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The Effect Of Price, Product, Service Quality, And Branding On Repurchase Intention Mediated By Customer Satisfaction Using SEM Tools Case Study: Food UMKM (Weekend Kitchen)

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Abstract: This study aims to determine the effect of price, product, and service quality on repurchase intention mediated by customer satisfaction at Weekend Kitchen Surabaya food UMKM. This research is motivated by the decline in the number of repeat purchases every year which is thought to be influenced by these factors. The research uses a quantitative method with a Structural Equation Modeling approach assisted by AMOS software. Respondents involved were 100 active customers who had purchased Weekend Kitchen products. The results showed that price and service quality have a significant effect on customer satisfaction, while product has no significant effect. Meanwhile, only price has a significant effect on repurchase intention, while product, service quality, and customer satisfaction show no significant effect. The conclusion of this study is that price is the main factor in shaping satisfaction and encouraging repeat purchases, so UMKM are advised to focus on pricing strategies that are in line with customer value perceptions, as well as evaluating product innovation and service strategies to increase customer loyalty.

Keyword: Price, Product, Customer Satisfaction, Repurchase Intention, SEM

INTRODUCTION

The sweets industry in Indonesia is experiencing rapid growth in line with the increasing trend of dessert consumption among the public. Weekend Kitchen as a micro business in Surabaya presents premium dessert box products, but in the last five years has experienced a decline in sales. This is thought to be caused by factors such as uncompetitive prices, lack of product innovation, limited promotion, and suboptimal service quality.

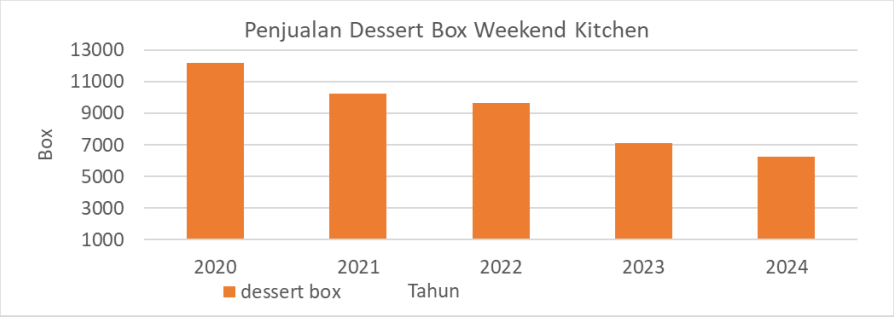

Figure 1. Weekend Kitchen Dessert Box Sales

According to research conducted by (Natalia & Kartika Dewa, 2023), that repeat purchases are associated with customer loyalty and the level of customer satisfaction in making purchases. Where, the level of customer satisfaction is always influenced by factors such as service satisfaction by getting reviews from buyers. This happens in the Weekend Kitchen business, where the large number of requests makes the owner slow in responding to customers, causing customers to experience a bad experience and end up not making repeat purchases.

In addition to service satisfaction, price sensitivity is also a sensitive factor. Because customers will be very easy to compare prices with the same product with other stores. This is also the case with Weekend Kitchen, where the number of competitors offering similar products at more competitive prices is a challenge. Competitive pricing refers to a pricing strategy that considers market prices and competitors prices, with the aim of remaining attractive to consumers without sacrificing quality or profit ((Aisah et al., 2024)).

In addition, having a characteristic on the product that is owned is also important for a business. Product characteristics can be seen from the quality of the product, as in research (Prasetyo & Wibowo, 2023) that product quality is one of the best marketing tools, because it has a direct impact on products and services and is most closely related to customer value and satisfaction.

Weekend Kitchen faces the challenge of understanding whether price, product, and service quality factors actually influence customer satisfaction and encourage repeat purchases. Therefore, this study aims to identify the effect of price, product, and service quality on repurchase intention mediated by customer satisfaction. The approach used in this research is quantitative method with Structural Equation Modeling analysis technique using AMOS software. This research is expected to be the basis for evaluation and development strategies for food MSMEs in order to increase customer loyalty in a sustainable manner.

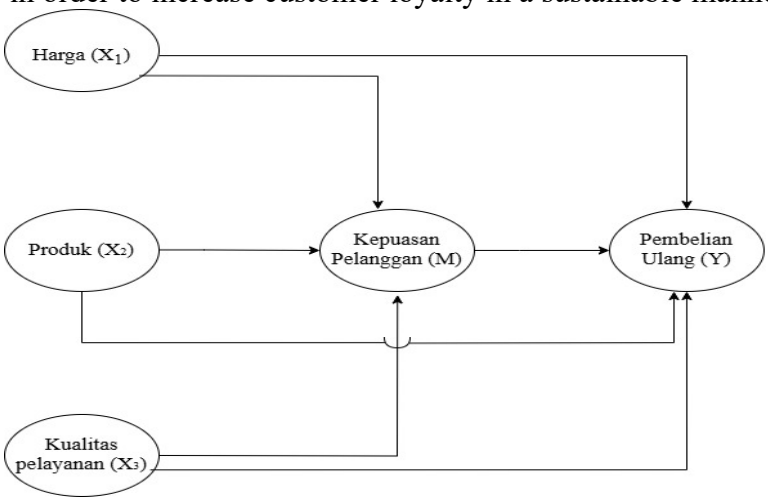

Figure 2. Research Conceptual Framework

METHOD

This research is a quantitative study with an associative approach that aims to analyse the effect of price, product, and service quality on repurchase intention mediated by customer satisfaction at UMKM Weekend Kitchen Surabaya. This research was also conducted by distributing questionnaires to Weekend Kitchen customers and was conducted in May 2025. And 100 respondents were selected using purposive sampling technique, namely customers aged at least 18 years who have purchased the product at least once. The instrument used was an online questionnaire with a five-point Likert scale. Data analysis was carried out using the Structural Equation Modeling method with the help of AMOS software, starting from validity, reliability, goodness of fit tests, to hypothesis testing. This technique is used to identify direct and indirect effects between variables and build a mathematical model that represents the relationship between price, product, service quality, customer satisfaction, and repurchase intention.

RESULTS AND DISCUSSION

Measurement Model

At the measurement model testing stage, an evaluation of model fit is carried out by referring to several Goodness of Fit criteria and predetermined cut-off values. Based on the analysis results, the tested model has not been able to fully represent the latent variables optimally, so further evaluation is needed. To assess the level of model fit, a fit index is used, which indicates the extent to which the variance in the sample covariance matrix can be explained by the estimated population covariance matrix. A summary of the test results is presented in Table 1.

Table 1. Goodness of Fit Test Results Measurement Model

Criteria	Model Test Results	Critical Value	Information
X^2 Chi-Square	268.814	Kecil, X^2 dengan df=125 dengan a'=0,05	Not Good
Probablitas	0	≥ 0,05	Not Good
CMIN/DF	2.151	≤ 2,00	Not Good
RMSEA	0.108	≤ 0,08	Not Good
GFI	0.764	≥ 0,90	Not Good
AGFI	0.67	≥ 0,90	Not Good
TLI	0.815	≥ 0,95	Marginal
CFI	0.849	≥ 0,95	Marginal

This finding indicates that the model still needs to be refined in order to more accurately represent the relationship between variables. To provide a clearer visualisation of the structure of the analysed model, refer to Figure 3 which displays the relationship between the variables and indicators tested in this study.

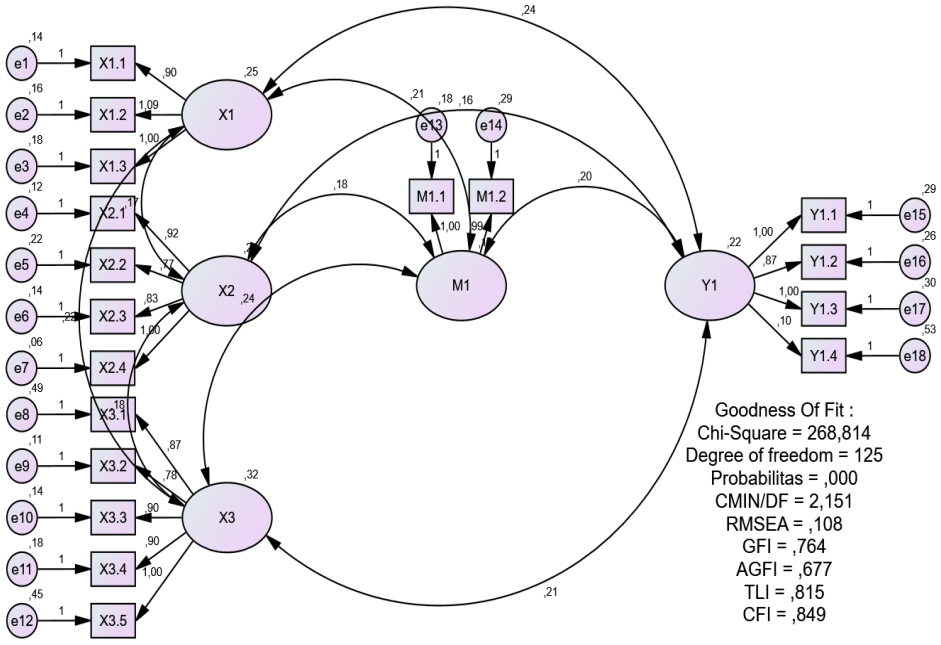

Figure 3. Measurement Model SEM

The validity test in this study aims to ensure that each indicator is truly capable of accurately representing the construct being measured. Indicator validity is very important because only valid indicators can provide an accurate description of the concept under study. An indicator is declared valid if the Critical ratio (C.R.) value obtained is greater than twice the Standard Error (S.E.) value, or in other words, it meets the C.R. > 2.SE C.R. value that exceeds this limit indicates a significant and strong relationship between the indicator and the construct it represents, which means that the indicator can describe the construct well (Waluyo & Rachman, 2020). Based on the analysis results presented in Table 2, all indicators in this study have a C.R. value greater than 2SE, so it can be concluded that all indicators used are valid. This means that the indicators are reliable in describing the construct under study and provide a strong basis for further analysis of the variables in this study.

Table 2. Standarized Regression Weight Measurement Model

			Estimate	S.E.	2.SE	C.R.	Capt.Valid	P	Capt. Significant	*Estimate Standardized Regression Weight*
X1.1	<---	X1	,900	0.117	7,674	0.234	Valid	***	Signifikan	,765
X1.2	<---	X1	1,089	0.133	8,173	0.266	Valid	***	Signifikan	,807
X1.3	<---	X1	1,000							,757
X2.1	<---	X2	,921	0.1	9,229	0.2	Valid	***	Signifikan	,789
X2.2	<---	X2	,768	0.114	6,729	0.228	Valid	***	Signifikan	,625
X2.3	<---	X2	,835	0.102	8,170	0.204	Valid	***	Signifikan	,738
X2.4	<---	X2	1,000							,894
X3.1	<---	X3	,870	0.172	5,062	0.344	Valid	***	Signifikan	,574
X3.2	<---	X3	,782	0.135	5,799	0.27	Valid	***	Signifikan	,802
X3.3	<---	X3	,901	0.152	5,923	0.304	Valid	***	Signifikan	,809
X3.4	<---	X3	,899	0.148	6,086	0.296	Valid	***	Signifikan	,763
X3.5	<---	X3	1,000							,644
M.1	<---	M	1,000							,713
M.2	<---	M	,992	0.161	6,146	0.3	Valid	***	Signifikan	,626

Y.1	<---	Y	1,000							,659
Y.2	<---	Y	,872	0.166	5,248	0.332	Valid	***	Signifikan	,632
Y.3	<---	Y	,999	0.172	5,818	0.344	Valid	***	Signifikan	,653
Y.4	<---	Y	,098	0.164	,595	0.328	Valid	***	Signifikan	,063

The correlation test is conducted to determine whether there is a relationship between two variables. Based on the results shown in Table 4.5, all correlation coefficient values (r) between variables show positive numbers, which means that the relationship between variables is unidirectional (positive). Multicollinearity is not considered a serious problem if the correlation between exogenous variables shows a value below 0.80.

Table 3. Corellation Test

			Estimate
X1	<-->	X2	,723
X1	<-->	X3	,780
X1	<-->	M	,968
X1	<-->	Y	1,016
X2	<-->	X3	,660
X2	<-->	M	,833
X2	<-->	Y	,684
X3	<-->	M	,968
X3	<-->	Y	,789
M	<-->	Y	,985

Structural Model

Table 4. Goodness of Fit Test Results Structural Model

Criteria	Model Test Results	Critical Value	Information
X^2 Chi-Square	374.985	Kecil, X^2 dengan df=128 dengan a'=0,05	Tidak Baik
Probablitas	0	≥ 0,05	Tidak Baik
CMIN/DF	2.93	≤ 2,00	Tidak Baik
RMSEA	0.14	≤ 0,08	Tidak Baik
GFI	0.716	≥ 0,90	Tidak Baik
AGFI	0.621	≥ 0,90	Tidak Baik
TLI	0.69	≥ 0,95	Tidak Baik
CFI	0.741	≥ 0,95	Tidak Baik

Based on Table 4, the model test results compared to the cut-off value show that all criteria have not met the goodness-of-fit standard. This indicates that the structural model tested still requires improvement in order to achieve an optimal level of fit. The structural model image can be seen in Figure 4 below

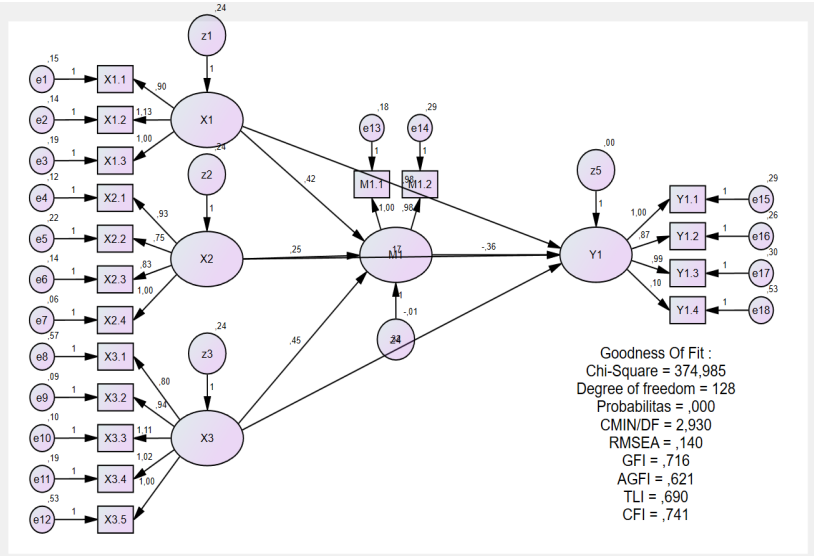

Figure 4. Structural Model SEM

This mismatch indicates that the model developed has not fully reflected the relationship between variables in the study properly. Therefore, a Model Modification step is needed to improve the quality of the structural model so that it is more in line with the research data. The model modification process is carried out based on modification indices (MI) to improve the Goodness of Fit between the hypothesised model and the data.

Modification Model

Table 5. Goodness of Fit Test Results Modification Model

Criteria	Model Test Results	Critical Value	Information
X^2 Chi-Square	125.163	Kecil, X^2 dengan df= 115 dengan a'=0,05	Baik
Probablitas	0.244	≥ 0,05	Baik
CMIN/DF	1.088	≤ 2,00	Baik
RMSEA	0.03	≤ 0,08	Baik
GFI	0.879	≥ 0,90	Marginal
AGFI	0.82	≥ 0,90	Marginal
TLI	0.986	≥ 0,95	Baik
CFI	0.989	≥ 0,95	Baik

Table 5 presents the Goodness of Fit values after the model modification process. The results show that six criteria have met the good category, while the other two criteria are close to the cut-off value set so that the modified model can still be accepted. Thus, this updated model has a better level of fit than the previous model and can be considered fit, so that it is able to represent the relationship between variables in the study more accurately. Further visualisation of the results of this model modification can be seen in Figure 5.

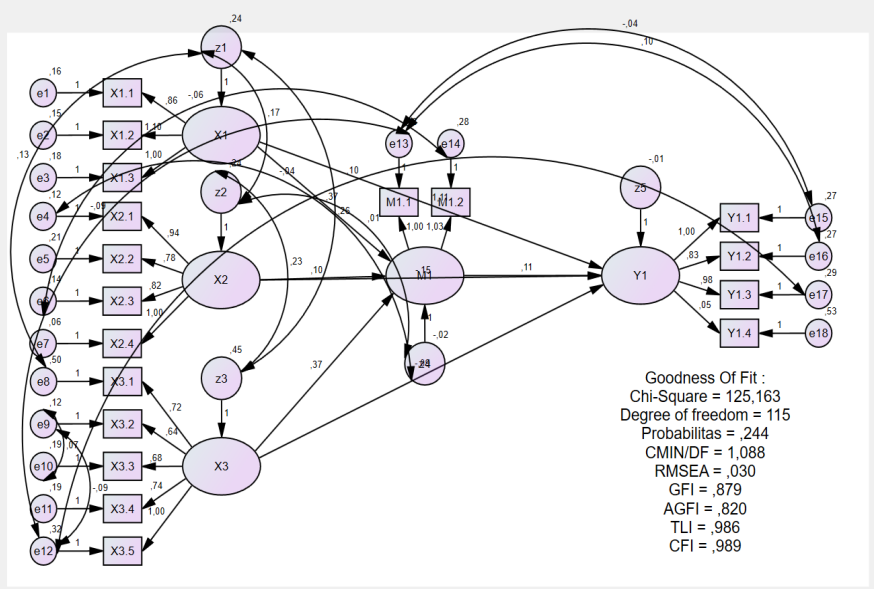

Figure 5. Modification Model SEM

The validity test is applied to the modified model in this study to evaluate the extent to which each estimated indicator is able to measure the intended construct accurately and precisely. This validation process is important to ensure that the indicators used really describe what is meant in the construct. Each indicator is said to be valid if the C.R> 2.SE value. In this study at table 6, there are two invalid variables, namely the variables X2 (Product) and X3 (service quality) which are invalid in measuring variable Y (Repurchase Interest). For every other indicator, it can be known that it is valid to measure the dimensions being measured.

Table 6. Standarized Regression Weight Modification Model

			Estimate	S.E.	2.SE	C.R.	Capt.Valid	P	Capt. Significant	*Estimate Standardized Regression Weight*
M	<---	X1	,373	0.186	1,998	0.372	Valid	,046	Signifikan	0.429
M	<---	X2	,103	0.389	,265	0.778	Valid	,791	tidak Signifikan	0.117
M	<---	X3	,368	0.175	2,100	0.35	Valid	,036	Signifikan	0.578
Y	<---	M	,110	0.331	,334	0.662	Valid	,739	tidak Signifikan	0.098
Y	<---	X1	1,106	0.286	3,874	0.572	Valid	***	Signifikan	1.131
Y	<---	X2	-,146	0.156	-,931	0.312	tidak Valid	,352	tidak Signifikan	-0.15
Y	<---	X3	-,093	0.179	-,516	0.358	tidak Valid	,606	tidak Signifikan	-0.13
X1.1	<---	X1	,856	0.115	7,451	0.23	Valid	***	Signifikan	0.726
X1.2	<---	X1	1,100	0.129	8,503	0.258	Valid	***	Signifikan	0.815
X1.3	<---	X1	1,000							0.757
X2.1	<---	X2	,936	0.098	9,565	0.196	Valid	***	Signifikan	0.798
X2.2	<---	X2	,784	0.112	6,998	0.224	Valid	***	Signifikan	0.634
X2.3	<---	X2	,816	0.097	8,394	0.194	Valid	***	Signifikan	0.722
X2.4	<---	X2	1,000							0.889
X3.1	<---	X3	,719	0.13	5,513	0.26	Valid	***	Signifikan	0.565
X3.2	<---	X3	,636	0.102	6,227	0.204	Valid	***	Signifikan	0.781
X3.3	<---	X3	,680	0.101	6,762	0.202	Valid	***	Signifikan	0.727

			Estimate	S.E.	2.SE	C.R.	Capt.Valid	P	Capt. Significant	*Estimate Standardized Regression Weight*
X3.4	<---	X3	,743	0.103	7,190	0.206	Valid	***	Signifikan	0.75
X3.5	<---	X3	1,000							0.765
M.1	<---	M	1,000							0.714
M.2	<---	M	1,031	0.155	6,649	0.31	Valid	***	Signifikan	0.639
Y.1	<---	Y	1,000							0.677
Y.2	<---	Y	,827	0.146	5,676	0.292	Valid	***	Signifikan	0.605
Y.3	<---	Y	,975	0.16	6,106	0.32	Valid	***	Signifikan	0.661
Y.4	<---	Y	,049	0.163	,302	0.326	Valid	,763	tidak Signifikan	0.033

A construct can be said to be reliable if the construct reliability value for each variable reaches or exceeds 0.60 (≥ 0.60). Adequate reliability indicates that the indicators in the construct consistently measure the variable in question. Table 7 presents the results of the reliability test on the updated model, where all constructs meet the reliability criteria with values greater than 0.60.

Table 7. Modification Model Reliability Test

Variabel	X1		X2		X3		M1		Y1	
Indicator	Construct	Error	Construct	Error	Construct	Error	Construct	Error	Construct	Error
X1.1	0.726	0.274								
X1.2	0.815	0.185								
X1.3	0.757	0.243								
X2.1			0.798	0.202						
X2.2			0.634	0.366						
X2.3			0.722	0.278						
X2.4			0.889	0.111						
X3.1					0.565	0.435				
X3.2					0.781	0.219				
X3.3					0.727	0.273				
X3.4					0.75	0.250				
X3.5					0.765	0.235				
M1.1							0.714	0.286		
M1.2							0.639	0.361		
Y1.1									0.677	0.323
Y1.2									0.605	0.395
Y1.3									0.661	0.339
Y1.4									0.033	0.967
Std Error	2.298		3.043		3.588		1.353		1.976	
Error		0.702		0.957		1.412		0.647		2.024
Reliability	0.882663714		0.906331199		0.901160206		0.738861136		0.658602673	
Descript.	Reliabel		Reliabel		Reliabel		Reliabel		Reliabel	

Simultaneous Equations

The simultaneous equation of the model used in this study assumes that all residual errors (Z_1 to Z_5) are zero, which means that the confounding factors or imprecision in the model are ignored. In addition, this equation also assumes that the intercept (constant) is zero, in accordance with the standard regression equation applied in this study. Thus, the simultaneous equation constructed will be described as follows:

Model 1
M = f(X1) + f(X2) + f(X3)
M = 0,429X1 + 0,117X2 + 0,578X3
Model 2
Y = ff(M) + (X1) + f(X2) + f(X3)
Y = 0,098(0,429X1 + 0,117X2 + 0,578X3) + 1,131 X1 + (-0.146)X2 + (-0,129) X3
Y = (0,042 X1 + 0,011X2 + 0,056X3) + 1,131 X1 + (-0.146)X2 + (-0,129) X3
Y = 1,173 X1 + (-0.135)X2 + (-0,073) X3
Description:
X1 = Price
X2 = Product
X3 = Service Quality
M = Customer Satisfactory
Y = Repurchase Intention

The Effect Of Price On Customer Satisfaction

The results of the 1st hypothesis test show that Price (X1) has a significant effect on Customer Satisfaction (M). This is evidenced by the critical ratio (C.R.) value obtained of 1.998 which is greater than the t table value of 1.734 (tcount ≥ t table), which means H1 is accepted. Thus, it can be concluded that price (X1) is statistically proven to have a significant effect on Customer Satisfaction (M). The regression coefficient value of 0.429 indicates that if the price (X_1) increases by one unit, then Customer Satisfaction (M) will increase by 0.429.

The results of the study are in line with research conducted by (Prasetyo & Wibowo, 2023), which found that the correlation between price and customer satisfaction is quite significant and shows a positive correlation.

The Effect Of Product On Customer Satisfaction

The results of the 2nd hypothesis test show that Product (X2) has no significant effect on Customer Satisfaction (M). This is evidenced by the critical ratio (C.R.) value obtained of 0.265 which is smaller than the t table value of 1.734 (tcount < t table), which means H0 is accepted. Thus, it can be concluded that the product (X2) is statistically proven to have no significant effect on Customer Satisfaction (M). The regression coefficient value of 0.117 indicates that product (X2) and Customer Satisfaction (M) have a positive and insignificant effect. The results of the study are in line with research conducted by (Setiani Prastiwi et al., 2022)) obtained the results that the product correlation to customer satisfaction is not significant enough but shows a positive correlation.

The Effect Of Service Quality On Customer Satisfaction

The results of the 3rd hypothesis test show that Service Quality (X3) has a significant influence on Customer Satisfaction (M). This is evidenced by the critical ratio (C.R.) value obtained of 2.100 which is greater than the t table value of 1.734 (tcount ≥ t table), which means H1 is accepted. Thus, it can be concluded that Service Quality (X3) is statistically proven to have a significant effect on Customer Satisfaction (M). The regression coefficient value of 0.578 indicates that if Service Quality (X3) increases by one unit, then Customer Satisfaction (M) will increase by 0.578. The results of the study are in line with research conducted by (Rifki et al., 2022), which found that the correlation between service quality and customer satisfaction is quite significant and shows a positive correlation.

The Effect Of Price On Repurchase Intention

The results of the 4th hypothesis test show that Price (X1) has a significant effect on Repurchase (Y). This is evidenced by the critical ratio (C.R.) value obtained of 3.874 which is greater than the t table value of 1.734 (tcount ≥ t table), which means H1 is accepted. Thus, it can be concluded that price (X1) is statistically proven to have a significant effect on Repurchase (Y). The regression coefficient value of 1.131 indicates that if the price (X_1) increases by one unit, the Repurchase (Y) will increase by 1.131. The results of the study are in line with research conducted by (Prasetyo & Wibowo, 2023), which found that the correlation between price and repurchase is quite significant and shows a positive correlation.

The Effect Of Product On Repurchase Intention

The results of the 5th hypothesis test show that Product (X2) has no significant effect on Repurchase (Y). This is evidenced by the critical ratio (C.R.) value obtained of -0.931 which is smaller than the t table value of 1.734 (tcount < t table), which means H0 is accepted. Thus, it can be concluded that product (X2) is statistically proven to have no significant effect on Repurchase (Y). The regression coefficient value of -0.146 indicates that product (X2) and Repurchase (Y) have a negative and insignificant effect. The results of the study are in line with research conducted by (Syahrir et al., 2024), it was found that the product correlation to repeat purchases was not significant enough and showed a negative correlation, which means that the better the product, it does not mean that customers will repurchase.

The Effect Of Service Quality On Repurchase Intention

The results of the 6th hypothesis test show that service quality (X3) has no significant effect on Repurchase (Y). This is evidenced by the critical ratio (C.R.) value obtained of -0.516 which is smaller than the t table value of 1.734 (tcount < t table), which means H0 is accepted. Thus, it can be concluded that service quality (X3) is statistically proven to have no significant effect on Repurchase (Y). The regression coefficient value of -0.129 indicates that service quality (X3) and repurchase (Y) have a negative and insignificant effect. The results of the study are in line with research conducted by (Widanti et al., 2022), which found that the correlation between service quality and repurchase is not significant enough and shows a negative correlation, which means that the better the service quality, it does not mean that customers will repurchase.

The Effect Of Customer Satisfaction On Repurchase Intention

The results of the 7th hypothesis test show that Customer Satisfaction (M) has no significant effect on Repurchase (Y). This is evidenced by the critical ratio (C.R.) value obtained of 0.334 which is smaller than the t table value of 1.734 (tcount < t table), which means H0 is accepted. Thus, it can be concluded that Customer Satisfaction (M) is statistically proven to have no significant effect on Repurchase (Y). The regression coefficient value of 0.098 indicates that Customer Satisfaction (M) and Repurchase (Y) have a positive and insignificant effect. The results of the study are in line with research conducted by (Widanti et al., 2022) found that the correlation of customer satisfaction with repurchases is not significant enough and shows a positive correlation.

CONCLUSION

Based on the results of research conducted on Weekend Kitchen Surabaya food UMKM, it was found that the price and service quality variables had a significant effect on customer satisfaction, while the product had no significant effect. Meanwhile, only price is proven to have a significant effect on repurchase intention, while product, service quality, and customer satisfaction do not show a significant effect. This finding indicates that price is the

dominant factor in shaping satisfaction as well as encouraging customers to make repeat purchases.

Therefore, it is recommended that Weekend Kitchen focus on a competitive pricing strategy and conduct regular product innovations to increase attractiveness and differentiation. Service quality improvement also needs to be directed towards a more personalised and emotional experience in order to create customer engagement. In addition, future researchers are expected to explore other variables such as promotion, customer experience, or brand image, and consider using qualitative methods to gain a deeper understanding of the factors that influence consumer loyalty in the food UMKM sector.

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