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The Influence of Food Quality, Product Uniqueness, and Customer Satisfaction on Repurchase Intentions in Local Culinary of Sampang-Madura

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Abstract

Culinary is a business that is growing very rapidly, so culinary entrepreneurs are required to continue to improve their services. This research aims to determine the influence of food quality, uniqueness and satisfaction on repurchase intentions. The number of samples in this study was 195 respondents, namely consumers of local beef broth culinary restaurants Ghozali in Sampang Regency. The analysis technique uses Structural Equation Modeling (SEM) and SmartPLS 4.0 software is used for model and hypothesis testing. The research results show that Uniqueness has a significant effect on Satisfaction, Food Quality has no effect on Satisfaction, while Uniqueness, Food Quality and Satisfaction have a significant effect on Repurchase Intention. The results of this research have implications for the development of local culinary delights in Sampang in implementing marketing strategies.

Keywords local culinary, food quality, uniqueness, satisfaction, repurchase intention.

1. Pendahuluan

Madura Island has various tourist destinations including: natural destinations, historical destinations, shopping destinations, religious destinations, arts and culture destinations and culinary. For the past few years, especially after the end of the Covid-19 pandemic, the number of tourists visiting culinary destinations on Madura Island has increased. One of the culinary destinations that is increasingly developing and has many fans in Sampang Regency is duck songkem culinary and beef broth culinary. These two types of culinary besides having many fans and are also unique culinary products owned by Sampang Regency.

In facing increasingly tight competition among culinary business actors, culinary business actors need to attract their customers in order to succeed in local and global competitive markets. Kotler et al. (2017) explain that every company must be customer-centered. Furthermore, according to Hellier et al. (2003) the goal of building customer repurchase intentions is formed by customer satisfaction regarding the product. Repurchase intentions can be considered as how much a culinary business performs to meet customer expectations. It can also be interpreted as a customer's decision to buy again at a particular food or service outlet. This study focuses on how repurchase intention towards a culinary is formed by the quality of

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the culinary menu (Food Quality), Uniqueness of the culinary menu (Uniqueness), Customer Satisfaction and Repurchase Intention to the restaurant. According to several studies, service quality can determine the reputation of a company (Lai et al., 2009). Perceived value is the net worth of food or services that are valued by customers because of what they get (the benefits of the food or service) and what they pay (the money they spend on the food or service). Therefore, perceived value depends on how well the quality of certain foods and services meet customer expectations. When customers prefer the food or services they use from a food outlet, this is part of food quality. Every restaurant must find ways and means to retain and attract new customers while at the same time remaining competitive and profitable. Because in the digital era, consumers today have more access to available information, are more flexible in making decisions, and have more choices than before. What is even more important for service companies is winning customer loyalty. Furthermore, today's consumer choices are not static, but they test various goods and services to get different experiences, their choices vary according to context and they often use different decision-making strategies. In order to compete, food outlet management needs to understand the uniqueness that their customers expect and what contributes to their value.

The increasingly advanced era requires every culinary entrepreneur to continue to improve in order to survive. Maintaining an existing culinary business is not an easy matter. Moreover, if you look at it, there are many new competitors who are much more creative and innovative. These competitors compete in the culinary field to maintain their businesses. Competition itself is a combination of knowledge, skills, and behavior that can be observed and applied that can create a competitive advantage for a culinary business. The art of culinary is innovation in products and services (Suhairom et al., 2019).

In the field of service management, especially the culinary business, the development of new innovative products and services is an important source for generating competitive advantage (Peranginangin, 2015). So it can be said that innovation is the result of induced strategic behavior which is the result of the company's official strategic behavior, whose existence can strengthen, challenge, influence, or expand the company's strategy (Brizek & Khan, 2008). Improving the best service provided to consumers, providing complete products that are in accordance with current consumer desires can provide satisfaction for consumers. Consumer satisfaction is a condition where consumers feel satisfied and dissatisfied after achieving their desires and expectations for the menu, price, facilities, and services provided.

Food Quality of a restaurant that is formed in the eyes of the public as a comfortable place to enjoy the dishes available, is also one of the things in retaining consumers. Consumers can spend time with family, friends, or relations in an informal atmosphere. Food Quality is a consumer's perception of a brand that is formed from experiences regarding a product and sources of information that are then remembered in the minds of consumers about the product (Kaur & Kaur, 2019). Consumer assessments of product and service characteristics are influenced by consumer perceptions of brands and branding. A strong brand image must be built appropriately as a goal of brand and product management because it can produce enormous benefits in the short and long term (Malik et al., 2012). The quality factor of food and drinks

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served and having unique strengths is an added value to attract its own consumers. This is a manifestation of a product's attributes. The attributes of a product are descriptive characteristics that characterize a product or service. What consumers think about products or services and what is involved in their purchasing or consumption activities. In this study, the author conducted research related to the influence of Food Quality, Uniqueness Product, Satisfaction on Repurchase Intention in the culinary world. The research object that will be used as a place to test the concept offered in this study is the consumers of duck songkem and beef broth restaurants in Sampang Regency.

2. Tinjauan Literatur

2.1 Food Quality

Ferree (1973) stated that food quality is a combination of sensory characteristics such as taste, aroma, texture, and appearance that affect consumer acceptance. According to him, consumer perception of quality is not only determined by the composition of the ingredients, but also by the way it is presented and the overall eating experience. This shows that food quality is not just a technical issue, but also involves subjective perception.

Tam (2004) added that food quality is one of the main factors in customer satisfaction in the food service and hospitality industry. He emphasized the importance of consistency in presentation of taste, cleanliness, and visual presentation as core elements in maintaining customer loyalty. High quality can strengthen repurchase intentions and increase perceived value.

Susskind & Chan (2000) in their research showed that good food quality significantly affects the level of customer satisfaction and their likelihood of recommending a particular restaurant or food service. They underline the close relationship between food quality and the reputation of the culinary business, meaning that any decline in quality can have a direct impact on brand image.

Ryu et al. (2012) expanded this understanding by developing a restaurant environmental quality model involving three main dimensions: food quality, service quality, and atmospheric quality. In this model, food quality remains the most dominant element that determines customer satisfaction and return intention behavior. Ryu et al. (2012) also noted that food visualization and presentation can enhance taste and value perceptions.

2.2 Uniqueness Product

Product uniqueness refers to the extent to which a product is perceived as different from other similar products in the market. (Simonson & Nowlis, 2000) explain that product uniqueness is a characteristic that can increase the attractiveness of a product because it provides differentiation value. Unique products tend to create a perception of exclusivity, making them more attractive to consumers seeking a different experience or identity through consumption.

According to Simonson & Nowlis (2000), in conditions where consumers face similar choices, products with attributes that are perceived as unique are more likely to be chosen, even though

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they are more expensive or have greater risks. This decision is driven by the need to stand out and express individuality. They also found that uniqueness can influence the evaluation process, especially when choices are made in a competitive context.

Asshidin et al. (2016) strengthen this view by emphasizing that product uniqueness is an important dimension in consumer value perception. In the context of branded products, uniqueness is considered an indicator of quality and innovation, which ultimately influences purchasing decisions and customer satisfaction. Consumers tend to be more loyal to products that are able to offer real differentiation and are relevant to their personal needs.

Jaeger et al. (2017) expanded the concept of product uniqueness into sensory and emotional aspects. In their research on food and beverage products, they found that consumers value products that offer an unusual taste experience, a distinctive appearance, or an authentic product story. Uniqueness in this context is not only about physical attributes, but also how the product "tells a story" and creates an emotional connection with consumers. From the various perspectives above, it can be concluded that product uniqueness, especially for culinary products, is an important factor in marketing strategies and culinary product development. Unique local culinary products have added value in attracting attention, building loyalty, and strengthening the perception of value and quality in the eyes of consumers. Therefore, companies in the local culinary sector need to actively design relevant differentiating elements, both in terms of culinary product quality, appearance, and the stories that accompany them.

2.3 Customer Satisfaction

Customer satisfaction is a consumer's emotional response to the purchase and consumption experience. (Oliver, 2014) defines customer satisfaction as the result of a post-purchase evaluation in which the perceived performance of a product or service meets or exceeds consumer expectations. When expectations are met or exceeded, customers are satisfied; conversely, when performance falls short of expectations, customers tend to be dissatisfied. Furthermore, according to (Petrick et al., 2001), customer satisfaction is influenced by several dimensions, such as perceived value, service quality, and emotional experiences during interactions with products or services. They emphasize the importance of consistency in providing value to maintain customer satisfaction over time. (Cakici et al., 2019) added that the dimensions of reliability, empathy, responsiveness, and assurance from service providers play a major role in shaping customer perceptions of service quality and ultimate satisfaction. The results of research conducted by (Han & Hyun, 2017; NGUYEN et al., 2019) show that customer satisfaction has a significant influence on customer loyalty and repurchase intentions. They concluded that satisfaction is not only the ultimate goal of service, but also a bridge to long-term relationships between consumers and companies. Another opinion by (Chun & Nyam-Ochir, 2020) also states that the level of customer satisfaction can increase trust and emotional bonds between customers and brands. This is important in creating loyal customers, especially in the service and hospitality sectors. (Al-Tit, 2015) highlights that service quality and value received by customers are the main determinants of satisfaction. He explains that when customers feel they get greater benefits compared to the price or effort spent, they will be

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more satisfied and tend to recommend the product or service. This opinion is supported by Susanta et al. (2019) who strengthen this finding in the context of local businesses, emphasizing that service quality, competitive prices, and personal interactions are important factors that shape customer satisfaction in the domestic market. (Konuk, 2019; Susanta et al., 2019) adds that the perception of corporate social responsibility can also increase customer satisfaction indirectly, by building a positive brand image and creating emotional connections with consumers.

2.4 Repurchase Intention

Repurchase intention is the tendency of customers to repurchase products or services from the same brand or service provider in the future. (Yi & La, 2004) define repurchase intention as a behavior that reflects a customer's willingness to make repeat purchases based on previous positive experiences. They emphasize that this intention is greatly influenced by satisfaction and perceptions of quality.

According to Zboja & Voorhees (2006), repurchase intention is significantly influenced by consumer trust in the brand. When consumers feel confident that a brand can provide consistent and reliable value, they are more likely to make repeat purchases. Trust acts as a mediator between perceived quality and the decision to repurchase. (Wu et al., 2011) added that perceived value and brand image are also important factors in forming repurchase intentions, especially in the e-commerce sector. They emphasize the importance of building a customer experience that is not only functional but also emotional in order to create a long-term relationship.

Huseynli & Mammadova (2022) in his research emphasized that customer loyalty, both affective (emotional) and behavioral, is closely related to repurchase intention. Consumers who feel emotionally attached to a brand will show a greater intention to repurchase, even though there are cheaper or more popular options on the market.

In the Indonesian context, Rambitan (2013) studied repurchase intention in the retail industry and found that in addition to satisfaction and quality factors, aspects such as personal interaction and ease of access play an important role. Rambitan also emphasized that consumer perceptions of the long-term value of a product greatly influence the decision to repurchase.

Repurchase intention is an important indicator of the success of a long-term relationship between a company and its customers. This variable is influenced by satisfaction, trust, loyalty, brand image, and perceived value. A good understanding of these factors can help companies design effective strategies to retain customers and increase retention.

Based on the literature review above, an empirical research model can be built as shown in Figure 1. Based on the development of the Empirical Research Model above, the formulation of the hypothesis is as follows:

H1: Food Quality has a positive effect on Customer Satisfaction

H2: Food Quality has a positive effect on Repurchase Intention

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H3: Uniqueness has a positive effect on Customer Satisfaction

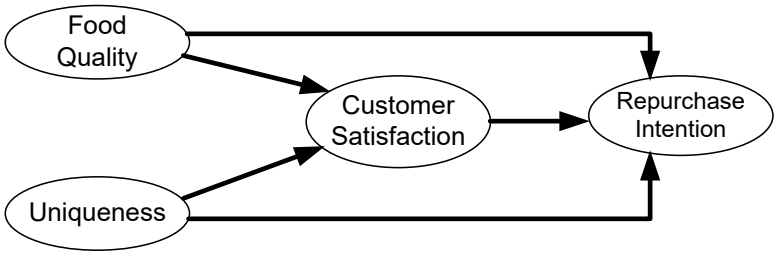
H4: Uniqueness has a positive effect on Repurchase Intention

H5: Customer Satisfaction has a positive effect on Repurchase Intention

H6: Food Quality has a positive effect on Repurchase Intention through Customer Satisfaction

H7: Uniqueness has a positive effect on Repurchase Intention through Customer Satisfaction

Figure 1 Conceptual Research Model



3. Metode Penelitian

This study uses a quantitative approach. A quantitative approach is a research approach that emphasizes the breadth of information and is suitable for large populations with limited variables, with results that are considered representative of the population (Sugiyono, 2010). Furthermore, (Sugiyono, 2010) defines population as a generalization area consisting of objects or subjects with certain qualities and characteristics determined by researchers to be studied and conclusions drawn. In this study, the population is consumers of Ghozali Restaurant in Sampang Regency, Madura. (Cooper et al., 2003) defines a sample as a portion of the target population that must be carefully selected in order to represent the population. In this study, the sample is consumers of Ghozali Restaurant in Sampang Regency, aged 16-40 years, with student, employee, or entrepreneur status. The questionnaire was filled out by customers who made purchases within a 6-month period in 2025. To obtain data, 200 questionnaires were distributed incidentally to buyers of the beef broth menu at the Ghozali Restaurant, Sampang Regency.

Data Collection Techniques. Primary data were collected through a closed questionnaire with a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire was divided into 4 parts representing each research variable: Food Quality: Adapted from (Ryu et al., 2012), consisting of 4–5 indicators; Product Uniqueness: Adapted from (Jaeger et al., 2017; Simonson & Nowlis, 2000); Customer Satisfaction: Adapted from (Oliver, 2014; Petrick et al., 2001); and Repurchase Intention: Adapted from Yi & La (2000), Wu et al. (2011)

Data Analysis Techniques. The collected data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) through SmartPLS software or other PLS-based tools. The reason for using PLS is its ability to process data with a limited number of samples

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and complex models with latent variables. The analysis steps taken:

1. Validity and Reliability Test (outer model):

o Convergent validity (AVE ≥ 0.5)

o Construct reliability (Cronbach Alpha ≥ 0.7)

2. Structural Model Test (inner model):

o Path coefficient between variables

o R-square to measure the strength of influence

4. Hasil dan Pembahasan

4.1 Demographic Characteristics of Respondents

From 200 questionnaires distributed to visitors to Ghozali Restaurant in Sampang Regency, after tabulation, only 195 respondents were used in this study, consisting of men (64.5%) and women (35.5%). Teenagers (54.6%) and adults (45.5%). Based on education level, respondents had Masters degrees (11%), Bachelor's degrees (57.8%), Junior High School (28.5%), and Elementary School (2.8%). The majority of visitors were civil servants (35.3%), followed by private employees (27.8%), students (24.7%), and others (12.2%).

4.2. Validity and Reliability Testing

The validity test is used to determine whether the measuring instrument that has been prepared and used to measure has been declared accurate. An item is said to be valid by looking at the outer loading value> 0.5 and AVE> 0.5 (Hair Jr et al., 2021). Furthermore, the reliability test is intended to determine the consistency of the measuring instrument in its use. A measuring instrument is said to be reliable if in several measurements of the same group or subject it obtains relatively the same results, as long as the aspects in the group or subject being measured do not change. To achieve this, a reliability test is carried out using Cronbach's alpha with a value that must be above 0.60 and Composite Reliability (CR) values must be above 0.7 (Ghozali, 2016), so that the instrument used in this study is declared reliable or consistent if used several times.

Table 1. Validity and Reliability

	AVE	Cronbach's alpha	CR	Food Quality	Repurchase Intention	Satisfaction	Uniqueness
Food Quality	0.755	0.892	0.925				
FB1				0.851			
FB2				0.872			
FB3				0.873			
FB4				0.879			
Repurchase Intention	0.789	0.911	0.937				
RI1					0.878		

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RI2					0.899		
RI3					0.878		
RI4					0.899		
Satisfaction	0.794	0.910	0.938				
Sat1						0.966	
Sat2						0.930	
Sat3						0.925	
Sat4						0.722	
Uniqueness	0.994	0.999	0.999				
Uniq1							0.996
Uniq2							0.997
Uniq3							0.998
Uniq4							0.999
Uniq5							0.995

Source: SmartPLS, 2025

The results shown in Table 1, obtained the results of the convergent validity test by looking at the outer loading value for each item (outer loading) has a value above 0.5 and the AVE value has a value above 0.5 (Hair Jr et al., 2021). The results of the validation test concluded that all items that support this research model are valid.

The reliability test uses the composite reliability value and the Cronbach alpha function as a test of the consistency and suitability of the instrument data. So based on Table 1, the final results of the reliability test obtained the results that all Composite Reliability and Cronbach's alpha values have met the minimum threshold so that the model is declared reliable.

4.3 Hypothesis Testing

Hypothesis testing in this study used the SmartPLS 4.0 application. Hypothesis testing can be done by comparing the t-statistic and p-value for each variable. The rule of thumb used in this study is the beta coefficient (sample value) to determine the direction of the relationship, t-statistic value > 1.96, and p-value < 0.05 (5%). The results of the hypothesis testing can be seen in Figure 2 and Table 2 below:

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Figure 2. Structural Equation Model

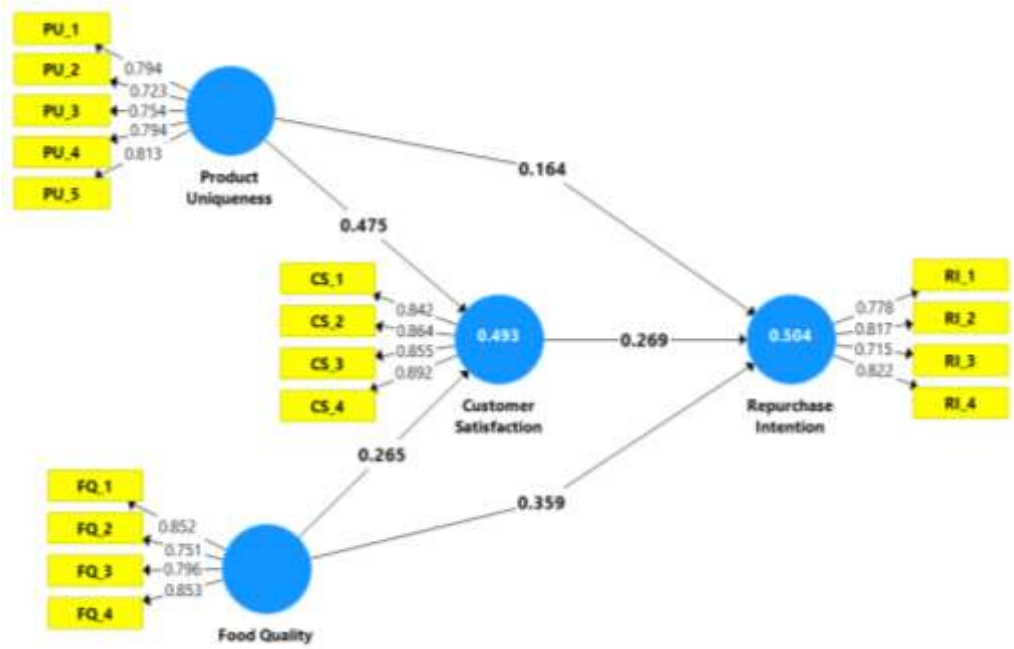


Table 2. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Food Quality → Customer Satisfaction	0.265	0.262	0.068	3.909	0.000
Food Quality → Repurchase Intention	0.359	0.366	0.058	6.186	0.000
Product Uniqueness → Customer Satisfaction	0.475	0.479	0.065	7.277	0.000
Product Uniqueness → Repurchase Intention	0.164	0.158	0.065	2.507	0.012
Customer Satisfaction → Repurchase Intention	0.269	0.270	0.058	4.660	0.000
Food Quality →Satisfaction → Repurchase Intention	0.071	0.071	0.024	3.035	0.003
Uniqueness →Satisfaction → Repurchase Intention	0.128	0.130	0.035	3.624	0.000

Based on Table 2, direct testing between variables can be explained as follows:

The first hypothesis that tests the effect of Food Quality on Customer satisfaction obtained an

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original sample value of 0.468, a t-statistic value of 7.745> 1.96, and a significance value of 0.000 <0.05, so it can be concluded that Food Quality has a positive and significant effect on Customer satisfaction so that the first hypothesis is accepted. These results support the research conducted (Hidayat et al., 2020; Muskat et al., 2019; Naini et al., 2022; Setiawan & Rastini, 2021).

The second hypothesis that tests the effect of Food Quality on Repurchase intention produces an original sample value of 0.386, a t-statistic value of 3.349> 1.96, and a significance value of 0.001 <0.05, so it can be concluded that Food Quality has a positive and significant effect on revisit intention. These results support the research conducted (Muskat et al., 2019; Setiawan & Rastini, 2021).

The third hypothesis that tests the effect of Uniqueness on Customer satisfaction obtained an original sample value of 0.513, a t-statistic value of 7.477> 1.96, and a significance value of 0.000 <0.00, so it can be concluded that Uniqueness has a positive and significant effect on Customer Satisfaction, so the third hypothesis is accepted. These results support the research conducted (Peranginangin et al., 2023).

The fourth hypothesis that tests the effect of Uniqueness on Repurchase intention obtained an original sample value of 0.307, a t-statistic value of 2.572> 1.96, and a significance value of 0.010 <0.05, so it can be concluded that Uniqueness has a positive and significant effect on Repurchase Intention, so the fourth hypothesis is accepted. These results support the research conducted (Peranginangin et al., 2023).

The fifth hypothesis that tests the effect of Customer Satisfaction on Repurchase intention produces an original sample value of 0.385, a t-statistic value of 2.509> 1.96, and a significance value of 0.012<0.05, so it can be concluded that Customer Satisfaction has a positive and significant effect on Repurchase intention, so the fifth hypothesis is accepted. These results support the research conducted (Muskat et al., 2019; Peranginangin et al., 2023; Setiawan & Rastini, 2021; Wantara et al., 2023; Wantara & Suryanto, 2023).

The sixth hypothesis that tests the effect of Food Quality on Repurchase Intention through Customer Satisfaction obtained an original sample value of 0.180, a t-statistic value of 2.425> 1.96, and a significance value of 0.016 <0.00, so it can be concluded that Food Quality has an effect on Repurchase Intention through Customer Satisfaction, so the sixth hypothesis is accepted. These results support the research conducted (Hidayat et al., 2020; Muskat et al., 2019). The seventh hypothesis that tests the effect of Uniqueness on Repurchase Intention through Customer Satisfaction obtained an original sample value of 0.197, a t-statistic value of 2.261> 1.96, and a significance value of 0.024 <0.00, so it can be concluded that Food Quality has an effect on Repurchase Intention through Customer Satisfaction, so the seventh hypothesis is accepted. These results support the research conducted (Peranginangin et al., 2023).

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Table 3. R-Square

	R Square	R Square Adjusted
Satisfaction	0.638	0.632
Repurchase Intention	0.904	0.903

The results of the R-square test in Table 3 show that the variable of intention to revisit produces a value of 0.904, with this result meaning that the variables Food Quality, Uniqueness and Customer Satisfaction are able to explain 90.4% of Repurchase Intention while the remaining 9.6% is explained by other variables outside the model. The value of 0.904 is included in the category of very strong influence. Furthermore, the results of the R-square test on the Customer Satisfaction variable produce a value of 0.638. With an R-square value of 0.638, it means that Food Quality and Uniqueness can explain 63.8% of Customer Satisfaction, while the remaining 36.2% is explained by other variables outside the model. The value of 0.638 is included in the category of strong influence.

5. Kesimpulan

Based on the results of the study above regarding the influence of Food Quality, Uniqueness, and Satisfaction on Repurchase Intention, it can be concluded that the Uniqueness variable has a significant influence on the Satisfaction and Repurchase Intention variables, and the Food Quality variable has a significant influence on the Satisfaction and Repurchase Intention variables. Furthermore, the Customer satisfaction variable has a positive and significant effect on the Repurchase intention variable, and the Customer satisfaction variable mediates the relationship between the Food Quality variable and Repurchase intention and mediates the relationship between the Uniqueness variable and the Repurchase intention variable. This study contributes to knowledge about the decision to repurchase a product. This study confirms that the role of the uniqueness of a culinary product offered by a restaurant and the quality of a good culinary menu in the eyes of consumers will create purchasing satisfaction which then has a positive influence on the repurchase of the culinary product. In addition, the importance of creating a unique product will increase consumer repurchase decisions. For entrepreneurs, especially in the culinary field, this study has implications that can help in developing their business. The influence between the variables studied can be in the form of input and evaluation. Entrepreneurs are starting to pay attention to Food Quality and the Uniqueness of their business in order to be able to create consumer satisfaction which will be followed by the intention to repurchase the products produced.

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