THE INFLUENCE OF FOOD QUALITY, PRICE FAIRNESS, PRODUCT VARIETY, SERVICESCAPE, STORE BRAND IMAGE ON REPURCHASE INTENTION THROUGH PURCHASE DECISION AND CUSTOMER SATISFACTION OF PIZZA HUT VISITORS IN SAMARINDA CITY

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Abstract

This study aims to analyze the influence of Food Quality, Price Fairness, Product Variety, Servicescape, and Store Brand Image on Repurchase Intention Mediated by Purchase Decision and Customer Satisfaction among Pizza Hut visitors in Samarinda City. In the increasingly competitive fast food restaurant industry, understanding the factors that drive purchasing decisions and customer satisfaction is crucial to foster customer loyalty. Through a quantitative approach, this study examines marketing variables such as product quality, fair prices, menu diversity, restaurant atmosphere, and brand image that can influence customer decisions and satisfaction which ultimately impact repurchase intentions. The results of this study are expected to provide theoretical contributions in the study of consumer behavior, as well as practical benefits for restaurant managers in developing more effective marketing strategies to retain customers and improve business performance. The results of the study indicate that price fairness, product variety, and store brand image have a significant effect on purchase decisions, while food quality and servicescape have no significant effect on purchase decisions. Furthermore, food quality, price fairness, product variety, and servicescape have a significant effect on customer satisfaction, while store brand image has no significant effect on customer satisfaction. In the final stage of the model, it was found that purchase decisions, customer satisfaction, and servicescape have a significant effect on repurchase intentions, while food quality, price fairness, and product variety have no significant direct effect on repurchase intentions. These findings indicate that purchase decisions and customer satisfaction play an important mediating variable in explaining the formation of Pizza Hut consumers' repurchase intentions.

Kata Kunci: Food Quality, Price Fairness, Product Variety, Servicescape, Store Brand Image, Repurchase Intention, Purchase Decision, Customer Satisfaction

1. INTRODUCTION

The restaurant industry is a highly complex one, requiring consideration of a wide range of requirements, from capital and location to raw materials, service standards, and marketing. Marketing is a key driver of market penetration and repeat purchases. Fast-food restaurants face a highly competitive environment, with factors such as food quality, price fairness, product variety, servicescape, and store brand image crucial for influencing purchasing decisions and customer satisfaction. Customers judge a restaurant not only by the taste of the food, but also by the overall experience they receive during their visit. Pizza Hut, one of the leading fast food restaurant brands in Indonesia, including in Samarinda City, faces the challenge of maintaining customer loyalty. Despite Pizza Hut's high brand awareness, not all customers return. This suggests that important factors influencing both initial and repeat purchase decisions remain unclear. Food quality, reasonable prices, and menu diversity can create a positive perception of value for customers. Servicescape, including the restaurant's ambiance, interior design, cleanliness, and comfort, also plays a crucial role in shaping customer satisfaction. A positive store brand image can strengthen customers' trust and emotional attachment to the restaurant. This study attempts to examine the research variables that can directly influence customer repurchase intention, purchase decision, and customer

satisfaction as mediators between these variables and repurchase intention at Pizza Hut restaurants in Samarinda City.

2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

2.1.1. Marketing Management Theory

Marketing management is the process of planning, implementing, and controlling marketing activities aimed at creating value for customers and achieving organizational goals. Kotler and Keller (2016) define marketing management as the art and science of selecting target markets and building profitable customer relationships through creating, delivering, and communicating superior customer value. This definition emphasizes that marketing success is determined not only by sales but also by the company's ability to understand consumer needs and desires. Tjiptono (2015) states that marketing management encompasses a series of activities involving analysis, planning, implementation, and control of marketing programs designed to create, build, and maintain profitable exchanges with target markets. Thus, marketing management plays a strategic role in creating customer satisfaction and loyalty.

2.1.2. Marketing Services

Umar (2011) State marketing service is marketing Whichreferred to as intangible and immaterial services provided to consumers when dealing with producers Lupiyoadi & Hamdani (2006) At every action marketing of services offered by one party to another party that is not tangible and does not result in a transfer of ownership. This is different according to Hurriyanti (2005) State that marketing service is something process perceive, understand stimulate And fulfil need market target specifically selected by channeling the resources of an organization For fulfil need the.

2.1.3. Marketing strategy

Marketing strategy is a way for a company to market its products. A product or services, by means of introduce brand trade as wide as perhaps aiming to achieve a target of visitors and sales A company. Tjiptono (2015) state that strategy marketing is the plan that want to done by manager marketing. Plan action This based on onanalysis of the company's situation and objectives and is a way to achieve them objectives. According to Ali H (2013) a good marketing strategy must be built on the basis of strong business understanding, combined with an understanding of needs and desire visitors, competitors and skills, and core business including with the suppliers and distributors. According to Chandra (2002), marketing strategy is a plan that outlines the company's expectations regarding the impact of various activitiesor marketing programs for product demand or product lines in the market target certain.

2.1.4 Consumer Behavior

Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires (Solomon, 2013). Consumer behavior is the actions that consumers engage in to find, purchase, use, evaluate, and dispose of products and services that they expect will satisfy them (Sangadji and Sopiah (2013).(Kotler & Keller, 2012) There are several factors that influence consumer behavior, namely:
1. Cultural Factor
2. Social Factors
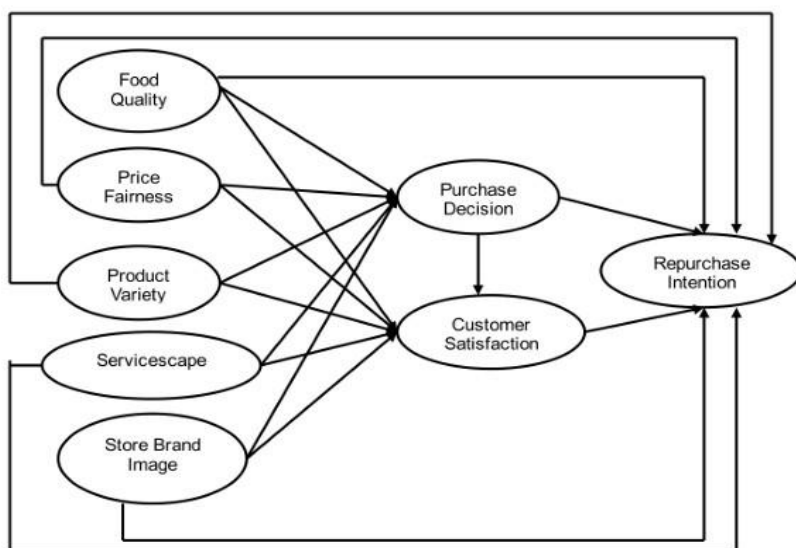3. Personal Factors (Personal Factors)

Figure 1. Conceptual Framework Model

Based on the image above, the hypothesis that supports this research model is assumed to be:

Hypothesis 1: Food quality has a significant effect on Purchase Decision
Hypothesis 2: Price fairness has a significant effect on Purchase Decision
Hypothesis 3: Product variety has a significant effect on Purchase Decision
Hypothesis 4: Servicescape has a significant effect on Purchase Decision
Hypothesis 5: Store Brand Image has a significant effect on Purchase Decision
Hypothesis 6: Food quality has a significant effect on Customer satisfaction
Hypothesis 7: Price Fairness has a significant effect on Customer satisfaction
Hypothesis 8: Product variety has a significant effect on Customer satisfaction
Hypothesis 9: Servicescape has a significant effect on Customer satisfaction
Hypothesis 10: Store Brand Image has a significant effect on Customer satisfaction
Hypothesis 11: Purchase Decision has a significant effect on Customer satisfaction
Hypothesis 12: Purchase decision has a significant effect on Repurchase Intention
Hypothesis 13: Customer satisfaction has a significant effect on Repurchase Intention
Hypothesis 14: Food quality has a significant effect on Repurchase Intention
Hypothesis 15: Price Fairness has a significant effect on Repurchase Intention
Hypothesis 16: Product variety has a significant effect on Repurchase Intention
Hypothesis 17: Servicescape has a significant effect on Repurchase Intention
Hypothesis 18: Store brand image has a significant effect on Repurchase Intention

3. RESEARCH METHOD

The data collection technique used in this study was to distribute a list of questions in the form of statements, or a written questionnaire with closed-ended answers. The scale used in compiling the questionnaire was the Likert Scale. Sugiyono (2010:132) . In this study, the population is all Pizza Hut consumers, who have visited, are currently visiting, or are interested in visiting Pizza Hut and are in Samarinda City. Hair et.al., (1995:637) suggested that the appropriate sample size for the SEM analysis tool is between 100-200 respondents with the intention of being used in estimating interpretations with SEM. In addition, the determination of the maximum number of samples for SEM according to Hair et.al. (2006) is dependent on the number of research variables multiplied by 15 to 20. In this study, 8 variables were used , consisting of 5 exogenous variables, 2

intervening variables, and 1 exogenous variable with 35 statement items. The study entitled The Influence of Food Quality, Price Fairness, Product Variety, Servicescape, Store Brand Image on Repurchase Intention Through Purchase Decision and Customer Satisfaction of Pizza Hut Visitors in Samarinda City. There are three types of variables used in this study, namely exogenous variables where the exogenous variables consist of Food Quality as X1, Price Fairness as X2, Product Variety as X3, Servicescape as X4, Store Brand Image as X5. Next is the intervening variable or can be called a variable that serves as an intermediary between variables between exogenous variables and endogenous variables where the intervening variable will be influenced or influenced by exogenous variables and influence or influence endogenous variables. In this study the intervening variable consists of two variables namely Purchase decision as Y1 and Customer satisfaction as Y2. The Endogenous variable in this study is Repurchase intention (Y3).

4. DATA ANALYSIS AND DISCUSSIONS
4.1. Pilot Test

Table 1 Validity Test and Reliability Test

Variables	Indicator	Code	Correlation Coefficient	Note:	Reliability
Food Quality (X1)	Smells good	X1.1	0.804	Valid	0.794 (Reliable)
	Delicious	X1.2	0.817	Valid	
	Fresh	X1.3	0.739	Valid	
	Looks attractive	X1.4	0.799	Valid	
Price Fairness (X2)	Affordability	X2.1	0,732	Valid	0,743 (Reliabel)
	Competitiveness	X2.2	0,784	Valid	
	Match with benefit	X2.3	0,786	Valid	
	Match with product	X2.4	0,714	Valid	
Product variety (X3)	Food choice	X3.1	0,726	Valid	0,607 (Reliabel)
	Ready to deliver	X3.2	0,765	Valid	
	Special meals and promotion	X3.3	0,766	Valid	
Servicescape (X4)	Cool temperatures	X4.1	0,762	Valid	0,807 (Reliabel)
	Proper lighting	X4.2	0,776	Valid	
	Colour design	X4.3	0,810	Valid	
	Soothing music	X4.4	0,718	Valid	
	Acceptable noise level	X4.5	0,696	Valid	
Storebrand (X5)	Committed sustainable	X5.1	0,717	Valid	0,826 (Reliabel)
	Concerned with environment	X5.2	0,661	Valid	
	Fights for the customers interest	X5.3	0,583	Valid	
	Close to customer	X5.4	0,730	Valid	
	Convenient	X5.5	0,719	Valid	
	Offers good quality	X5.6	0,720	Valid	
	Provides a large array	X5.7	0,654	Valid	
	Appealing packaging	X5.8	0,589	Valid	
Purchase decision (Y1)	Choice	Y1.1	0,894	Valid	0,733 (Reliabel)
	Menu variety	Y1.2	0,883	Valid	
Customer satisfaction (Y2)	My needs	Y2.1	0,768	Valid	0,825 (Reliabel)
	Very satisfied	Y2.2	0,846	Valid	
	The store covers	Y2.3	0,797	Valid	

	The experience	Y2.4	0,832	Valid	
Repurchase Intention (Y3)	Intend to shop	Y3.1	0,802	Valid	0,858 (Reliabel)
	Likely to visit	Y3.2	0,848	Valid	
	Will Probably Use	Y3.3	0,851	Valid	
	Will Shop More	Y3.4	0.856	Valid	

Source: Created by researchers, 2025

4.2. Descriptive Analysis

Table 2. Respondent Description

No.	Gender	Frequency	Percentage
1	Male	76	45%
2	Female	94	55%

No.	Age	Frequency	Percentage
1	< 20 Years	5	3%
2	21-25 Years	77	45%
3	26-30 Years	43	25%
4	31-35 Years	22	13%
5	36-40 Years	14	8%
6	>40 Years	9	5%

No.	Last Education	Frequency	Percentage
1	Elementary/MI, equivalent	0	0%
2	Junior High School	1	1%
3	Senior High School	74	44%
4	Diploma (D1, D2, D3)	26	15%
5	Sarjana	61	36
6	Pascasarjana	8	5

No.	Work	Frequency	Percentage
1	Student	36	21%
2	Private Employee	77	45%
3	Entrepreneur	18	11%
4	Government Employee	24	14%
5	Housewife	5	3%
6	Other	10	6%

No.	Income	Frequency	Percentage
1	< Rp. 1,000,000	27	16%
2	Rp1,000,000 – Rp5,000,000	102	60%
3	Rp6,000,000 – Rp10,000,000	38	22%
4	≥ Rp10,000,000	3	2%

Source: Created by researchers, 2024

Based on the available data, the majority of respondents were female (55%) compared to male (45%). In terms of age, the majority of respondents were in the 21-25 year age range (77%), followed by the age group under 20 years (3%). The highest level of education was senior school (44%). The majority of respondents had a monthly income of less than IDR 1,000,000 – 5,000,000 (60%).

4.3. Hypothesis Testing Results

Hypothesis testing is conducted to answer whether the temporary assumptions made in this study as previously written can be proven or not. Therefore, with the large amount of data that has been collected, statistical tests are then carried out with the help of statistical software. A hypothesis can be stated to have a significant effect if the critical ratio (CR) value is above 1.96 or the probability (p) is below 0.5. The results of the hypothesis testing can be briefly seen in Table 4. as follows

Table 3. Hypothesis Testing Results

Influence Variables	Path Coefficient Standardized	CR (Critical Ratio)	Probability	Information
FQ - PD	-0.035	-.440	0.664	Not Significant
PF – FD	0.350	3,582	***	Significant
PV – PD	0.231	2.123	0.034	Significant
SC – PD	-0.146	-1,762	0.078	Not Significant
SBI – PD	0.437	4.451	***	Significant
FQ - CS	0.192	2.406	0.016	Significant
PF – CS	0.364	3.443	***	Significant
PV – CS	0.278	2.590	0.010	Significant
SC – CS	0.219	2.512	0.012	Significant
SBI – CS	0.078	.844	0.99	Not Significant
PD – CS	0.394	2.977	0.003	Significant
PD – RI	0.580	3.718	***	Significant
CS - RI	0.375	2.222	0.026	Significant
FQ – RI	0.069	.851	0.395	Not Significant
PF – RI	-0.126	-1.188	0.235	Not Significant
PV – RI	-0.212	-1,862	0.063	Not Significant
SC – RI	0.265	2,790	0.005	Significant
SBI – RI	-0.035	-.583	0.560	Not Significant

Source: Created by researchers, 2024

After conducting data analysis and hypothesis testing using SEM analysis tools with the help of AMOS software version 23. From table 6.5 it states that of the 18 hypotheses raised previously the results shown are 11 accepted hypotheses namely price fairness, product variety, and store Brand Image on Purchase decision. Food quality, price fairness, product variety, servicescape, purchase decision on customer satisfaction. Purchase decision, customer satisfaction, and servicescape have an effect on repurchase intention. There are 6 hypotheses that are not accepted in this study, namely the relationship between food quality and servicescape has no effect on purchase decision. Store brand image has no effect on customer satisfaction. Food quality, price fairness, product variety have no significant effect on Repurchase Intention.

5.   CONCLUSIONS AND RECOMMENDATIONS

This study aims to analyze the influence of food quality, price fairness, product variety, servicescape, and store brand image on repurchase intention mediated by purchase decision and customer satisfaction among Pizza Hut customers. Based on the analysis results using Structural Equation Modeling (SEM) with AMOS 5.0, it was found that not all independent variables directly influence repurchase intention.

The results of the study indicate that price fairness, product variety, and store brand image have a significant effect on purchase decisions, while food quality and servicescape have no significant effect on purchase decisions. Furthermore, food quality, price fairness, product variety, and servicescape have a significant effect on customer satisfaction, while store brand image has no significant effect on customer satisfaction. In the final stage of the model, it was found that purchase decisions, customer satisfaction, and servicescape have a significant effect on repurchase intentions, while food quality, price fairness, and product variety have no significant direct effect on repurchase intentions. These findings indicate that purchase decisions and customer satisfaction play an important mediating variable in explaining the formation of Pizza Hut consumers' repurchase intentions.

Based on the research results, Pizza Hut management is advised to focus its marketing strategy on improving customer satisfaction and purchase decisions, as these two variables have been shown to play a significant role in driving repeat purchase intentions. Efforts to improve price fairness, product variety, and strengthen the servicescape need to be consistently implemented to enhance positive customer consumption experiences. Furthermore, the store brand image must be maintained through consistent service and strong brand communication to drive consumer purchasing decisions. Further research is recommended to develop the model by adding other relevant variables, such as perceived value or brand trust, and expanding the object and characteristics of respondents so that the research results can be better generalized. Furthermore, the use of more advanced analysis methods and software is expected to provide more comprehensive results.

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