	9.5	10.5
Valid	16	2	2.1	2.1	12.6
Valid	17	9	9.5	9.5	22.1
Valid	18	7	7.4	7.4	29.5
Valid	19	1	1.1	1.1	30.5
Valid	20	11	11.6	11.6	42.1
Valid	22	6	6.3	6.3	48.4
Valid	25	10	10.5	10.5	58.9
Valid	27	2	2.1	2.1	61.1
Valid	28	6	6.3	6.3	67.4
Valid	29	4	4.2	4.2	71.6
Valid	30	5	5.3	5.3	76.8
Valid	32	1	1.1	1.1	77.9
Valid	33	3	3.2	3.2	81.1
Valid	35	6	6.3	6.3	87.4
Valid	39	5	5.3	5.3	92.6
Valid	40	2	2.1	2.1	94.7
Valid	42	3	3.2	3.2	97.9
Valid	43	1	1.1	1.1	98.9
Valid	44	1	1.1	1.1	100.0
Valid	Total	95	100.0	100.0	

Based on Table 1, the age of the number of visitors and consumers of Taman Jajan in South Tangerang has an age range of 20 – 25 years.

Table 2. Recapitulation of the influence of three factors on satisfaction and repurchase interest

Factor	Path Coeff. → Satisfaction	P-Value	Path Coeff. → Repurchase	P-Value	Sig.
Price Perception	0.298 (29.8%)	0.002	0.399 (39.9%)	0.000	Significant
Menu Variations	0.271 (27.1%)	0.010	0.176 (17.6%)	0.084	Partial
Taste	0.319 (31.9%)	0.009	0.055 (5.5%)	0.687	Partial

Table 2 show the recapitulation table shows that among the three factors, taste has the greatest influence on satisfaction with a path coefficient of 0.319, followed by price perception at 0.298, and menu variations at 0.271, all of which are statistically significant. However, in terms of repurchase interest, price perception emerges as the most dominant factor with a path coefficient of 0.399, while menu variations (0.176) and taste (0.055) do not show significant influence. This indicates that although taste plays a crucial role in creating consumer satisfaction, price perception is the key driver in encouraging consumers to return to Taman Jajan South Tangerang.

Table 3. Number of visits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 times	30	31.6	31.6	31.6
Valid	> 2 times	65	68.4	68.4	100.0
Valid	Total	95	100.0	100.0	

Based on Table 3, the number of Taman Jajan consumer visits in South Tangerang has a range of more than 2 times as many as 65 peoples.

4.2 Convergent Validity

Convergent validity is grounded in the principle that indicators (manifest variables) belonging to the same construct should demonstrate strong correlations with one another. To assess this type of validity in reflective indicators, researchers typically examine the factor loading values, which reveal how strongly each indicator correlates with its underlying construct. In addition to convergent validity, internal consistency represents another important dimension in construct measurement, commonly evaluated through Composite Reliability, Cronbach's Alpha, and Average Variance Extracted (AVE).

The loading factor itself serves as a benchmark for estimating the strength of the relationship between a construct and its indicators, with values ranging from 0 to 1. A higher loading factor closer to 1 indicates a more significant and valid relationship, and the estimated weight can be derived by squaring this loading value. As a general rule, loading factor values are expected to exceed 0.70, with 0.50 considered the minimum acceptable threshold. Indicators with loading values below 0.70 should typically be excluded from the model, as this suggests that more than half of the variance is attributable to measurement error rather than the construct itself.

Table 4. Outer loadings

	Taste	Satisfaction	Interest in Repurchase	Price Perception	Menu Variations
X _{1.2}				0.729	
X _{1.2}				0.828	
X _{1.3}				0.775	
X _{1.4}				0.605	
X _{1.5}				0.513	
X _{2.1}					0.725
X _{2.2}					0.869
X _{2.3}					0.656

	Taste	Satisfaction	Interest in Repurchase	Price Perception	Menu Variations
$X_{2.4}$					0.821
$X_{3.1}$	0.748				
$X_{3.2}$	0.825				
$X_{3.3}$	0.691				
Y_1			0.574		
Y_2			0.682		
Y_3			0.674		

Based on Table 4, the results were obtained using SmartPLS 3.0, the values that met the criteria were the variables $x_{1.1}$ (0.729), $x_{1.2}$ (0.828), $x_{1.3}$ (0.775), $x_{2.1}$ (0.725), $x_{2.2}$ (0.869) and $x_{2.4}$ (0.821). The ineligible variable (outer loadings value < 0.7) will be discarded and the path diagram model will be recreated by entering the eligible value (outer loadings value > 0.7).

4.3 Average Variance Extracted (AVE)

In conducting the analysis of the confirmatory factor of the average pre-emptive value of AVE on each item or indicator of a latent variable. A good AVE value if the value of each item is greater than 0.5.

Table 5. Average Variance Extracted (AVE) value

	Cronbach Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Taste	0.624	0.635	0.800	0.572
Satisfaction	0.660	0.695	0.812	0.592
Interest in Repurchase	0.612	0.628	0.765	0.450
Price Perception	0.742	0.797	0.823	0.489
Menu Variations	0.768	0.780	0.854	0.596

Table 5 shows the results of data processing using SmartPLS 3.0 software, a value of 0.572 for the expected taste variable value is 0.572, for the satisfaction variable is 0.592, and for the menu variation variable is 0.596. From the data above, a good AVE value is only the expected taste variables and satisfaction and menu variations. For AVE values that are not good because there are still variable values that are less than 0.5, evaluation of the model drawings is needed so that it will produce a good AVE value.

4.4 Fit Evaluation or Model Diagram

Fit evaluation will be carried out if the convergent validity and AVE values are less than the criteria that have been set. In the convergent validity above, there are variables that still have a value of < 0.7 for their outer loadings, including variables $X_{1.4}$, $X_{1.5}$, $X_{2.3}$, $X_{3.3}$, Y_1 , Y_2 , Y_3 While the AVE value that still has a value of < 0.5, which is only a variable of industrial characteristics.

4.5 Model Diagram (Path Diagram)

Because in the previous model there were still values that did not meet the criteria, a new model was created by discarding data that had a value that did not meet the criteria or that the outer loadings value must be > 0.7 and that the AVE value must be above 0.5. In the diagram model above, the data that has been omitted is in the manifest variables $X_{1.1}$, $X_{1.4}$, $X_{1.5}$, $X_{2.3}$, $X_{3.3}$, Y_1 , Y_2 , Y_3 , and Z_3 . With the elimination of this data, the value of outer loadings already has a value that meets the criteria.

4.6 Convergent Validity

The following are the Outer Loading values after the evaluation of the diagram model, as can be seen in table 6.

Table 6. Outer loadings after evaluation

	Taste	Satisfaction	Interest in Repurchase	Price Perception	Menu Variations
<i>X_{1.2}</i>				0.934	
<i>X_{1.3}</i>				0.827	
<i>X_{2.1}</i>					0.806
<i>X_{2.2}</i>					0.867
<i>X_{2.4}</i>					0.836
<i>X_{3.1}</i>	0.829				
<i>X_{3.2}</i>	0.891				
<i>Y₄</i>			1.000		
<i>Z₁</i>		0.858			
<i>Z₂</i>		0.845			

Based on Table 6, after evaluation, the results were obtained using SmartPLS 3.0, the values that met the criteria were the variables *X_{1.2}* (0.934), *X_{1.3}* (0.827), *X_{2.1}* (0.806), *X_{2.2}* (0.867), *X_{2.4}* (0.836), *X_{3.1}* (0.829), *X_{3.2}* (0.891), *Y₄* (1,000), *Z₁* (0.858) and *Z₂* (0.845). Thus, the indicators used are enough to describe each construct or variable to be measured.

4.7 Average Variance Extracted

In conducting the analysis of the confirmatory factor of the average pre-emptive value of AVE on each item or indicator of a latent variable. A good AVE value if the value of each item is more than 0.5, the following is the AVE value after evaluating the manifest variable.

Table 7. The AVE score after evaluation

	Cronbach Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Taste	0.653	0.672	0.851	0.740
Satisfaction	0.622	0.622	0.841	0.725
Interest in Repurchase	1.000	1.000	1.000	1.000
Price Perception	0.728	0.833	0.875	0.778
Menu Variations	0.786	0.792	0.875	0.700

From Table 7, based on the results of data processing using Smart PLS 3.0 software, a value of 1,000 was obtained for the expected incentive assistance variable value of 1,000, for the taste variable of 0.740, the satisfaction variable of 0.725, the repurchase interest variable of (1,000), the price perception variable (0.778), and the menu variation of. Thus, the value of each construct with the indicator is good because it has met the minimum value requirement, which must be more than 0.5

4.8 Discriminant Validity

Discriminant Validity measures how far are completely different from many others constructs. A high provide of validity value evidence that a construct is unique or capable of capturing the phenomenon being measured. By using Smart PLS 3.0 software, Discriminant validity is obtained by using Cross Factor Loadings.

Table 8. Cross factor loading

	Taste	Satisfaction	Interest in Repurchase	Price Perception	Menu Variations
Taste	0.860				
Satisfaction	0.589	0.852			
Interest in Repurchase	0.414	0.506	1.000		

	Taste	Satisfaction	Interest in Repurchase	Price Perception	Menu Variations
Price Perception	0.514	0.552	0.869	0.882	
Menu Variations	0.659	0.611	0.390	0.421	0.837

Table 8 shows the relationships between all research variables, namely Taste, Satisfaction, Interest in Repurchase, Price Perception, and Menu Variations. The diagonal values indicate that each variable is reliable and valid, while the other values show positive relationships among all variables. The strongest relationship is between Price Perception and Interest in Repurchase (0.869), meaning that customers' perception of price strongly influences their intention to buy again. Overall, all variables are positively connected and support each other in shaping consumer behavior.

4.9 Construct Reliability

In addition, the reliability of the construct can also be seen from the cronbachs alpha test. Cronbach's Alpha measures the level of reliability, emphasizing the homogeneity of the item or looking at the specific factors in that variable. For the cronbachs alpha level, if the value is greater than 0.6, the reliability level in answering is high, if it is greater than 0.4, the reliability level is moderate. As for values lower than 0.4, the reliability level is low. For constructs that are lower than 0.4, it does not mean that the construct cannot be used, the data is just that the reliability level is low.

Table 9. Cronbach alpha

	Cronbach Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
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Price Perception	0.728	0.833	0.875	0.778
Menu Variations	0.786	0.792	0.875	0.700

Based on Table 9, the Composite Reliability value for the taste variable is 0.851, for the satisfaction variable is 0.841, the repurchase interest variable is 1,000, the price perception variable is 0.875, and the expected menu variation variable is 0.875. From the results that have been obtained from each for the Composite reliability value for this study, it can be said that it has a high level of reliability. Composite Reliability for this study, it can be said to have a high level of reliability. For a low level of reliability, it does not mean that the variable cannot be used in the study, it is just that the level of reliability or consistency is low, the factors that can cause the variable to not be religiously correct are the number of respondents who do not fill in based on the objective, and the absence of repetition of the question so that there is a consistency test so that there are no respondents who fill in originally.

4.10 Structural Model Analysis

The next stage is to test or measure the structural model or called the Inner Model. Internal testing of the model or structural model is carried out to see the relationship between constructs or variables, significance values and R-Square of the research model.

Table 10. R-Square

	R Square	R Square Adjstuted
Satisfaction	0.499	0.483
Interest in Repurchase	0.760	0.750

Based on Table 10, the structure model or path diagram can be concluded that the R-Square value relationship of repurchase interest is 0.760, the relationship between endogenous variables and exogenous variables can be said to be strong.

Table 11. Bootstrepping value

	Original Sample	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Tastesatisfaction	0.319	0.332	0.122	2.608	0.009
TasteInterest in Repurchase	0.055	0.056	0.136	0.404	0.687
Satisfaction Interest in Repurchase	0.275	0.262	0.121	2.281	0.023
Price perceptionsatisfaction	0.298	0.291	0.097	3.083	0.002
Price perceptioninterest in repurchase	0.399	0.414	0.110	3.636	0.000
Menu variationssatisfaction	0.271	0.267	0.104	2.598	0.010
Menu variations Interest in Repurchase	0.176	0.178	0.102	1.734	0.084

H_1 : There is an influence of price perception on consumer satisfaction

Based on the output of Table 11, it can be concluded that the statistical t-value is 3.083 with a P-Value of 0.002, meaning that H_0 is rejected, so it can be concluded that price perception has a positive and significant effect on the satisfaction of culinary consumers of South Tangerang Snack Park.

H_2 : There is an influence of menu variations on consumer satisfaction

Based on the output of Table 11, it can be concluded that the statistical t-value is 2.598 with a P-Value of 0.010, meaning that H_0 is rejected, so it can be concluded that the variety of menus has a positive and significant effect on the satisfaction of culinary consumers of South Tangerang Snack Park.

H_3 : There is an influence of taste on consumer satisfaction

Based on the output of Table 11, it can be concluded that the statistical t-value is 2.608 with a P-Value of 0.009, meaning that H_0 is rejected, so it can be concluded that taste has a positive and significant effect on the satisfaction of culinary consumers of South Tangerang Snack Park.

H_4 : There is an influence of price perception on repurchase interest

Based on the output of Table 11, it can be concluded that the statistical t-value is 3,638 with a P-Value of 0.000, meaning that H_0 is rejected, so it can be concluded that price perception has a positive and significant effect on the repurchase interest of culinary consumers of South Tangerang Snack Park.

H_5 : There is an effect of menu variations on repurchase interest

Based on the output of Table 11, it can be concluded that the statistical t-value is 1.734 with a P-Value of 0.084, meaning that H_0 is accepted, so it can be concluded that the variety of menus does not affect the repurchase interest of culinary consumers of the South Tangerang Snack Park.

H_6 : There is an influence of taste on the interest of repurchase

Based on the output of Table 11, it can be concluded that the statistical t-value is 0.404 with a P-Value of 0.689, meaning that H_0 is accepted, so it can be concluded that the taste has no effect on the repurchase interest of culinary consumers of the South Tangerang Snack Park.

H_7 : There is an influence of consumer satisfaction on the interest in rebuying

Based on the output of Table 11, it can be concluded that the statistical t-value is 3.083 with a P-Value value of 0.002, meaning that H_0 is rejected, so it can be concluded that price perception has a positive and significant effect on the repurchase interest of culinary consumers of South Tangerang Snack Park.

$$Z = 0.298x_1 + 0.271x_2 + 0.319x_3 \quad (1)$$

Formula 1 the path coefficient for the price perception variable is 0.298 with a probability level of 0.001, which is significant (P-value $0.001 < \alpha = 0.05$) to satisfaction. This shows that the price perception variable has an influence of 29.8% on satisfaction. This means that if other variables remain constant and price perception increases by 1%, satisfaction will increase by 29.8%. Thus, the better the perception of price, the stronger the effect on satisfaction. The path coefficient for the menu variation variable is 0.271 with a probability level of 0.008, which is also significant (P-value $0.008 < \alpha = 0.05$) to satisfaction. This coefficient shows that menu variety contributes 27.1% to satisfaction. Assuming the other variables are constant, a 1% increase in menu variation will increase satisfaction by 27.1%. Therefore, the more diverse the variety of menus, the greater the positive influence on satisfaction.

The path coefficient for the taste variable is 0.319 with a probability level of 0.008, which is very significant (P-value $0.008 < \alpha = 0.05$) to satisfaction. This means that taste has a 31.9% influence on satisfaction. If the other variables remain constant and the taste increases by 1%, then satisfaction will increase by 31.9%. In other words, the better the taste that sellers can create at Taman Jajan, the more satisfaction will increase.

$$Y = 0.399x_1 + 0.176x_2 + 0.055x_3 + 0.275z \quad (2)$$

Formula 2 the path coefficient for the price perception variable is 0.399 with a probability level of 0.001, which is very significant (P-value $0.001 < \alpha = 0.05$) against repurchase interest. This means that price perception has a 39.9% influence on repurchase interest. If other variables remain constant and price perceptions rise by 1%, then repurchase interest will increase by 39.9%. In other words, the better the price perception that sellers can create at Taman Jajan, the more interest in repurchases.

The path coefficient for the menu variation variable is 0.176 with a probability level of 0.066, which is very significant (P-value $0.066 > \alpha = 0.05$) against repurchase interest. This means that menu variations have no effect of 17.6% on repurchase interest. If the other variables remain constant and the menu variation increases by 1%, then the repurchase interest will increase by 17.6%. In other words, the better the variety of menus that sellers can create at Taman Jajan, the more interest in repurchase. The path coefficient for the taste variable is 0.055 with a probability level of 0.668, which is very significant (P-value $0.668 > \alpha = 0.05$) to the repurchase interest. This means that taste has no effect of 5.5% on repurchase interest. If other variables remain constant and the taste rises by 1%, then the repurchase interest will increase by 5.5%. In other words, the better the taste that sellers can create at Taman Jajan, the more interest in repurchases.

4.11 Discussion

4.11.1 The Effect of Price Perception on Consumer Satisfaction

Referring to the results presented in Table 8, the t-statistic value of 3.027 combined with a P-Value of 0.002 leads to the rejection of H_0 . This indicates that price perception exerts a positive and significant influence on consumer satisfaction among culinary visitors at South Tangerang Snack Park, thereby confirming and accepting Hypothesis 1 (H_1). These findings highlight the importance for sellers at South

Tangerang Snack Park to carefully consider their pricing strategies in order to enhance consumer satisfaction.

Price remains one of the most critical elements in business success, as numerous companies have faced bankruptcy due to poor market pricing decisions. Fundamentally, price refers to the monetary value charged for a product, or the value consumers are willing to exchange in return for the benefits of owning or using it. Since price plays a significant role in shaping purchasing decisions, it also directly influences how consumers perceive a given product. Despite its importance, pricing continues to be one of the most challenging aspects for marketing executives, with many companies struggling to manage it effectively. A frequent issue arises when companies fail to convince buyers that the value of their products justifies the price being charged ([Crismon & Andy, 2022](#)).

4.11.2 The Effect of Menu Variations on Consumer Satisfaction

Based on the output of Table 8, it can be concluded that the statistical t-value is 2,664 with a P-Value value of 0.008, meaning that H_0 is rejected, so it can be concluded that the variety of menus has a positive and significant effect on the satisfaction of culinary consumers of South Tangerang Snack Park. Hypothesis 2 (H_2) is accepted. The results of this study prove that sellers in South Tangerang Snack Park must pay attention to menu variations so that they are able to provide satisfaction to their consumers. That menu variations menu variations are types of food served in a business by including differences in shape and size served. A variety of menus will provide an increase in the level of consumer satisfaction in a product. The variety of menus has a partial effect on the level of consumer satisfaction at Aneka Seblak Restaurant, Batam City.

4.11.3 The Influence of Taste on Consumer Satisfaction

Based on the output of Table 8, it can be concluded that the statistical t-value is 2.645 with a P-Value of 0.008, meaning that H_0 is rejected, so it can be concluded that the taste has a positive and significant effect on the satisfaction of culinary consumers of the South Tangerang Snack Park. Hypothesis 3 (H_3) is accepted. The results of this study prove that sellers in South Tangerang Snack Park must pay attention to taste so that they are able to provide satisfaction to their consumers. The results of this study are in line with [Putra and Pratiwi \(2024\)](#), that taste has a significant effect on consumer satisfaction, so H_3 which states that taste has a significant effect on consumer satisfaction at Pawon Sangit Colomadu Karanganyar Restaurant is proven to be true. The results of the research of ([Afriani & Pratama, 2022](#)), that the t-test shows that the taste variable obtains a tcal value of 2.133 > 1.96790301 Thus, it can be concluded that taste has a partial effect on the level of satisfaction.

4.11.4 The Effect of Price Perception on Repurchase Interest

Based on the output of Table 8, it can be concluded that the statistical t-value is 3,421 with a P-Value value of 0.001, meaning that H_0 is rejected, so it can be concluded that price perception has a positive and significant effect on the repurchase interest of culinary consumers of South Tangerang Snack Park. Hypothesis 4 (H_4) is accepted. The results of this study prove that sellers in South Tangerang Snack Park must pay attention to price perception so that consumers make culinary repurchases at South Tangerang Snack Park. The results of this study are in line with [Andrian, Indayani, and Yani \(2024\)](#), that price perception affects the repurchase interest of XYZ restaurant customers. This indicates that the more aggressive or attractive the price perception activities of XYZ restaurants, the stronger the motivation of respondents' interest in buying again. From the observation of the descriptive results, it is known that the respondents do agree that the price perception program carried out by the XYZ restaurant is interesting. The more interesting the price perception activities conveyed, the stronger the encouragement of repurchase interest formed in consumers. Consumers will feel satisfied if a product obtained is able to meet expectations in accordance with the amount of money that has been sacrificed. Consumer satisfaction determines whether customers buy a product again ([Marwanto, Welsa, & Kurniawan, 2022](#)). [Almukarim and Yasri \(2022\)](#), support the above statement that price perception has a positive and significant influence on consumer repurchase interest

4.11.5 The Effect of Menu Variations on Repurchase Interest

Based on the output of Table 9, it can be concluded that the statistical t-value is 1.884 with a P-Value of 0.066, meaning that H_0 is accepted, so it can be concluded that the variety of menus does not affect the repurchase interest of culinary consumers of Taman Jajan Selatan Tangerang. Hypothesis 5 (H_5) is rejected. The results of this study are not in line with Riffin et al. al, 2024 that simultaneous menu variations have an effect on interest in returning with a determination coefficient of 39.9%.

4.11.6 The Influence of Taste on Repurchase Interest

Based on the output of Table 9, it can be concluded that the statistical t-value is 0.402 with a P-Value of 0.688, meaning that H_0 is accepted, so it can be concluded that taste has no effect on the repurchase interest of culinary consumers of South Tangerang Snack Park. Hypothesis 6 (H_6) is rejected. The results of this study prove that sellers in South Tangerang Snack Park must pay attention to the image of taste so that consumers make culinary repurchases at South Tangerang Snack Park. The results of this study are in line with [Putri, Sulhaini, and Mulyono \(2023\)](#), that taste has been proven to have a positive and significant influence on repurchase interest at Kedai Serabi Bandung, confirmed through multiple linear regression analysis and t-test. The three indicators of taste measured are taste, smell, and mouth stimuli. The majority of consumers acknowledge the great influence of taste on repurchase interest in these stores.

4.11.7 The Effect of Consumer Satisfaction on Repurchase Interest

Drawing on the results shown in Table 9, the t-statistic value of 2.300 along with a P-Value of 0.022 results in the rejection of H_0 . This confirms that consumer satisfaction has a positive and significant effect on repurchase interest among culinary consumers at Taman Jajan South Tangerang. The findings of this research are consistent with [Majeed, Asare, Fatawu, and Abubakari \(2022\)](#), that there is a positive and significant influence between the influence of Customer Satisfaction on Repurchase Interest. This means, the better the Customer Satisfaction at the Wong Solo Alauddin Grilled Chicken Restaurant, Makassar City, the more interest in re-buying will increase.

Research results of ([Azzahra & Darini, 2025](#)), that consumer satisfaction has a positive and significant effect on consumer repurchase interest in Scarlett skincare products in Yogyakarta so that it can be concluded that hypothesis 4 is supported. Consumer satisfaction is formed from the gap between expectations and reality about a product or service. The smaller the gap, the more satisfied consumers will be with the goods/services offered, on the other hand, the large gap between expectations and reality will form a sense of disappointment or dissatisfaction. The conformity of expectations will foster the desire to buy or use the products/services offered a gain. The results of the research of [Hasan and Muflaha \(2020\)](#). Consumer satisfaction arises as a result of the performance of product assumptions in accordance with expectations. Consumer satisfaction determines whether customers buy a product again. ([Tjahjaningsih, Isnowati, Cahyani, & Zakaria, 2024](#)), showed a significant positive relationship between the variable of consumer satisfaction and interest in rebuying.

5. Conclusions

5.1 Conclusion

From the results of this study, the conclusion examined the influence of price perception, menu variation, and taste on customer satisfaction and repurchase intention among consumers at South Tangerang Snack Park. The results indicate that price perception, menu variation, and positive tasty and affected significantly customer satisfaction. In addition, customer satisfaction contributes positively to repurchase intention. However, menu variation was found to have no direct effect on consumer repurchase intention. These results suggest that customer satisfaction plays an important role in encouraging consumers to revisit culinary destinations.

5.2 Research Limitations

This study has several limitations. First, the number of respondents was relatively limited, with only 95 participants involved in the study, which may affect the generalizability of the findings. Second, the research focused only on consumers at South Tangerang Snack Park, so the results may not fully represent consumer behavior in other culinary tourism destinations. In addition, this study only

examined several variables, namely price perception, menu variation, taste, customer satisfaction, and repurchase intention.

5.3 Suggestions and Directions for Future Research

Future studies are expected to involve a larger number of respondents in order to obtain more comprehensive and accurate results. Researchers are also encouraged to expand the research area by involving different culinary destinations or regions. Furthermore, future research may consider adding other variables that potentially influence repurchase intention, such as service quality, digital marketing, brand image, and customer experience. Culinary business managers are also advised to maintain food quality and improve menu innovation to strengthen customer satisfaction and encourage repeat purchases.

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Author Contributions

RL contributed to all stages of the study, including conceptualization, research design, data collection, data analysis, interpretation of results, and writing of the manuscript. RL takes full responsibility for the content of the article and confirms that all authors have read and approved the final version of the manuscript.

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