



The Influence of Taste and Price on Repurchase Decisions with Consumer Satisfaction as Intervening Variables

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Abstract: This study aims to analyze The Influence of Taste and Price on Repurchase Decisions with Consumer Satisfaction as an Intervening Variable. The method used in this study is a quantitative method. The data collection technique used non-probability sampling and purposive sampling method with a total sample of 96 people. Technical analysis using t test, R square test, adjusted R square test, and multiple linear regression with test equipment using SPSS 26. From the analysis of research data obtained the following results: Taste (X1) has a positive and significant effect on Consumer Satisfaction (Y) with $t_{count} > t_{table}$ ($8,767 > 1,986$) and contributed 45%. Price (X2) has a positive and significant effect on Consumer Satisfaction (Y) with $t_{count} > t_{table}$ ($10,005 > 1,986$) and contributes 51.6%. Taste (X1) has a positive and significant effect on Repurchase Decision (Z) with $t_{count} > t_{table}$ ($9,363 > 1,986$) and contributes 48.4%. Price (X2) has a positive and significant effect on Repurchase Decision (Z) with $t_{count} > t_{table}$ ($9,432 > 1,986$) and contributes 48.6%. Consumer Satisfaction (Y) has a positive and significant effect on Repurchase Decision (Z) with $t_{count} > t_{table}$ ($13,848 > 1,986$) and contributed 67.1%. From the points above, it can be concluded that the taste and price have a positive effect on consumer satisfaction which then has a positive impact on the decision to repurchase Yupi chili products. So that consumer satisfaction can be an intervening variable between taste and price with repurchase decisions

Keywords: Taste, Price, influence, Customer Satisfaction, Purchase, Intervening

INTRODUCTION

The development of the culinary business in Indonesia in recent years has given rise to many new types of culinary businesses. One of them is the culinary business in the field of chili processing into chili sauce and its derivatives. For culinary variations of chili sauce itself, it is also growing quite rapidly, marked by the popularity of the processed chili brand in bottles on a home industry scale from Surabaya, namely Sambal Bu Rudi. This stimulates the community to open a similar business, namely packaged processed chili sauce. The development of this chili business was also triggered by several restaurant brands owned by artists. They sell sambal as a mainstay menu and other menus as an addition.

The large variety of brands, flavors and types of chili sauce itself has a pretty good impact on the consumer community. Communities have many choices of flavors, types, prices, packaging, and others in choosing their favorite chili sauce. This is also seen by one of the sambal brands; processed on a household scale, namely Sambal Yupi.

Sambal Yupi has several types of chili products and additional menus. For the chili products themselves, there are onion chili sauce, kecombrang chili sauce, and green chili sauce. For other menus, there is kecombrang chili chicken, green chili chicken, kecombrang chili dori fish, green chili dori fish, and grilled chicken with yupi chili sauce. Each menu has a different price and taste. Consumers who are customers also have their own references to the Sambal Yupi menu. Not a few become loyal customers and repurchase yupi chili products. According to Sumarwan (2002: 325) consumers who are satisfied with the product consumed or used will repurchase the product.

Based on this, the authors want to examine how the variables price, taste, consumer satisfaction, repurchase decisions are interrelated. So the purpose of this research is to find out: 1). Does taste affect consumer satisfaction? 2). Does price affect consumer satisfaction? 3). Does taste affect repurchase decisions? 4). Does the price affect the repurchase decision? 5). Does customer satisfaction affect repurchase decisions?

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Marketing

Marketing is one of the important factors for the success of a company in selling its products, both goods and services. Marketing has a very important role because marketing has the function of finding, getting, retaining and increasing consumers, as well as controlling the market. To be recognized, understood, understood and liked by the public, a product needs to be marketed. Stanton (2001: 7) defines marketing as a whole system of business activities designed to plan, determine prices, promote, and distribute goods that can provide satisfaction for current consumers and potential consumers. Marketing in question includes the company's business that begins with identifying consumer needs that need to be satisfied, determining the product to be produced, determining the appropriate product price, determining promotion methods, and distributing or selling the product.

Meanwhile, Kotler and Armstrong (2008:6) state that marketing is a process for companies to create value for customers and build strong relationships with customers that aims to capture value from customers in return. Good marketing is not a coincidence, but the result of careful planning (Kotler and Keller, in Poerwanto 2014:168)

Flavor

Taste is a food attribute that includes appearance, smell, taste, texture, and temperature. Taste is a form of cooperation from the five kinds of human senses, namely taste, smell, touch, sight and hearing. According to Drummond and Brefere (2010) stated that taste is a way of choosing food or drink that is distinguished from that taste. Taste itself is the work of taste buds (taste buds) which are located on the tongue, cheeks, esophagus, roof of the mouth, which are part of the taste. There are times when the available food does not have an attractive shape even though it has a high nutritional content, in other words the quality of a food product is largely determined by the level of consumer preference for the food. Generally food processors always try to produce good quality products. Food quality is the overall characteristics of the food that affect consumers.

Price

According to Kotler & Keller (2016:483) price is the one element of the marketing mix that produces revenue; the other elements produce costs. Price also communicates the company's intended value positioning of its product or brand. A well-designed and marketed product can still command a price premium and reap big profits. But new economic realities have caused many consumers to reevaluate what they are willing to pay for products and services, and companies have had to carefully review their pricing strategies as a result.

According to Tjiptono (2015: 151) explained that price is something that becomes an element of the mix, promotes income or becomes the income. Price is an element of assimilation, entry or acquisition for an organization.

Satisfaction

According to Kotler & Keller (2016:153) satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations.11 If the performance or experience falls short of expectations, the

customer is dissatisfied. If it matches expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted.

According to Sumarwan (2002:325) Consumers who are satisfied with the product consumed or used will repurchase the product. Continuous repeat purchases will show consumer loyalty to the brand. This is what is known as brand loyalty, something that is highly expected by manufacturers. One of the goals of marketing communications is to create brand loyalty.

According to (Hardiyatih, 2010), customer satisfaction is a response to the behavior shown by customers by comparing perceived performance or results with expectations. If the perceived results are below expectations, the customer will be disappointed, dissatisfied or even dissatisfied. However, if it is in accordance with expectations, the customer will be satisfied and if the performance exceeds expectations, the customer will be very satisfied. Customer satisfaction is a feeling or emotional assessment of the customer for the use of a product or service where their expectations and needs are met, (Sugianto & Sugiharto, 2013)

Buying Decision Process

The consumer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. Clearly, the buying process starts long before the actual purchase and has consequences long afterward. Consumers don't always pass through all five stages—they may skip or reverse some. When you buy your regular brand of toothpaste, you go directly from the need to the purchase decision, skipping information search and evaluation (Kotler & Keller, 2016:195). Meanwhile, according to (Tjiptono, 2016) purchasing decisions are part of consumer behavior. Consumer behavior is an action that is directly related to the acquisition and identification of products and services, including the decision-making process before and after the action.

RESULT AND DISCUSSION

Multiple Linear Regression Test

Multiple linear regression test is used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent and independent variables.

Based on the test results, the values obtained are:

$$Y = 2,856 + 0,433X_1 + 0,424X_2 + e$$

The constant value obtained is 2.856, which means that if the taste (X1) and price (X2) are omitted or have a value of 0 (zero), then consumer satisfaction (Y) is worth 2.856. The regression coefficient of the Taste variable (X1) is 0.433, which means that if the Taste variable (X1) increases by 1 level, consumer satisfaction will increase by 0.433. The regression coefficient of the price variable (X2) is 0.424, which means that if the price variable (X2) increases by 1 level, consumer satisfaction will increase by 0.424.

The value of the determinant test of the Summary Model produces an Adjusted R Square value of 0.600, this shows that 60% of the Taste (X1) and Price (X2) variables have a simultaneous influence on the Consumer Satisfaction variable (Y) and the remaining 40% have an effect on the factor others not examined in this study.

Table 1. Regression Test

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
|--------------|-----------------------------|------------|--------------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | | | | Tolerance | VIF |
| 1 (Constant) | 2.856 | 1.655 | | 1.726 | .088 | | |
| TOTAL_X1 | .433 | .092 | .378 | 4.703 | .000 | .650 | 1.538 |
| TOTAL_X2 | .424 | .069 | .494 | 6.146 | .000 | .650 | 1.538 |

Source: Research data, 2022

Table 2. Adjusted R Square test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .780 ^a | .609 | .600 | 1.68937 | 1.796 |

Source: Research data, 2022

The constant value obtained is 3.435, which means that if the Taste (X1) and Price (X2) are omitted or are 0 (zero) then the Repurchase Decision (Z) is worth 3.435. The regression coefficient for the Taste variable (X1) is 0.480, which means that if the Taste (X1) variable increases by 1 level, then customer satisfaction will increase by 0.480. The regression coefficient for the price variable (X2) is 0.363, which means that if the price (X2) increases by 1 level, then customer satisfaction will increase by 0.363.

The value of the determinant test of the Summary Model produces an Adjusted R Square value of 0.601, this shows that 60.1% of the Taste (X1) and Price (X2) variables have a simultaneous influence on the Repurchase Decision variable (Z) and the remaining 39, 9% influence with other factors not examined in this study.

Table 3. T-test of Variables X1, X2 and Z

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
|--------------|-----------------------------|------------|-----------------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | | | | Tolerance | VIF |
| 1 (Constant) | 3.435 | 1.590 | | 2.160 | .033 | | |
| TOTAL_X1 | .480 | .089 | .436 | 5.426 | .000 | .650 | 1.538 |
| TOTAL_X2 | .363 | .066 | .439 | 5.471 | .000 | .650 | 1.538 |

Source: Research data, 2022

Table 4. Adjusted R Square test of variables X1, X2, and Z

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .781 ^a | .610 | .601 | 1.62308 | 1.875 |

Source: Research data, 2022

Testing submodel 2 Multiple Linear Regression, found the value of :

$$Z = 1,951 + 0,255 X1 + 0,142 X2 + 0,519Y$$

The constant value obtained is 1.951, which means that if Taste (X1), Price (X2), Consumer Satisfaction (Y) is omitted or has a value of 0 (zero), then the Repurchase Decision (Z) is worth 1.951. The regression coefficient of the Taste variable (X1) is 0.255, which means that if the Taste (X1) increases by 1 level, the repurchase decision will increase by 0.255. The regression coefficient of the price variable (X2) is 0.142, which means that if the price (X2) increases by 1 level, then the repurchase decision will increase by 0.142. The regression coefficient of the Consumer Satisfaction variable (Y) is 0.519, which means that if Consumer Satisfaction (Y) increases by 1 level, the repurchase decision will increase by 0.519.

The value in the Summary Model determinant test yields an Adjusted R Square value of 0.715. This indicates that 71.5% of the Taste (X1), Price (X2), and Consumer Satisfaction (Y) variables have a simultaneous influence on the Repurchase Decision variable (Z) and the remaining 28.5% is influenced by other factors not examined in this study.

Table 5. T-test of Variables X1, X2, Y, and Z

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. |
|--------------|-----------------------------|------------|-----------------------------------|-------|------|
| | B | Std. Error | | | |
| 1 (Constant) | 1.951 | 1.366 | | 1.428 | .157 |
| TOTAL_X1 | .255 | .083 | .232 | 3.064 | .003 |
| TOTAL_X2 | .142 | .067 | .173 | 2.142 | .035 |
| TOTAL_Y | .519 | .084 | .540 | 6.163 | .000 |

Source: Research data, 2022

Table 6. Adjusted R Square test of variables X1, X2, Y, and Z

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .851 ^a | .724 | .715 | 1.37291 | 1.692 |

Source: Research data, 2022

CONCLUSIONS

Based on the results of research analysis and discussion, it can be concluded several things as follows:

1. Taste (X1) has a positive and significant effect on Consumer Satisfaction (Y) with t count > t table (8,767 > 1,986) and contributes 45%.
2. Price (X2) has a positive and significant effect on Consumer Satisfaction (Y) with t count > t table (10.005 > 1.986) and contributes 51.6%.
3. Taste (X1) has a positive and significant effect on Repurchase Decision (Z) with t count > t table (9,363 > 1,986) and contributes 48.4%.
4. Price (X2) has a positive and significant effect on Repurchase Decision (Z) with t count > t table (9,432 > 1,986) and contributes 48.6%.
5. Consumer Satisfaction (Y) has a positive and significant effect on Repurchase Decisions (Z) with t count > t table (13.848 > 1.986) and contributes 67.1%.

From the points above, it can be concluded that Taste and Price have a positive effect on Consumer Satisfaction which then has a positive impact on Repurchasing Decisions for Yupi chili products. So that consumer satisfaction can be an intervening variable between taste and price with repurchasing decisions. Therefore, the purpose of this research has been achieved.

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