

THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION, AND SERVICE QUALITY ON REPURCHASE INTENTION AT MINANG SAIYO RESTAURANT IN SANGGAU REGENCY

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Abstract

This study examines the effects of Product Quality, Price Perception, and Service Quality on Repurchase Intention at Minang Saiyo Restaurant in Sanggau Regency. An associative quantitative design was employed using primary data collected through questionnaires from 150 customers selected through purposive sampling. Respondents were required to be at least 18 years old, to have made at least two purchases, and to have made their purchasing decisions independently. The data were analyzed using multiple linear regression after completing instrument and classical assumption tests. The findings indicate that Product Quality, Price Perception, and Service Quality are each positively and significantly associated with Repurchase Intention, both individually and collectively. Among the three predictors. The model explains 49.0% of the variation in Repurchase Intention, suggesting that other factors beyond the variables examined also contribute to consumers' future purchasing intentions. Contextually, these findings show that sustaining repurchase intention in a local restaurant setting requires not only satisfactory service and acceptable price perceptions but, most importantly, consistent product quality as the strongest factor identified in the model.

Keywords: *Product Quality, Price Perception, Service Quality, Repurchase Intention*

1. INTRODUCTION

The culinary industry in Sanggau Regency has shown considerable development, as reflected in the growing number of restaurant and food-service businesses. In 2025, 598 culinary business units were recorded in Sanggau Regency, including 27 units located in Balai Batang Tarang District, where Minang Saiyo Restaurant operates (DPMPTSP Sanggau Regency, 2025). The presence of numerous culinary businesses provides consumers with various alternatives and increases the need for restaurants to maintain their customers. Previous studies have shown that product quality and price significantly influence customer loyalty in restaurant businesses (Siregar & Fadillah, 2017). Other findings indicate that price significantly affects customer loyalty, while product quality may influence loyalty indirectly through customer satisfaction (Santoso, 2019).

Minang Saiyo Restaurant is a culinary business located in Keadu Hamlet, Keadu Village, Balai District, Sanggau Regency, and has been operating since March 13, 2015. The restaurant offers 16 menu items with prices ranging from IDR 2,000 to IDR 35,000 per portion or unit (Minang Saiyo Restaurant, 2025). Its sales data fluctuated during the 2022–2024 period. Sales amounted to IDR 766,500,000 in 2022, decreased by 14.29% to IDR

657,000,000 in 2023, and subsequently increased by 27.77% to IDR 839,500,000 in 2024 (Minang Saiyo Restaurant, 2025). According to the owner, the decline in 2023 coincided with changes in customer purchasing patterns, price increases, a decline in service quality, and poorly maintained dining facilities. Several operational issues were also identified, including the reheating of certain food items, delays in serving customers during peak hours, limited menu availability, and differences in employees' responsiveness. In addition, the existence of 27 culinary businesses in Balai Batang Tarang District indicates that consumers have various alternative restaurants from which to choose (DPMPTSP Sanggau Regency, 2025).

The sales fluctuations described above are used in this study as a contextual indication of the business conditions experienced by Minang Saiyo Restaurant rather than as direct evidence of changes in consumers' Repurchase Intention. Repurchase Intention is a behavioral intention that reflects consumers' tendency to purchase again, choose the same product, and make it a preferred option for future purchases (Hasan, 2018). Therefore, Repurchase Intention needs to be measured directly through consumers' responses rather than inferred solely from aggregate sales data. In this context, the product-, price-, and service-related conditions identified at Minang Saiyo Restaurant provide a relevant basis for examining factors associated with consumers' intention to make repeat purchases. Product quality has been shown to directly influence Repurchase Intention and customer satisfaction (Kamitha et al., 2025). Product quality and price have also been found to significantly affect customer loyalty through trust as a mediating variable (Adawiyah et al., 2025). Furthermore, previous studies indicate that product quality, service quality, and price are associated with customer satisfaction and loyalty in culinary businesses (Santoso, 2019).

Previous studies demonstrate differences in the dependent variables examined and in the structure of relationships among variables. Siregar and Fadillah examined the effects of image, product quality, and price on customer loyalty (Siregar & Fadillah, 2017). Santoso, (2019) examined product quality, service quality, and price in relation to customer satisfaction and loyalty. Adawiyah et al., (2025) positioned trust as a mediating variable between product quality and price and customer loyalty. Meanwhile, Kamitha et al. (2025) examined product quality and promotion in relation to Repurchase Intention through customer satisfaction. These previous studies have not directly examined Product Quality, Price Perception, and Service Quality together in relation to Repurchase Intention at Minang Saiyo Restaurant in Sanggau Regency.

Accordingly, this study places Product Quality, Price Perception, and Service Quality within a single research model to examine their statistical relationships with Repurchase Intention. This study differs from previous research that employed customer loyalty as the dependent variable (Siregar & Fadillah, 2017) and from research that incorporated trust as a mediating variable (Adawiyah et al., 2025). The study is conducted at Minang Saiyo Restaurant, which experienced fluctuations in sales during the 2022–2024 period and operates in a local culinary market where consumers have multiple restaurant alternatives.

Based on the preceding discussion, this study aims to analyze the effects of Product Quality, Price Perception, and Service Quality on Repurchase Intention at Minang Saiyo Restaurant in Sanggau Regency. Specifically, the analysis examines the partial statistical

effects of Product Quality, Price Perception, and Service Quality on Repurchase Intention, as well as their simultaneous effect on Repurchase Intention.

2. RESEARCH METHOD

This study employs an associative quantitative design to examine the statistical relationships between Product Quality (X1), Price Perception (X2), and Service Quality (X3) and Repurchase Intention (Y) at Minang Saiyo Restaurant in Sanggau Regency, both partially and simultaneously. The quantitative approach is employed because the research uses numerical data and statistical analysis to test the formulated hypotheses (Sugiyono, 2022). Primary data were collected directly from respondents through questionnaires in accordance with the objectives of the study (Umar, 2011). The questionnaire consisted of structured statements measured using a five-point Likert scale ranging from strongly disagree to strongly agree (Sugiyono, 2022).

The population of this study consists of all customers of Minang Saiyo Restaurant in Sanggau Regency, whose total number is unknown. The minimum sample size was determined using the Purba (1997) formula as cited in Sujarweni (2022), with a maximum margin of error of 10%, resulting in a minimum required sample of 96.04 respondents. This study involved 150 respondents, exceeding the minimum sample requirement. Respondents were selected using purposive sampling based on predetermined criteria (Sugiyono, 2022). The eligibility criteria required respondents to be at least 18 years old, to have purchased from Minang Saiyo Restaurant at least twice, and to have made their purchasing decisions independently.

The independent variables examined in this study are Product Quality, Price Perception, and Service Quality, while Repurchase Intention serves as the dependent variable. Product Quality is measured using indicators comprising form, reliability, durability, and product design (Kotler & Armstrong, 2020). Price Perception is measured through price affordability, price-quality congruence, price competitiveness, and price-benefit suitability (Tjiptono in Supangkat, 2017). Service Quality is measured using the dimensions of reliability, responsiveness, tangibles, empathy, and assurance (Tjiptono, 2016). Repurchase Intention is measured through transactional interest, referential interest, preferential interest, and exploratory interest (Hasan, 2018).

Data were analyzed using SPSS through instrument testing, classical assumption testing, and hypothesis testing. Instrument testing consisted of a validity test to assess whether each questionnaire item adequately measures the intended research variable and a reliability test using Cronbach's Alpha, with a minimum criterion of 0.60 (Ghozali, 2018). The reliability assessment also refers to Siregar (2020). Classical assumption testing included the Kolmogorov-Smirnov normality test, with data considered to meet the normality criterion when the significance value is greater than 0.05 (Purnomo, 2018). Linearity was examined using the Test for Linearity (Purnomo, 2018), while multicollinearity was assessed using Tolerance and Variance Inflation Factor (VIF), with criteria of Tolerance greater than 0.10 and VIF less than 10 (Ghozali, 2018).

Multiple linear regression analysis was subsequently employed to estimate the statistical relationship between Product Quality, Price Perception, and Service Quality and Repurchase Intention while accounting for the other predictors included in the model

(Siregar, 2020). The correlation coefficient was used to assess the strength of the relationship between the variables (Siregar, 2020), while the coefficient of determination was used to determine the proportion of variation in Repurchase Intention explained by the independent variables included in the model (Siregar, 2020). The F-test was employed to examine whether Product Quality, Price Perception, and Service Quality jointly have a statistically significant relationship with Repurchase Intention (Sugiyono, 2022). Meanwhile, the t-test was used to examine the statistical significance of each independent variable in the regression model at a 5% significance level (Ghozali, 2018), with the testing procedure also referring to Sujarweni (2022).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test aims to assess the accuracy of each statement item in measuring the research variables. The test is conducted by comparing the calculated r-value (r-count) with the r-table value. With a sample size of 150 respondents, the degrees of freedom (df) is 148, and the r-table value is 0.160 at a significance level of 0.05. The results of the validity test are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.473	0.160	Valid
	X1.2	0.368		
	X1.3	0.516		
	X1.4	0.567		
	X1.5	0.527		
	X1.6	0.447		
	X1.7	0.645		
	X1.8	0.337		
	X1.9	0.385		
	X1.10	0.575		
	X1.11	0.350		
	X1.12	0.462		
Price Perception (X2)	X2.1	0.593	0.160	Valid
	X2.2	0.596		
	X2.3	0.498		
	X2.4	0.515		
	X2.5	0.490		
	X2.6	0.435		
	X2.7	0.437		
	X2.8	0.421		
	X2.9	0.481		
	X2.10	0.584		
	X2.11	0.553		
	X2.12	0.437		

Service Quality (X3)	X3.1	0.556	0.160	Valid
	X3.2	0.514		
	X3.3	0.483		
	X3.4	0.250		
	X3.5	0.479		
	X3.6	0.591		
	X3.7	0.496		
	X3.8	0.289		
	X3.9	0.515		
	X3.10	0.506		
	X3.11	0.508		
	X3.12	0.564		
	X3.13	0.513		
	X3.14	0.361		
	X3.15	0.457		
Repurchase Intention (Y)	Y.1	0.659	0.160	Valid
	Y.2	0.693		
	Y.3	0.600		
	Y.4	0.635		
	Y.5	0.599		
	Y.6	0.582		
	Y.7	0.653		
	Y.8	0.724		

Source: *Processed Data, 2026*

Based on the results of the validity test in Table 1, all items for the variables Product Quality, Price Perception, Service Quality, and Repurchase Intention have calculated r-values greater than the r-table value of 0.160. Therefore, all research instruments are considered valid and suitable for use.

3.1.2 Reliability Test

The reliability test aims to assess the consistency of the research instrument using Cronbach's Alpha. An instrument is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The test results are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Product Quality (X1)	0.686	12	0.60	Reliable
Price Perception (X2)	0.734	12		
Service Quality (X3)	0.754	15		
Repurchase Intention (Y)	0.796	8		

Source: *Processed Data, 2026*

Based on the reliability test results in Table 2, all variables have Cronbach's Alpha values greater than 0.60. Therefore, the research instrument is considered reliable and appropriate for use.

3.2 Classical Assumption Test

3.2.1 Normality Test

The normality test aims to determine whether the data are normally distributed using the Kolmogorov–Smirnov method. The data are considered normally distributed if the Asymp. Sig. value is greater than 0.05. The test results are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	150
Test Statistic	.063
Asymp.Sig.(2-tailed)	.200 ^c

Source: *Processed Data, 2026*

Based on the results of the normality test in Table 3, the Asymp. Sig. (2-tailed) value is $0.200 > 0.05$. Therefore, the research data are considered to be normally distributed.

3.2.2 Linearity Test

The linearity test aims to determine the linear relationship between independent variables and the dependent variable using the Test for Linearity. The relationship is considered linear if the Sig. Linearity value is < 0.05 and the Sig. Deviation from Linearity value is > 0.05 . The test results are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Repurchase Intention * Product Quality	.000	.449	Linear
Repurchase Intention * Price Perception	.000	.184	
Repurchase Intention * Service Quality	.000	.123	

Source: *Processed Data, 2026*

The results of the linearity test in Table 4 show that all independent variables have Sig. Linearity values of $0.000 < 0.05$ and Sig. Deviation from Linearity values of 0.449, 0.184, and 0.123 > 0.05 , respectively. Therefore, Product Quality, Price Perception, and Service Quality have a linear relationship with Repurchase Intention.

3.2.3 Multicollinearity Test

The multicollinearity test aims to determine whether there is a strong correlation among independent variables in the regression model. The test results are presented in Table 5.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality	.520	1.924

	Price Perception	.536	1.866
	Service Quality	.722	1.384
a. Dependent Variable: Repurchase Intention			

Source: *Processed Data, 2026*

Based on the results of the multicollinearity test in Table 5, the Product Quality variable (X1) has a Tolerance value of 0.520 and a VIF value of 1.924. The Price Perception variable (X2) has a Tolerance value of 0.536 and a VIF value of 1.866. Meanwhile, the Service Quality variable (X3) has a Tolerance value of 0.722 and a VIF value of 1.384. All independent variables show Tolerance values greater than 0.10 and VIF values less than 10.00. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this regression model.

3.3 Hypothesis Test

3.3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to examine the effect of Product Quality, Price Perception, and Service Quality on Repurchase Intention, both partially and simultaneously. The regression coefficient results are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	1.604	.235		6.838 .000
	Product Quality	.311	.067	.380	4.639 .000
	Price Perception	.145	.057	.206	2.553 .012
	Service Quality	.180	.051	.246	3.535 .001
a. Dependent Variable: Repurchase Intention					

Source: *Processed Data, 2026*

Based on the results of the multiple linear regression analysis in Table 6, the regression equation is as follows:

$$Y = 1.604 + 0.311X_1 + 0.145X_2 + 0.180X_3$$

The equation can be interpreted as follows:

- 1) The constant value of 1.604 indicates that when Product Quality, Price Perception, and Service Quality are equal to zero, Repurchase Intention has a value of 1.604.
- 2) The Product Quality coefficient is 0.311 and positive. This means that every one-unit increase in Product Quality will increase Repurchase Intention by 0.311 units, assuming other variables remain constant.
- 3) The Price Perception coefficient is 0.145 and positive. This means that every one-unit increase in Price Perception will increase Repurchase Intention by 0.145 units, assuming other variables remain constant.
- 4) The Service Quality coefficient is 0.180 and positive. This means that every one-unit increase in Service Quality will increase Repurchase Intention by 0.180 units, assuming other variables remain constant.

3.3.2 Correlation Coefficient Analysis (R)

The correlation coefficient analysis is used to determine the strength and direction of the relationship among research variables using the Product Moment method. The test results are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^a	.490	.480	.14109

Predictors: (Constant), Service Quality, Price Perception, Product Quality.

Source: Processed Data, 2026

Based on the results of the correlation analysis in Table 7, the correlation coefficient (R) is 0.700. This value indicates that Product Quality, Price Perception, and Service Quality have a strong relationship with Repurchase Intention, as it falls within the interval of 0.60–0.799.

3.3.3 Determination Coefficient (R²)

Based on the results of the coefficient of determination (R²) analysis presented in Table 7, the R² value of 0.490 indicates that Product Quality, Price Perception, and Service Quality are able to explain 49.0% of the variation in Repurchase Intention. The remaining 51.0% is explained by other variables outside the research model.

3.3.4 Simultaneous Test (F Test)

The simultaneous test (F-test) is used to determine the combined effect of Product Quality, Price Perception, and Service Quality on Repurchase Intention. The test results are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	2.795	.932	46.797	.000 ^b
Residual	2.906	.020		

Dependent Variable: Repurchase Intention

Predictors: (Constant), Service Quality, Price Perception, Product Quality.

Source: Processed Data, 2026

Based on the results of the simultaneous test (F-test) in Table 8, the calculated F-value is 46.797, which is greater than the F-table value of 2.67, with a significance value of $0.000 < 0.05$. Therefore, Product Quality, Price Perception, and Service Quality simultaneously have a significant effect on Repurchase Intention.

3.3.5 Partial Test (t Test)

The partial test (t-test) is used to determine the effect of each independent variable on the dependent variable. The test results are presented in Table 9.

Table 9. Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.604	.235		6.838	.000
	Product Quality	.311	.067	.380	4.639	.000
	Price Perception	.145	.057	.206	2.553	.012
	Service Quality	.180	.051	.246	3.535	.001

a. Dependent Variable: Repurchase Intention

Source: Processed Data, 2026

Based on the results of the partial test (t-test) in Table 9, with a t-table value of 1.655, the results are as follows:

- 1) The Product Quality variable (X1) has a calculated t-value of $4.639 > 1.655$ with a significance value of $0.000 < 0.05$. Product Quality has a positive and significant effect on Repurchase Intention.
- 2) The Price Perception variable (X2) has a calculated t-value of $2.553 > 1.655$ with a significance value of $0.012 < 0.05$. Price Perception has a positive and significant effect on Repurchase Intention.
- 3) The Service Quality variable (X3) has a calculated t-value of $3.535 > 1.655$ with a significance value of $0.001 < 0.05$. Service Quality has a positive and significant effect on Repurchase Intention.

3.4 DISCUSSION

The Effect of Product Quality on Repurchase Intention

The results of the partial test indicate that Product Quality has a positive and significant effect on Repurchase Intention, as evidenced by the calculated t-value of 4.639, which is greater than the t-table value of 1.655, and a significance value of 0.000, which is less than 0.05. The regression coefficient of 0.311 shows that an increase in Product Quality will be followed by an increase in Repurchase Intention. The standardized coefficient beta value of 0.380 also indicates that Product Quality has the strongest influence compared to other independent variables in the research model. These findings suggest that the better the product quality perceived by consumers, the higher their tendency to make repeat purchases. This result is consistent with the studies of Qudus and Amelia (2022) as well as Wijayanti & Almaidah (2021), which state that Product Quality has a positive and significant effect on Repurchase Intention.

The Effect of Price Perception on Repurchase Intention

The results of the partial test indicate that Price Perception has a positive and significant effect on Repurchase Intention, with a calculated t-value of 2.553, which is greater than the t-table value of 1.655, and a significance value of 0.012, which is less than 0.05. The regression coefficient of 0.145 indicates that the better consumers perceive the price, the higher their Repurchase Intention. These findings suggest that consumers'

evaluation of price fairness in relation to benefits, quality, and purchasing power plays an important role in determining their decision to repurchase. This study supports the findings of Amalia & Nurtiahiadi (2024) and Siaputra (2024), which show that Price Perception has a positive and significant effect on Repurchase Intention.

The Effect of Service Quality on Repurchase Intention

The results show that Service Quality has a positive and significant effect on Repurchase Intention. This means that the better the service perceived by consumers, the greater their tendency to make repeat purchases at Minang Saiyo Restaurant. In the restaurant business, service forms an important part of the consumer experience during the purchasing and consumption process. Service reliability, responsiveness to consumers, the condition of physical facilities, attention given to consumers, and service assurance can influence consumers' overall evaluation of the restaurant. This result is consistent with Permatasari and Haziroh (2024), who found that Service Quality has a positive and significant effect on Repurchase Intention.

The result of this study differs from the findings of Andari and Mathori (2023) and Ardiyansyah and Abadi (2023). This difference may be related to the characteristics of the research object and the model used. At Minang Saiyo Restaurant, consumers are directly involved in the service process when making a purchase, so the quality of interaction and service they receive may become an important consideration in their intention to return. In contrast, Andari and Mathori (2023) and Ardiyansyah and Abadi (2023) positioned customer satisfaction as a mediating variable. In those studies, therefore, the effect of Service Quality on Repurchase Intention was examined not only directly but also through customer satisfaction. Differences in the structure of relationships among variables may provide one explanation for the different results across studies.

The Effect of Product Quality, Price Perception, and Service Quality on Repurchase Intention

The results of the simultaneous test indicate that Product Quality, Price Perception, and Service Quality collectively have a significant effect on Repurchase Intention. This is evidenced by the calculated F-value of 46.797, which is greater than the F-table value of 2.67, and a significance value of 0.000, which is less than 0.05. The correlation coefficient value of 0.700 indicates that the relationship between the three independent variables and Repurchase Intention is strong. Meanwhile, the coefficient of determination value of 0.490 indicates that Product Quality, Price Perception, and Service Quality explain 49.0% of the variation in Repurchase Intention, while the remaining 51.0% is explained by other variables outside the research model. These findings are consistent with the study of Wicaksana & Santosa (2022), which demonstrates that Product Quality, Price Perception, and Service Quality simultaneously have a significant effect on Repurchase Intention.

4. CONCLUSION

This study demonstrates that Product Quality, Price Perception, and Service Quality are important factors associated with Repurchase Intention at Minang Saiyo Restaurant in Sanggau Regency. Among the three variables examined, Product Quality shows the strongest standardized relationship with Repurchase Intention, indicating that consumers'

evaluations of the quality of the products offered play a particularly important role in encouraging their intention to purchase again. Price Perception and Service Quality also contribute significantly, suggesting that repurchase intention is shaped not only by the products themselves but also by consumers' perceptions of price appropriateness and the quality of the service experience. Collectively, the three variables explain 49.0% of the variation in Repurchase Intention, indicating that a substantial proportion of consumers' repurchase intention is also related to factors beyond the variables included in this study.

From a practical perspective, the findings imply that the management of Minang Saiyo Restaurant should prioritize the consistent maintenance and improvement of product quality while simultaneously ensuring that prices are perceived as appropriate to the benefits received and that service is delivered reliably and responsively. Improvements in these areas should be managed as complementary efforts rather than as isolated strategies because consumers' intention to repurchase is associated with their overall evaluation of the product, price, and service experience.

This study is limited to Product Quality, Price Perception, and Service Quality as explanatory variables and is conducted specifically at Minang Saiyo Restaurant in Sanggau Regency. Consequently, the findings should be interpreted within the context of the research object and the variables included in the model. Future studies are encouraged to examine additional factors that may explain Repurchase Intention and to extend the research to different culinary businesses, locations, and respondent groups. Further research may also develop broader models to provide a more comprehensive understanding of the factors associated with consumers' Repurchase Intention.

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