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The Effect of Price and Product Quality on Repurchase Intention through Customer Satisfaction: Evidence from Sarapan Serba 10.000 MSMEs

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A B S T R A C T

This research investigates the effect of price and the quality of the product on repurchase intention among consumers with *sarapan serba* Rp10.000 food vendors in Pontianak City, Indonesia, with customer satisfaction functioning as a mediator variable. Repurchase intention holds particular significance for informal food vendors operating within a price-uniform segment, as it fundamentally determines business sustainability and competitive advantage. Applying a quantitative research method, information was gathered using structured survey forms administered from 160 respondents and processed utilizing PLS-SEM via SmartPLS 3.0. The findings reveal that price and product quality exert statistically considerable and favorable effects on both customer satisfaction and repurchase intention ($p < 0.001$). Customer satisfaction likewise has a significant effect on repurchase intention and partially mediates the relationships between price, product quality, and repurchase intention. The proposed model explains 58.2% of the variation in repurchase intention ($R^2 = 0.582$). This research has several limitations, including its geographic concentration on a single trading area and the adoption of a cross-sectional design. Subsequent studies are encouraged to incorporate longitudinal approaches and additional variables such as service quality and brand familiarity. Practically, vendors are advised to prioritize product quality consistency and perceived price fairness to sustain consumer repurchase behavior.

INTRODUCTION

The acceleration of Indonesia's economic growth during the period of 2024 to 2025 shows a positive and consistent domestic recovery trend amid global geopolitical uncertainty. Based on monetary authority reports, the stability of this macroeconomic

fundamental is reflected in the realization of national Gross Domestic Product (GDP) growth that has been consistently maintained above the range of 5% per year (Buke *et al*., 2025). The economic strengthening dynamics during this period were predominantly driven by high household consumption and the stability of domestic demand (Nur, 2025). Behind these macroeconomic growth figures, the real economic activities that directly affect people's purchasing power are essentially dominated by the informal sector and MSMEs. This micro-based business sector has proven to have high resilience and functions as a safety valve for the domestic economy against inflationary shocks (Sinha *et al*., 2024). The significance of this role is reinforced by national integrated data which records that the business landscape in Indonesia is still dominated by micro-enterprises, accounting for 97.6% or equivalent to 63.9 million business units (BPS, 2024).

In recent years, Indonesia's culinary industry has grown significantly. Based on industry growth data, food and beverages are no longer merely viewed as fulfilling a basic biological need, but have shifted and transformed into part of a dynamic modern lifestyle trend (Yulistiyono *et al*., 2023). This phenomenon of shifting consumption orientation has driven the massive acceleration of new culinary business players across various regions. This high growth rate directly creates a highly competitive market landscape. These intense competitive dynamics require culinary business actors to carefully observe and deeply understand the various strategic factors that can influence consumer satisfaction (Rochana *et al*., 2025).

Segmentation in food has also undergone development, particularly in the affordable food category, which is also influenced by the growing desire among the public for practical, affordable, and filling breakfast options (Aulia *et al*., 2026). A phenomenon that has received considerable attention in recent years is the emergence of breakfast vendors with the concept of *sarapan serba Rp10.000*, offering various menu choices at a uniform and very affordable price. This selling concept attracts consumers from various backgrounds, ranging from students, college students, workers, to the general public who want a complete breakfast without spending too much. (Zebua *et al*., 2026) states that this phenomenon reflects a shift in consumer behavior that is increasingly aware of the value of money they spend, making price affordability one of the important factors in purchase decision-making, including the decision to make repeat purchases.

The trend of *sarapan serba Rp10.000* vendors has grown quite rapidly in Pontianak City and can be found in various corners of the city. One of the most prominent areas and a gathering center for breakfast vendors with this concept is the Jalan Gusti Hamzah area. This research location was chosen because the Gusti Hamzah area is known as one of the morning culinary centers that is frequently visited by the people of Pontianak City. More interestingly, some *sarapan serba Rp10.000*

vendors in this area not only sell their own products but also open a consignment system for other parties who wish to place their products for sale. However, consigned products must still comply with the applicable price standard of Rp10,000 per item, as part of the uniform concept that has become the vendor's identity. This system is operated with a profit-sharing mechanism, where 80% of the profit belongs to the consignor as the product maker, while 20% goes to the stall owner as compensation for the use of the space and access to consumers. The density of economic activity in this area, the high consumer traffic during breakfast hours, and the many vendors offering other breakfast options side by side make Jalan Gusti Hamzah a relevant location that reflects and is suitable for examining consumer behavior, particularly regarding repurchase intention. Furthermore, the intense competition among vendors in the area underscores the importance of understanding what factors actually make consumers return and not switch to other vendors, even though the prices offered are relatively similar or even identical between vendors. Challenges also arise in maintaining the consistency of product quality, so that customers are satisfied enough to decide to make repurchase intentions, while some consumers are reluctant to repurchase because they feel the products offered cannot meet their expectations.

The inclination or desire of customers to make more purchases of the same good or service from the same supplier in the future is known as repurchase intention. For sarapan serba Rp10.000 vendors on Jalan Gusti Hamzah in Pontianak City, retaining existing consumers is certainly far more efficient than continuously seeking new consumers. (Kotler et al., 2016) explains that repurchase intention is formed from consumers' evaluation of satisfaction or dissatisfaction after previous transactions. This means that what truly determines whether consumers will return are other factors such as consistency of taste, product quality, menu variety, and overall customer satisfaction. These are the factors that need to be further identified to understand what drives repurchase decisions at these vendors.

This phenomenon raises a fundamental question: what factors actually drive a consumer to return and buy food from a sarapan serba Rp10.000 stall? This is the main interest that motivates the researcher to examine more deeply the consumer behavior in this affordable culinary segment. In a competition where Price is already uniform, consumers are presumed to begin considering other aspects such as the Product Quality being offered, the taste of the food, cleanliness, portion size, and the overall experience they feel when buying. These positive experiences will ultimately form consumer satisfaction, which then serves as a driving factor that reinforces the intention and behavior of repeated repurchase.

Price is a variable that has been extensively studied in consumer behavior research. According to (Kotler *et al*., 2016), Price is a sum of value that must be paid by consumers to obtain a benefit that fulfills their needs and wants. The research

findings of (Matzler et al., 2006) prove that consumer satisfaction with Price has a significant effect on loyalty and repurchase intention. In line with these findings, (J. Zhang *et al*., 2024) states that consumers' perception of Price contributes positively to increasing repurchase intention.

Product Quality equally holds significant effect in affecting consumer satisfaction/happiness and repurchase intention. Culinary Product Quality also encompasses taste, appearance, portion size, freshness of ingredients, and food hygiene. Consumers who feel that the quality of food obtained matches or even exceeds their expectations, especially at a very affordable Price, will experience satisfaction that encourages them to return and buy again. (Narista, 2020) asserts that Product Quality is a product characteristic based on its ability to provide satisfaction to consumer needs, both explicit and implicit. Research conducted by (Aji & Nurlinda, 2024) on Informa customers in Jakarta shows that Product Quality has a positive influence on Customer Satisfaction.

In this study, customer satisfaction serves as a mediating construct in the relationship between price, product quality, and repurchase intention. Customer satisfaction is the result of consumers' evaluation after comparing their initial expectations with the reality they experienced after purchasing. (Ariani et al., 2023) states that the main key to retaining consumers is Customer Satisfaction itself, where the factors that influence it include Product Quality, service quality, Price, and ease of accessing products. (N. Zhang et al., 2021) also supports that Customer Satisfaction has a direct effect on repurchase intention.

Numerous prior investigations have explored the interrelationships among price, product quality, customer satisfaction, and repurchase intention, predominantly within contexts where price and product quality originate from a single, unified provider such as furniture retail (Aji & Nurlinda, 2024), e-commerce (N. Zhang et al., 2021), and banking (Matzler et al., 2006). In such settings, price and quality are typically bundled and jointly controlled by one seller, making it difficult to isolate the relative explanatory power of each variable when price variation exists across competitors. The *sarapan serba Rp10.000* segment presents a structurally distinct condition: price is externally fixed and uniform across nearly all vendors in the market, while product quality varies independently particularly under the consignment system, where products originate from different makers bound by an 80:20 profit-sharing arrangement, each with potentially different quality standards operating under a shared stall identity. This price-uniform, quality-variable condition offers a rare empirical setting to examine whether product quality can independently drive satisfaction and repurchase intention when price fairness is no longer a meaningful point of differentiation among competitors a boundary condition that has not been directly tested in prior price–quality–satisfaction research. Furthermore, inconsistencies in

prior findings regarding the mediating strength of customer satisfaction suggest that this mediating mechanism may itself be contingent on market structure, reinforcing the need to re-examine it specifically within an informal, price-homogeneous culinary context.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This study adopts the Expectancy-Disconfirmation Theory (EDT) developed by (Oliver, 1980) as the main theoretical foundation (grand theory) to analyze the mechanism of repurchase intention formation among consumers at *sarapan serba Rp10.000* culinary vendors in Pontianak City. Based on EDT, consumer satisfaction is formed through a cognitive comparison process between pre-purchase expectations and the actual performance perceived after consumption. When perceived performance meets or exceeds expectations, positive disconfirmation occurs, generating satisfaction; when performance falls short, negative disconfirmation occurs, generating dissatisfaction. This satisfaction evaluation subsequently functions as the primary cognitive driver of post-purchase behavioral intentions, including repurchase intention.

Within the EDT framework, price and product quality function as antecedent stimuli that consumers evaluate against their pre-purchase expectations, with satisfaction representing the resulting cognitive appraisal. However, this mediating pathway is expected to be partial rather than full, since consumer decision-making in low-involvement, low-risk purchase contexts such as affordable daily food items often operates through two parallel processes: a reflective pathway, in which perceived performance is consciously compared against expectations to generate satisfaction before intention is formed, and a heuristic pathway, in which readily observable cues particularly price fairness can directly inform repurchase intention without requiring extensive satisfaction evaluation (Kotler et al., 2016). Because product quality assessment typically demands greater cognitive processing (e.g., evaluating taste, freshness, and consistency across multiple purchase occasions), its influence on repurchase intention is expected to rely more heavily on the reflective, satisfaction-mediated pathway, whereas price, as a more immediately observable cue, is expected to retain a stronger direct path to repurchase intention alongside its indirect effect through satisfaction.

According to (Da et al., 2023), Price is an attribute inherent in a good that enables it to fulfill the needs and desires of consumers while providing satisfaction, expressed in monetary terms. Meanwhile, according to (Kharisma, 2006), Price can be interpreted as the value or capability of a good or service expressed in monetary units. This study is also consistent with (Nasirudin et al., 2018), where price has a positive relationship with Customer Satisfaction. According to (Nasirudin et al., 2018), Price has several indicators. The indicators that characterize price include price affordability,

price conformity with product quality, price competitiveness, and price conformity with product benefits.

According to (Kotler & Armstrong, 2017), product quality is the ability of a product to perform its functions, where a company consistently selects a level of quality that suits the needs of the target market. (Nasirudin et al., 2018) in their research on Conato consumers in Jember also proved that product quality has a significant effect on consumer satisfaction. if consumers perceive the product to be as having superior quality, they are likely to experience greater satisfaction, which subsequently strengthens their intention to repurchase and fosters loyalty toward product. According to (Kurniawan & Maharani, 2025), the indicators of product quality include performance, features, durability, and perceived quality.

According to (Do et al., 2025), who defines Customer Satisfaction as a post-purchase evaluative response, namely the comparison between pre-purchase expectations and the actual performance of the product or service experienced. In line with this, (Kotler & Armstrong, 2017) describe customer satisfaction as a feeling of pleasure or disappointment that arises after consumers compare the perceived performance of a product with their prior expectations. Research conducted by (Natalia & Suparna, 2024) shows that customer satisfaction has a positive effect on repurchase intention. These findings are consistent with the results of (Do et al., 2025) in the context of e-commerce in Vietnam, which found that customer satisfaction is an important factor that encourages consumers to make repeat purchases. Consequently, consumers who perceive a higher degree of satisfaction are more inclined in exhibit a greater willingness to make future purchases of the offering in subsequent transactions. Furthermore, (Do *et al*., 2025; Nasirudin *et al*., 2018) suggest that customer satisfaction can be measured through four indicators, namely expectations, quality, happiness, and value.

Repurchase intention is one of the important indicators in measuring the success of a business, both offline and online. (Khan et al., 2015) defines repurchase intention as an individual's assessment of the likelihood of making a repeat purchase from the same company or place, influenced by current conditions and the positive emotional response obtained from previous purchasing experiences. In line with this, (Natalia & Suparna, 2024) describe repurchase intention as an individual's intention to repurchase a product by taking into account previous experiences. The indicators of (Natalia & Suparna, 2024) repurchase intention include transactional, referential, preferential, and explorative intentions.

Drawing from this theoretical foundation, empirical evidence, and identified research gaps, the following hypotheses are formulated:

H1: Price has a positive and significant influence on customer satisfaction.
H2: Product quality has a positive and significant influence on customer satisfaction.

H3: Customer satisfaction has a positive and significant influence on repurchase intention.
H4: Price has a positive and significant influence on repurchase intention.
H5: Product quality has a positive and significant influence on repurchase intention.
H6: Price has a positive and significant influence on repurchase intention with customer satisfaction as a mediating variable.
H7: Product quality has a positive and significant influence on repurchase intention with customer satisfaction as a mediating variable.

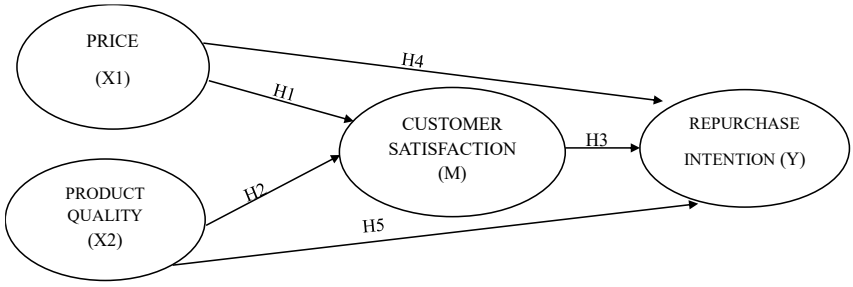


Figure 1. Conceptual Framework

Source: Developed by the researcher (2026)

RESEARCH METHODS

This study employs a quantitative approach with an associative research design, aimed at determining the influence between the variables being studied (Sugiyono, 2020). Primary data was gathered using organized survey forms straight to consumers encountered at the locations of *sarapan serba Rp10.000* food vendors spread along Jalan Gusti Hamzah.

The study population comprises all consumers who have previously made purchases at *sarapan serba Rp10.000* food vendors in Pontianak City, the exact number of which cannot be determined. Therefore, the determination of the sample size refers to (Hair et al., 2014), who states that when the population is unknown, the sample size is determined at 10 times the number of indicators used in the study. With a total of 16 indicators in this study, a total of 160 respondents was obtained. The purposive sampling method was employed, based on the selected criteria being consumers who have made purchases at least two to three times within one week and are at least 15 years of age. All variables were assessed using a five-point rating scale. This analytical method applied is PLS-SEM, processed using SmartPLS software version 3.0, to assess both the direct as well and indirect hypothesized connections.

ANALYSIS AND DISCUSSION

Data were collected by means of a combination of web-based survey forms distributed via Google Form and direct in-person administration, targeting the predetermined sample of 160 respondents. The respondent profile was predominantly

drawn from the 20–35 age bracket, with college students and housewives representing the most common occupational categories.

Table 1. Respondent Characteristics

Characteristics	Category	Number of Respondents	Percentage
Gender	Male	56	34,4%
	Female	104	65,6%
Age	< 20 tahun	9	5,6 %
	20–25 tahun	79	49,4 %
	26–30 tahun	21	13,1 %
	31–35 tahun	27	16,9 %
	> 35 tahun	24	15 %
Job	Student	77	48,1 %
	Housewives	36	22,5 %
	Entrepreneur	14	8,8 %
	Civil Servant	13	8,1 %
	Private Employee	20	12, 5 %

Descriptive Statistic

Table 2. Descriptive Statistics of Research Variables

Variable	Indicators	Mean	Std. Dev.	Category
Price	4	3.772	0.798	High
Product Quality	4	3.817	0.737	High
Customer Satisfaction	4	3.815	0.676	High
Repurchase Intention	4	3.788	0.681	High

Descriptive analysis was undertaken to identify the general tendencies of each research variable. Table 1, the price variable (X1) obtained a mean value of 3.772 with a standard deviation of 0.798, showing that participants mostly perceived the product price as reasonable and acceptable. The product quality variable (X2) obtained an average of 3.817 with a variation of 0.737, suggesting respondents' positive assessment of the taste, appearance, and overall packaging of the product. The customer satisfaction variable (Z) recorded the highest mean among all variables, at 3.815 with a standard deviation of 0.676, indicating that customers felt satisfied with their purchasing experience. Meanwhile, the repurchase intention variable (Y) obtained an average 3.788 with a standard deviation of 0.681, demonstrating strong tendency among respondents to make repeat purchases. Nevertheless, high descriptive statistics values do not automatically reflect the existence of causal relationships between variables, and therefore further structural analysis is required to test these relationships.

Measurement Model Evaluation

Validity and reliability tests were used to examine whether the research instrument truly measures what it intends to measure. (Latan & Ghozali, 2015) explain that an indicator is declared valid if its outer loading value is ≥ 0.70, and a construct has good convergent validity if its AVE value is ≥ 0.50.

Table 3. Measurement Model Evaluation (Outer Model)

Construct	Indicator	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha	VIF
Price (X1)	X1.1	0.808	0.704	0.905	0.860	1.791
	X1.2	0.848				2.179
	X1.3	0.857				2.110
	X1.4	0.843				2.008
Product Quality (X2)	X2.1	0.806	0.701	0.904	0.858	1.918
	X2.2	0.804				1.962
	X2.3	0.875				2.263
	X2.4	0.842				1.995
Customer Satisfaction (Z)	Z1	0.790	0.601	0.858	0.779	1.560
	Z2	0.738				1.428
	Z3	0.782				1.539
	Z4	0.789				1.556
Repurchase Intention (Y)	Y1	0.789	0.604	0.859	0.782	1.558
	Y2	0.796				1.556
	Y3	0.784				1.526
	Y4	0.740				1.488

The results in Table 2, all indicators for each variable have outer loadings above 0.70, indicating that every indicator has satisfied the requirements of convergent validity. The AVE values for the variable (X1), variable (X2), variable (Z), and variable (Y) are 0.704, 0.701, 0.601, and 0.604, respectively. It can be seen that these AVE values have exceeded the minimum threshold of 0.50, and therefore it can be

concluded that convergent validity is fulfilled. Meanwhile, in terms of reliability, the Composite Reliability values of all variables are above 0.80, namely 0.905 for Price, 0.904 for Product Quality, 0.858 for Customer Satisfaction, and 0.859 for Repurchase Intention. Likewise, the Cronbach's Alpha values of each variable show figures above 0.70.

In addition to convergent validity and reliability, indicator-level collinearity was assessed using the Variance Inflation Factor (VIF). According to (Hair et al., 2021), VIF values below 5 indicate the absence of problematic collinearity among indicators, with values below 3.3 reflecting an even more conservative and desirable standard (Kock, 2015). As shown in Table 2, all VIF values fall within the range of 1.428 to 2.263, well below both thresholds. Specifically, the indicators of price (X1.1–X1.4) range from 1.791 to 2.179, product quality (X2.1–X2.4) range from 1.918 to 2.263, customer satisfaction (Z1–Z4) range from 1.428 to 1.560, and repurchase intention (Y1–Y4) range from 1.488 to 1.558. These results confirm that multicollinearity among indicators is not a concern in this study, ensuring that the estimated outer loadings and structural path coefficients are not distorted by redundant or overlapping indicator information. These results collectively confirm that all constructs in this study are both valid and reliable, and are suitable for progression to structural model analysis.

1. Discriminant Validity

Table 4. Discriminant Validity (HTMT)

	Customer Satisfaction	Price	Product Quality	Repurchase Intention
Customer Satisfaction				
Price	0.598			
Product Quality	0.637	0.093		
Repurchase Intention	0.896	0.687	0.479	

Discriminant validity is considered fulfilled if the obtained HTMT values are below the threshold of 0.90 as suggested by (Latan & Ghozali, 2015). All HTMT values between variables show figures below the required threshold. the value between customer satisfaction and price was 0.598, between customer satisfaction and product quality was 0.637, and between price and product quality was 0.093. The value between repurchase intention and customer satisfaction was 0.896, between repurchase intention and price was 0.687, and between repurchase intention and product quality was 0.479.

Structural Model and Hypothesis Testing

Table 5. Structural Model Results (Direct and Indirect Effects)

Hypothesis	Relationship	Effect Type	*Path Coefficients*	t-value	p-values	CI (LL, UL)	F^2	Result
H1	*Price → Customer Satisfaction*	Direct	0.497	9.682	0.000	(0.385, 0.585)	0.518	Supported
H2	*Product Quality → Customer Satisfaction*	Direct	0.532	9.896	0.000	(0.402, 0.630)	0.592	Supported
H3	Customer Satisfaction → Repurchase Intention	Direct	0.445	6.047	0.000	(0.280, 0.567)	0.226	Supported
H4	*Price → Repurchase Intention*	Direct	0.349	5.231	0.000	(0.231, 0.469)	0.192	Supported
H5	*Product Quality → Repurchase Intention*	Direct	0.179	2.789	0.005	(0.060, 0.296)	0.045	Supported
H6	*Price → Customer Satisfaction → Repurchase Intention*	Indirect	0.221	5.814	0.000	(0.147, 0.293)		Supported
H7	*Product Quality → Customer Satisfaction → Repurchase Intention*	Indirect	0.237	4.823	0.000	(0.142, 0.328)		Supported

This structural model analysis reveal revealed that price and product quality both significantly predict customer satisfaction, confirming that when consumers perceive price as fair and product quality as meeting their expectations, satisfaction tends to be strengthened. Customer satisfaction itself was found to directly and significantly affect repurchase intention, with an path coefficient of 0.445 (t = 6.047; p = 0.000), indicating that satisfaction functions not merely as a transactional outcome

but as a genuine motivational driver for subsequent purchasing behavior.

The mediation analysis results further reinforce this picture. The test results show that customer satisfaction acts as a mediating variable in the relationship between price and repurchase intention, with an indirect influence value of 0.221 (t = 5.814; p = 0.000). In addition, customer satisfaction also mediates the relationship between product quality and repurchase intention with a coefficient of 0.237 (t = 4.823; p = 0.000). These results confirm that the influence of price and product quality on repurchase intention does not only occur directly, but also through the enhancement of customer satisfaction. Thus, consumer satisfaction becomes an important mechanism that strengthens the formation of repurchase intention after consumers experience value and quality that align with their expectations.

To further evaluate the practical significance of each structural relationship, f^2 effect size and 95% bootstrap confidence intervals were examined. Following the criteria of (Hair et al., 2021), f^2 values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. The effect of price on customer satisfaction ($f^2 = 0.518$) and product quality on customer satisfaction ($f^2 = 0.592$) both exceed the large-effect threshold, indicating that these two predictors contribute substantially to explaining variation in customer satisfaction beyond mere statistical significance. Customer satisfaction's effect on repurchase intention ($f^2 = 0.226$) falls within the medium-to-large range, while price's direct effect on repurchase intention ($f^2 = 0.192$) reflects a medium effect. In contrast, product quality's direct effect on repurchase intention ($f^2 = 0.045$) is comparatively small, reinforcing the earlier interpretation that product quality operates primarily through the satisfaction-mediated pathway rather than as an independent driver of repurchase intention. These effect sizes complement the path coefficients by clarifying not only whether a relationship is statistically significant, but how substantively meaningful each predictor is within the model.

The bootstrap confidence intervals (95%, bias-corrected) for all hypothesized paths do not include zero, providing additional support for the robustness of the structural estimates beyond the p-values reported. For instance, the effect of price on customer satisfaction (CI = 0.385, 0.585) and product quality on customer satisfaction (CI = 0.402, 0.630) both show relatively narrow and strictly positive intervals, indicating stable and precisely estimated effects. Similarly, the direct effect of product quality on repurchase intention (CI = 0.060, 0.296), while comparatively modest in magnitude, remains reliably positive across the resampled distribution, further confirming that this relationship, though weaker, is not attributable to sampling error.

2. Model Predictive Power

The quality of a structural model is generally assessed using two measures, namely R^2 and Q^2. R^2 measures how much of the variation in the dependent variable can be explained by the independent variables. (Hair et al., 2021) classifies its values

as weak (0.25–0.50), moderate (0.50–0.75), or substantial (≥ 0.75). Q^2 is obtained through a blindfolding procedure and reflects the predictive relevance of the model; values above 0 already indicate adequate predictive capability, with higher values indicating better prediction.

Table 6. Model Predictive Power

Endogenous Variabel	R^2	Q^2
Customer Satisfaction	0.523	0.306
Repurchase Intention	0.582	0.340

In Table 5, the R^2 for customer satisfaction is 0.523 and for repurchase intention is 0.582, both of which fall into the moderate category. The exogenous variables in the model explain approximately 52% of the variation in customer satisfaction and 58% of the variation in repurchase intention. The Q^2 values for both are also above 0, at 0.306 and 0.340 respectively, confirming that the model is sufficiently reliable in terms of predictive relevance for both endogenous constructs.

Discussion

This study examines how price and product quality influence consumers' repurchase intention at *sarapan serba Rp10.000* food vendors in Pontianak City, with customer satisfaction tested as a mediation mechanism. The research findings provide clear evidence that repurchase intention is primarily shaped by consumers' evaluations about value as well as product experience, customer satisfaction serving as a meaningful transmission pathway between both of these and consumers' behavioral intentions.

The test results confirm that price has a positive and significant influence on customer satisfaction (β=0.497; t=9.682; p=0.000). This finding supports Expectancy-Disconfirmation Theory, which explains that satisfaction arises when consumers' perceived performance meets or exceeds their prior expectations. In the context of food vendors with the *sarapan serba Rp10.000* price concept, what determines satisfaction is not the price figure itself, but rather whether consumers feel the price is worth the portion, taste, and experience they receive relative to what they expected at that price point. This finding is consistent with previous studies that have proven the central role of price perception in shaping consumer satisfaction (Agustini *et al*., 2025; Amalia & Nurtiahiadi, 2024; Aprilia & Sukma, 2023).

Product quality emerged as an even stronger predictor of customer satisfaction (β=0.532; t=9.896; p=0.000), with a path coefficient that exceeds the influence of price, making it the strongest direct predictor in this model. This result is in line with consumer behavior theory, which states that quality evaluation encompassing taste, freshness of ingredients, portion size, and presentation is the main driver of post-purchase satisfaction. In the low-price culinary segment, consumers generally come

with moderate quality expectations, so products that exceed those expectations produce a stronger satisfaction response. Similar results have been reported in previous empirical studies (Fadli & Zsazsa, 2024; Siregar et al., 2022). Collectively, within the EDT framework, consumers' assessment of product quality reflects the outcome of comparing actual experience against their expectation baseline; consumers who repeatedly experience positive disconfirmation build increasingly stronger confidence in the vendor, which in turn reinforces their intention to repurchase. Together, price and product quality are able to explain 52.3% of the variation in customer satisfaction (R^2=0.523), which falls into the moderate category according to (Hair et al., 2021). This finding becomes even more relevant when linked to the operational context of the vendors observed in this study. Some vendors operate a consignment system, where the products sold do not entirely come from the stall owner themselves, but also from outside consignors bound by an 80-20 profit-sharing agreement. This condition potentially gives rise to quality variations between products within the same stall, making product quality consistency a particular challenge that stall owners need to manage carefully in order to maintain consumer satisfaction.

Customer satisfaction was proven to have a positive and significant influence on repurchase intention (β=0.445; t=6.047; p=0.000). From the EDT perspective, customer satisfaction functions as the cognitive outcome of the expectation-confirmation process; it is not merely a post-purchase emotion, but the mechanism through which consumers translate a positive evaluation into a rational and beneficial intention to repeat the behavior. Consumers who have had a satisfying purchasing experience adequate portions, suitable taste, and perceived reasonable value tend to make the same vendor their routine choice, particularly for daily breakfast needs. This finding is consistent with previous studies linking consumer satisfaction with stronger repurchase behavioral intentions (Sauw & Mointi, 2023; Tufahati *et al*., 2021).

Price and product quality were also proven to have a direct and significant influence on repurchase intention, with path coefficients of 0.349 (t=5.231; p=0.000) and 0.179 (t=2.789; p=0.005), respectively. This asymmetry lends empirical support to the dual-pathway reasoning proposed earlier: price operates as a more immediate, heuristic cue that can directly inform repurchase intention, while product quality exerts its influence predominantly through the reflective evaluation captured by customer satisfaction. This explains why the mediation effect is partial rather than full the two antecedents rely on differing degrees of cognitive processing before translating into behavioral intention. The influence of price indicates that a positive value perception is already sufficient to drive repurchase intention, even before consumers conduct a comprehensive satisfaction evaluation. Meanwhile, the smaller direct influence of product quality indicates that quality works more strongly through the satisfaction pathway than as a standalone behavioral trigger, which is consistent with how quality assessments generally function as a reflective rather than automatic response (Andriani

& Nurtjahjadi, 2024). An interesting phenomenon was also found in field observations, where a number of consumers came to the stall not solely out of loyalty to the main vendor, but specifically to purchase products from certain consignors whom they already knew and trusted. This indicates that repurchase intention in the *sarapan serba Rp10.000* vendor segment is not always homogeneous some consumers form an attachment to specific products or makers within the same stall. This finding adds a richer nuance to the quantitative results of the study, and suggests that consumer loyalty in this segment can be more personal and specific than what is measurable through questionnaire instruments.

The mediation analysis results further reinforce this picture. Customer satisfaction functions as a partial mediator in both the price–repurchase intention relationship (indirect effect = 0.221; t=5.814; p=0.000), and also mediates the influence of product quality on repurchase intention with an indirect coefficient of 0.237 (t=4.823; p=0.000). This partial mediation pattern indicates that price and product quality work both directly and through the satisfaction experience in shaping consumers' behavioral intentions. A similar mediation pattern has been found in previous consumer behavior research in the context of e-commerce and food services (Herlansyah & Sigarlaki, 2025; Pradita & Irmawati, 2024).

Overall, the findings affirm the explanatory power of Expectancy-Disconfirmation Theory: consumers' repurchase intention at informal food vendors is formed through a layered mechanism price and product quality shape performance perceptions, these perceptions are evaluated against prior expectations to produce a confirmation or disconfirmation outcome (customer satisfaction), and this evaluative outcome ultimately consolidates repurchase intention. This pattern affirms the relevance of EDT as a grand theory in explaining that consumers' repurchase intention at informal food vendors is more strongly influenced by the combination of price and quality perceptions mediated by satisfaction, rather than by any single factor alone. Price and product quality together with customer satisfaction are able to explain 58.2% of the variation in repurchase intention (R^2=0.582), with Q^2 values of 0.306 and 0.340 for customer satisfaction and repurchase intention respectively, confirming adequate predictive relevance of the model for both endogenous constructs. These results underscore the significance of sustaining consistency in product quality and guaranteeing that perceived price fairness remains aligned with consumer expectations fairness as the primary factors in sustaining consumers' repurchase behavior in the sarapan serba Rp10.000 food vendor segment.

CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

The results demonstrate that both pricing and product quality exert a positive and statistically significant influence on customer satisfaction and repurchase intention, whether assessed through direct effects or via the mediating pathway.

Consumers who regard the price as fair and whose product quality expectations are met or surpassed tend to develop stronger satisfaction, which in turn reinforces their behavioral inclination to return and make further purchases.

Furthermore, the outcomes of the mediation analysis corroborate that customer satisfaction functions as a partial mediator in the relationship between price and product quality on repurchase intention. This indicates that satisfaction is not merely an end result of the consumer experience, but rather a mechanism that strengthens the relationship between value perception and repurchase behavior. In the context of informal vendors with uniform pricing, where price competition is no longer a differentiating factor, consistent product quality and a satisfying experience become the primary determining factors of short-term consumer loyalty.

Overall, this study enriches the consumer behavior literature by elucidating that within a uniform-pricing context, informal culinary segment, repurchase intention is shaped more by perceptions of quality and value than by other factors. Efforts to retain consumers in this segment need to prioritize product consistency and perceived value fairness, rather than solely relying on pricing strategies.

Nevertheless, this study has several limitations. First, the study uses a cross-sectional design and therefore cannot capture changes in consumer behavior over time. Second, data were collected from only one vendor area in Pontianak City, namely Jalan Gusti Hamzah, which may limit the generalizability of the findings to other areas or different culinary segments. Third, the study relies on self-reported questionnaire data, making it susceptible to common method bias and respondents' tendency to provide socially desirable answers. Finally, the research model focuses on the variables, without considering other factors that potentially influence repurchase intention, such as service quality, ambiance, or purchasing habits.

Based on these findings, several practical and theoretical recommendations can be put forward. From a managerial perspective, the finding that product quality exerts the strongest influence on customer satisfaction ($\beta = 0.532$) carries particular significance given the consignment based operational structure observed among *sarapan serba Rp10.000* vendors. Because a substantial portion of products sold originate from external consignors under an 80:20 profit sharing arrangement, quality consistency cannot be assumed to be uniformly controlled by the stall owner alone. Vendors are therefore advised to establish a structured quality control mechanism for consigned products, such as periodic taste and freshness checks prior to display, minimum quality standards agreed upon at the point of consignment, and a rotation or removal policy for consignors whose products consistently underperform in taste, freshness, or presentation. Establishing clear vendor selection criteria at the outset of a consignment agreement, for instance, requiring a trial period during which product quality and consumer response are monitored before a long term consignment

relationship is formalized, may further help maintain the quality consistency that this study identifies as the primary driver of satisfaction and repurchase intention.

In addition, the qualitative field observation reported in this study, where certain consumers specifically sought out products from particular consignors rather than the stall as a whole, suggests that vendors may benefit from a more deliberate consumer retention strategy at the individual product level rather than treating the stall as a single undifferentiated brand. Practices such as maintaining consistent product placement, allowing consumers to identify and request specific consignors' products, or providing simple recognition (e.g., labeling or signage) for high performing consignors could strengthen the personal attachment consumers already appear to form with specific makers. Finally, given that price is no longer a meaningful point of differentiation in this uniform pricing segment, vendors should consider implementing a lightweight, low cost consistency monitoring system, such as periodic informal consumer feedback collection during peak breakfast hours, to detect early signs of quality decline before they translate into reduced repurchase behavior.

From a theoretical standpoint, future studies are encouraged to adopt longitudinal research designs capable of capturing shifts in consumer satisfaction and repurchase intention across time. Researchers may also extend the model by incorporating other relevant factors, including service quality, consumer familiarity with the brand, or situational factors such as location and operating hours, to offer a broader understanding of repurchase behavior in this informal culinary segment. Comparative studies across various culinary price segments are also recommended to whether the mediating role of customer satisfaction differs across different contexts.

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