

THE EFFECT FOOD QUALITY, CUSTOMER COMMITMENT AND COSTOMER PERCEIVED VALUE TO REPURCHASE INTENTION

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***Abstract** – In the context of the food service sector, this study examines the connections between meal quality, customer commitment, and customer perceived value on repurchase intention. The purpose of the study is to ascertain how these elements affect consumers' choices to buy products again. A sample of patrons from different food service establishments were given surveys as part of a quantitative approach. The results show that customer perceived value is much increased by food quality, and this has a beneficial impact on repurchase intention. Furthermore, the relationship between perceived value and repurchase intention is mediated in large part by customer commitment. The findings offer important insights for companies looking to boost consumer satisfaction and loyalty by indicating that raising food quality and encouraging customer loyalty might result in higher repurchase intentions. In addition to providing useful implications for marketing techniques targeted at increasing repurchase rates, this study advances our understanding of consumer commitment in the food service industry.*

***Keywords** : Food Quality, Customer Perceived Value, Customer Commitment And Repurchase Intention.*

INTRODUCTION

One of the biggest issues facing the contemporary food sector is building consumer loyalty and reputation. Customer loyalty, perceived value by customers, and product quality are some of the key elements that influence repurchase intention. (Muhajir & Indarwati, 2021) Due to the increasing competition in the culinary industry, entrepreneurs must constantly seek methods to improve the comfort and happiness of their patrons. One of the fundamental factors that greatly influences how customers perceive and trust a restaurant is the quality of the cuisine itself. Customer loyalty is also a major factor in retaining patrons of a certain restaurant or brand. However, repurchase behavior is influenced by more than just two factors; consumers' perceptions of the value of their purchases are also influenced. Repurchase intention plays a very important role in evaluating the success of a company, because customers will evaluate the brand used after they use it so that repurchase intention will be created based on this evaluation. Repurchase intention occurs when consumers repurchase a product for the second time or more, where the reason for repurchasing is based on the customer's experience with the product they purchased. (Purnamasari & Fadli, 2024)

This approach aims to give a clear picture of the relationship between perceived value, customer commitment, and food quality in relation to repurchase intent. According to Kwun (2011) states that the perceived of food quality as a characteristic of a product or service that can meet customer needs and perceived of food quality play an important role in consumer decisions to purchase. (Haya Wijayantiarni & Roostika, 2022) It is anticipated that the study's findings will help restaurant management enhance their marketing tactics and patron experience. Current theories in marketing science and consumer psychology demonstrate the intricate relationships between perceived value, customer commitment, and product quality that affect customer purchasing choices. (Yoza & Dwi Lestari, 2023) Both have been found to positively impact repurchase intentions in other research, but no investigation has specifically combined these three factors into a unified framework of study. It is anticipated that this study will contribute to a better understanding of the dynamics of purchasing again

in the contemporary digital era.

METODOLOGY

This study uses a quantitative approach. Quantitative approach is the research approach that emphasizes on the breadth of information and is suitable for big population with limited variables, with the results considered as the representation of the population.(Hidayat et al., 2020) this approach aims to give a clear picture of the relationship between perceived value, customer commitment, and food quality in relation to repurchase intent. It is anticipated that the study's findings will help restaurant management enhance their marketing tactics and patron experience.

The sample size in this study is 50 respondents, with a target of about 200 respondents, who have completed more than one round of sampling. Purposive sampling is used in the sample process, and respondents who meet the criteria have been found to have good food and service quality. The Likert scale (1-6) was used in the questionnaires to gauge the respondents' degree of agreement with each topic. Structural Equation Modeling (SEM) with SmartPLS was used to analyze the data.

RESULT AND DISCUSSION

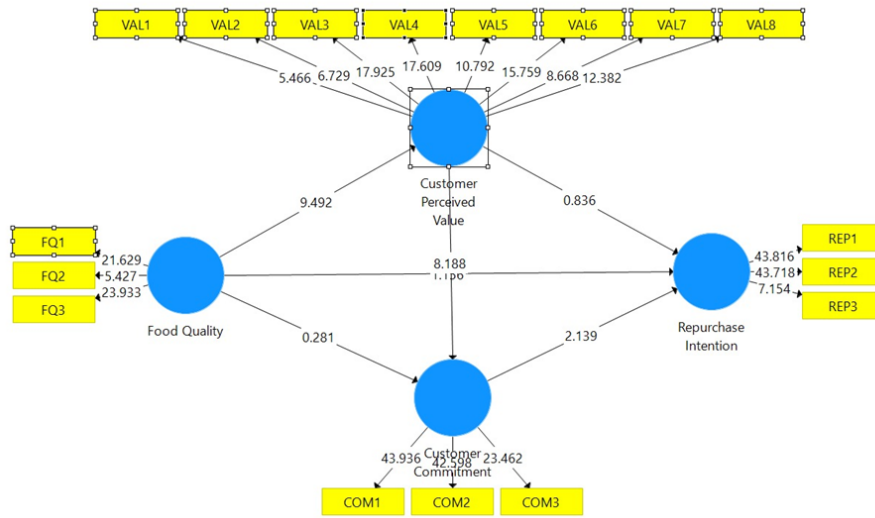
After passing validity and reliability test, this study continues with the next process, which is to test whether there is an effect between variables. The results from R Square test can be seen on Table 1:

Table 1. R Square

	R Square	R Square Adjusted
Customer Commitment	0,808	0,800
Customer Perceived Value	0,782	0,777
Repurchase Intention	0,773	0,759

The data provided includes R-squared and adjusted R-squared values for three variables, Customer Commitment: The R-squared value is 0.808, meaning that 80.8% of the variance in Customer Commitment can be explained by the predictors in the model. The adjusted R-squared, at 0.800, is slightly lower, accounting for the complexity of the model (i.e., the number of predictors). This high R-squared value suggests a strong model fit, indicating that the chosen predictors are highly effective in explaining Customer Commitment. Customer Perceived Value: For Customer Perceived Value, the R-squared is 0.782, showing that 78.2% of the variance in this variable is explained by the model. The adjusted R-squared is 0.777, close to the R-squared value, which implies that the model remains strong and relatively free from overfitting. This high percentage indicates that the predictors do a good job in accounting for changes in Customer Perceived Value. Repurchase Intention: The R-squared value for Repurchase Intention is 0.773, which means that the model explains 77.3% of the variance in this variable. The adjusted R-squared is slightly lower, at 0.759, suggesting that while the model fit is strong, it might include some predictors that have a minor impact. Still, the model provides a solid explanation of Repurchase Intention, capturing most of its variability. The bootstrapping results can be seen on Figure 2:

Figure 2. Bootstrapping Result



The results of the hypothesis testing using path coefficient can be seen on Table 2, while the results for the indirect effect can be seen on Table 3.

Table 2. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Commitment Repurchase Intention ->	0,510	0,476	0,238	2,139	0,033
Customer Perceived Value -> Customer Commitment	0,866	0,854	0,106	8,188	0,000
Customer Perceived Value -> Repurchase Intention	0,228	0,261	0,273	0,836	0,404
Food Quality -> Customer Commitment	0,036	0,036	0,129	0,281	0,779
Food Quality -> Customer Perceived Value	0,884	0,850	0,093	9,492	0,000
Food Quality -> Repurchase Intention	0,180	0,161	0,155	1,156	0,248

Table 3. Indirect Effect

	Customer Commitment	Customer Perceived Value	Food Quality	Repurchase Intention
Customer Commitment				0,510
Customer Perceived Value	0,866			0,228
Food Quality	0,036	0,884		0,180
Repurchase Intention				

The data presented here outlines the relationships between several key variables in a business context, including customer commitment, customer perceived value, food quality, and repurchase intention.

Customer Commitment and Repurchase Intention

The relationship between customer commitment and repurchase intention is notable. The original sample coefficient of 0.510 indicates a moderate positive correlation, suggesting that as customers become more committed to a brand or service, they are more likely to intend to repurchase. This relationship is statistically significant, as evidenced by the T statistic of 2.139 and a P value of 0.033. This significance implies that there is less than a 3.3% probability that this result is due to chance, reinforcing the importance of building strong customer commitment to drive repeat purchases.

Customer Perceived Value and Customer Commitment

The connection between customer perceived value and customer commitment is particularly strong. With an original sample coefficient of 0.866, it is clear that customers who perceive higher value in a product or service are significantly more committed to the brand. This relationship is highly statistically significant, as indicated by the T statistic of 8.188 and a P value of 0.000. This suggests that enhancing the perceived value of a product or service can substantially increase customer commitment.

Customer Perceived Value and Repurchase Intention

In contrast, the direct relationship between customer perceived value and repurchase intention is weaker. The original sample coefficient of 0.228 indicates a mild positive correlation, but this relationship is not statistically significant. The T statistic of 0.836 and a P value of 0.404 suggest that the perceived value does not have a strong direct impact on customers' intentions to repurchase. This implies that while perceived value is crucial for commitment, it may not directly influence repurchase intentions without other mediating factors.

Food Quality and Customer Commitment

The impact of food quality on customer commitment is negligible. The original sample coefficient of 0.036 is very low, and the T statistic of 0.281, combined with a P value of 0.779, indicates that this relationship is not statistically significant. This suggests that food quality, in itself, does not significantly influence customer commitment.

Food Quality and Customer Perceived Value

However, food quality has a profound impact on customer perceived value. The original sample coefficient of 0.884 is very high, indicating a strong positive correlation. This relationship is highly statistically significant, with a T statistic of 9.492 and a P value of 0.000. This means that high-quality food significantly enhances customers' perceptions of value, which can be a critical factor in driving customer loyalty and satisfaction.

Food Quality and Repurchase Intention

Finally, the relationship between food quality and repurchase intention is weak and not statistically significant. The original sample coefficient of 0.180 indicates a mild positive correlation, but the T statistic of 1.156 and a P value of 0.248 suggest that this relationship is not significant. This implies that while food quality is crucial for perceived value, it does not have a direct and significant impact on customers' intentions to repurchase.

CONCLUSSION

Based on the results of data processing, it can be concluded that, there is a significant effect of food quality to repurchase intention. So the hypothesis 1 of this research is accepted. This result confirms previous research that showed how food quality will have a positive and tangible impact on the increase in repurchase intention. (Rizqi et al., 2023). Hypothesis 2 proves that there is a significant effect of customer commitment on repurchase intention. This result also confirms previous studies (Keiningham et al., 2015) that argues commitment has a strong relationship with repurchase intentions. Hypothesis 3 also proves that there is a significant effect of customer perceived value towards repurchase intention approve customer perceived value were includes functional value in providing useful products, social and emotional value felt by purchaser. (Prasetyo et al., 2021). Hypothesis 4 proves that there is a significant effect of customer perceived value on customer commitment approve identifikasi merek menunjukkan sejauh mana merek mengekspresikan dan meningkatkan identitas individu. (Pratama et al., 2021) hypothesis 5 of this research is accepted. . This result confirms previous research that showed how Food quality has an impact on the perceived value of customers. (Oktaviani, 2017) and the hypothesis 5, there is a significant effect of food quality towards customer commitment with customer satisfaction.

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