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The Influence of Taste, Amenities and Price Perception to Increase Repeat Purchases at Mie Gacoan

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Abstract. This study examines how taste, amenities, and price perception influence repeat purchase motivation among customers at Mie Gacoan, Condet Branch. Increasingly fierce competition in the culinary industry requires restaurants to understand what truly drives customers to return. This study employed a quantitative approach, involving 200 respondents who had purchased more than twice. Data were obtained through questionnaires and analyzed using SmartPLS 3. The results showed that price perception was the strongest factor influencing repeat purchase intention. Customers felt that the price offered was in line with the value they received, thus making them more likely to return. Taste also proved to have a positive effect, although its strength was not as strong as price perception. Meanwhile, restaurant amenities did not have a significant effect, indicating that the comfort of the place was not the main reason customers returned to Mie Gacoan Condet. Overall, these three variables were able to explain more than half of the variation in repeat purchase intention. These findings emphasize the importance of maintaining consistent taste and ensuring competitive prices to maintain customer loyalty.

Keywords. taste, facilities, price perception, repurchase intention, Mie Gacoan

Introduction

The Indonesian culinary industry continues to experience rapid growth in line with changes in modern lifestyles. Eating is no longer seen simply as a means of fulfilling biological needs, but also as a lifestyle, a means of entertainment, and even a form of self-expression (panda, 2024). This phenomenon is evident among **the younger generation in urban areas**, who see restaurants and cafes not only as places to eat, but also as social spaces for working, relaxing, and socializing. One example of this trend is the popularity of **local fast food restaurants like Mie Gacoan**, which has successfully attracted consumers through its combination of **distinctive flavors, affordable prices, and trendy design**.

The concept of "spicy street noodles" is in line with the tastes of young people who prefer strong flavors and a casual atmosphere. However, in an era of an increasingly competitive culinary industry, **consumer decisions to repurchase (repurchase intention)** are no longer determined solely by the taste of the food, but also by **the convenience of the facilities and perception of price**. Consumption behavior among young people shows a significant shift: consumers now want a total dining experience that involves taste, atmosphere, service, and the

emotional value of the dining experience (Adela & Tuti, 2024; Diallo et al., 2015). In other words, rational and emotional factors combine to shape customer loyalty to a restaurant brand.

In a culinary context, **food flavor is the most fundamental sensory element** that shapes consumer perceptions of a product's quality (Drummond & Brefere, 2010). Flavor encompasses a combination of taste, smell, texture, and appearance, creating a multisensory experience during the eating process. Research conducted by Drareni et al. (2023) shows that flavor enhancement can significantly increase food liking, even in certain physiological conditions, such as cancer patients experiencing taste disorders. This reinforces the view that **consistently improving taste can stimulate consumer preference and satisfaction, ultimately driving repeat purchases. Further research** also supports this by emphasizing that **taste has a direct influence on purchasing decisions and repurchase intentions**, particularly for fast food products (Haydar et al., 2024). Consumers are more likely to return if the food's taste is perceived as consistent, appetizing, and leaves a positive impression.

Besides taste, **restaurant amenities** are a crucial element in creating a pleasant dining experience. Restaurant amenities can generally be defined as all physical and non-physical (atmosphere) components provided by the restaurant to support and enhance the customer's dining experience, from the preparation process, storage, presentation, and other supporting services. These components serve as the primary support that facilitates customer activities and restaurant operations. Amenities can be defined as the physical form or atmosphere created by the exterior and interior provided by the company to foster a sense of security and comfort for customers (Tjiptono & Chandra, 2016). Based on (Kim et al., 2024) A comfortable physical environment, including cleanliness, lighting, layout, and interior design, can increase customer perceived value and have a positive impact on repurchase intentions.

Meanwhile, **price perception** is a psychological factor that influences consumers in making purchases. Price perception is not just about the nominal figure, but rather consumers' assessment of **the fairness and equality between the price and the benefits** received (Philip & Kevin, 2016). When consumers feel that the price paid is commensurate with the taste and convenience they receive, a positive value for the brand will be formed (Tegar & Tuti, 2024). In the context of Mie Gacoan, the "affordable but satisfying" price is a key factor in building price perception.

Previous research shows that taste influences repurchase intention (Richardson et al., 2019; Tegar & Tuti, 2024) Price perception also influences repurchase intention (Adela & Tuti, 2024) , and facilities also influence repurchase intention (Purnamasari & Noviadi, 2025) . However, some studies show different results: for example, regarding taste, a study at certain Mie Gacoan outlets found that taste did not significantly affect customer satisfaction, which then impacted repurchase intention (Rajasa et al., 2023) . Furthermore, research (Azhar, 2025) found that price perception had no significant influence on repurchase intention. Even in the same study (Richards, 2025), Facilities were shown to have no direct effect on repurchase intention. Based on the results of previous studies, the researcher intends to conduct research to determine whether there is an influence of taste, price perception, and facilities on repurchase intention.

Theoretical basis

Flavor

Taste is a major factor influencing consumer satisfaction and decisions when choosing food products. According to Drummond & Brefere (2010) Food taste is a combination of four main elements: taste, smell, appearance, and texture, which together create a sensory experience

when consuming food. A consistent, appealing, and palatable taste can create emotional satisfaction that encourages customers to repurchase the product (Haydar et al., 2024).

How taste influences repurchase intention: Taste is the most fundamental sensory element that shapes consumer perception of food quality and is a key factor driving repurchase intention. According to Smeding (2023) Taste is not just about the taste on the tongue, but also involves aroma, appearance, and texture, which together create a comprehensive dining experience. When consumers experience a consistent, delicious taste that matches their preferences, emotional satisfaction arises, strengthening the desire to repurchase. Therefore, the higher the level of satisfaction with taste, the stronger the customer's intention to repurchase (Tegar & Tuti, 2024). Based on this description, the author's hypothesis is as follows:

H1: Flavor Influence on Repurchase Intention

Price Perception

Price perception is a customer's subjective assessment of the fairness of a product's price compared to the benefits it provides. According to Kotler & Keller (2014), Price perception is not only related to the nominal value, but also to the extent to which consumers feel the price is appropriate for the quality and experience they receive. Indicators of price perception include: affordability, price-for-quality, competitive price, and price-for-benefits (Kotler and Armstrong, 2018). An affordable pricing strategy is a key attraction for consumers, particularly students and young workers. Mie Gacoan's menu prices reflect the quality of the taste and ambiance. This finding aligns with research by Adela & Tuti (2024), which found that positive price perception significantly impacts repurchase intention. Based on this description, the authors propose the following hypothesis:

H2: Price perception has a positive and significant effect on repurchase intention at the Mie Gacoan Restaurant, Condet Branch.

Facility

In a restaurant context, amenities encompass not only physical aspects such as seating and cleanliness, but also non-physical aspects such as ambiance, music, lighting, and service. According to Tjiptono & Chandra (2016), Amenities are a form of service environment that shapes the perception of overall service quality. A comfortable, clean environment with an attractive interior design will enhance customer comfort and emotional value (Kim et al., 2024).

Adequate amenities such as Wi-Fi, power outlets, and fast service are also important factors for young customers who use restaurants as a place to hang out and work. These amenities positively influence repurchase intentions. Good amenities strengthen consumers' desire to return (Kim et al., 2024; Purnamasari & Noviadi, 2025; Tjiptono & Chandra, 2016).

The quality of service facilities can be seen from several key aspects that shape the customer experience within a restaurant's physical environment. The first aspect is ambiance, which is the atmospheric conditions captured through lighting, room temperature, aroma, and noise levels. A comfortable ambiance will make customers feel at home, making dining more enjoyable and less disrupted by environmental factors. The second aspect is layout, which is how the space is arranged, the movement paths, and the table and chair layout are arranged to make it easier for customers to move around, choose seats, and enjoy service without hindrance. A good layout can reduce crowding, increase space efficiency, and create a more orderly and comfortable dining experience. Next, there are safety indicators, which relate to how the

restaurant ensures its physical environment is safe for customers. This includes non-slip floors, safe equipment, and well-maintained building conditions. A sense of security is crucial because customers tend to avoid places that pose a potential risk to their safety. Finally, accessibility emphasizes the importance of customers' ease of use of available facilities. Accessibility includes easy entry to the dining area, the availability of a path or space wide enough for movement, and supporting facilities such as easily accessible toilets and sinks. Good accessibility helps customers enjoy services without difficulty, especially when the restaurant is busy (Zeithamal A et al., 2018).

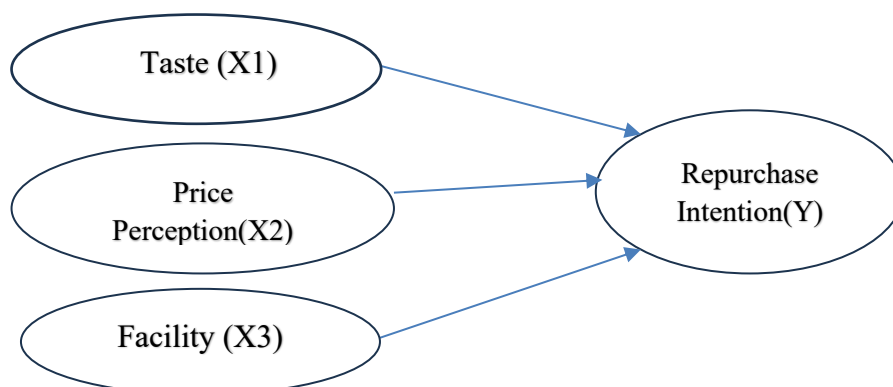
Overall, these four indicators, ambience, layout, security, and accessibility, complement each other in shaping the quality of a restaurant's facilities. When all these aspects are well-managed, customers will feel comfortable and satisfied, which can ultimately influence their decision to return and make repeat purchases. Based on this description, the author's hypothesis is as follows:

H3: Facilities influence repurchase intention

Repurchase Intention

Repurchase intention is a consumer's tendency or commitment to repurchase the same product or service in the future after a previous positive experience. Adela & Tuti (2024) state that repurchase intention is a manifestation of customer loyalty formed through satisfaction with the consumption experience, both in terms of taste, service, and perceived value. A similar opinion was expressed by Zeithaml et al (2002) , Repurchase intention is a form of behavioral intention, namely, behavioral intention that indicates a consumer's tendency to continue using a product or service. Repurchase intention reflects not only functional decisions, but also emotional decisions based on positive perceptions of the brand. When consumers feel that a product meets or even exceeds expectations, a psychological commitment to repeat purchases is formed (Pérez-Ricardo & García-Mestanza, 2025) .

Indicators of repurchase intention are transactional intention, namely the intention to make a repeat purchase, referential intention, namely the intention to recommend the product to others, preferential intention, namely a strong preference to choose a product over other brands, and explorative intention, namely the interest in seeking further information related to the product. (Kotler and Keller, 2012) .



Research methods

This research method uses descriptive quantitative. The population in this study are consumers who made purchases at the Gacoan Mie Restaurant, Condet Branch in May 2025. By using a purposive sampling technique, namely collecting samples who have made purchases more than twice, 200 respondents were obtained. Data collection was carried out by distributing questionnaires distributed in the form of a Google form. Data measurement was carried out using a five-level Likert scale, namely: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), 5 (strongly agree).

The indicators of each variable in this study are arranged based on relevant theories for each variable studied, including: Taste is measured based on taste, smell, appearance, and texture (Drummond & Brefere, 2010). Price perception is measured based on affordability, price according to quality, competitive price, and price according to benefits (Kotler and Armstrong, 2018). Facilities are measured based on ambience, layout, security, and accessibility (Valarie A. Zeithaml, Mary Jo Bitner, 2018) , and repurchase intention is measured based on transactional intention, referential intention, preferential intention, and explorative intention (Kotler & Keller, 2016) . Data analysis was carried out using Smart PLS 3 software and conducted model validity and reliability tests, discriminant validity tests, multicollinearity tests, R² tests, F tests, and hypothesis tests.

Results and discussion

Table 1. Respondent Description

Category	Qualification	Amount (Frequency)	Percentage (%)
Education	SMTA	140	70.0%
	D3	23	11.5%
	S1	37	18.5%
Gender	Man	89	44.5%
	Woman	111	55.5%
Age	< 20 years	24	12.0%
	21 – 30 years old	102	51.0%
	31 – 40 years old	38	19.0%
	> 40 years	36	18.0%
Income	< Rp. 1,000,000	67	33.5%
	Rp. 1,000,000 – Rp . 2,000,000	48	24.0%
	Rp. 3,000,000 – Rp. 5,000,000	49	24.5%
	> Rp. 5,000,000	36	18.0%
Total		200	100.0%

Table 1 shows that the majority of respondents were female, with 111 respondents (55.5%). Based on age, the majority of respondents were between 21 and 30 years old (51%). Meanwhile, based on educational background, the majority of respondents were high school graduates (SMTA/equivalent), with a total of 140 respondents (70%). Then, based on income, the largest category had an income of less than Rp. 1,000,000, with a total of 67 respondents (33.5%).

Structural Model Evaluation

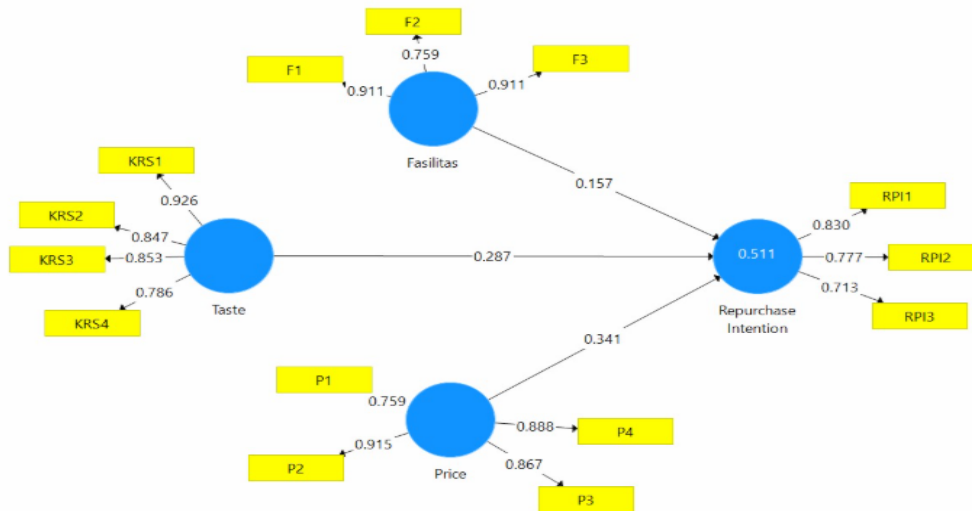


Figure 2: Structural Model

Figure 2 shows a model of the relationship between variables consisting of **Taste**, **Amenities**, and **Price** as independent variables, and **Repurchase Intention** as the dependent variable. Each variable has an indicator measured through a loading factor, and there are influence paths between the variables with specific coefficients. All indicators have loading factor values above 0.700, indicating that the model has met its validity.

Table 2. Loading Factor

Variables	Item	Estimation Standards	Composite Reliability	AVE
Flavor	X1.1	0.926	0.915	0.730
	X1.2	0.847		
	X1.3	0.853		
	X1.4	0.786		
Price Perception	X2.1	0.759	0.918	0.738
	X2.2	0.915		
	X2.3	0.867		
	X2.4	0.888		
Facility	X3.1	0.911	0.897	0.745
	X3.2	0.759		
	X3.4	0.911		
Repurchase Intention	Y.1	0.830	0.818	0.600
	Y.2	0.777		
	Y.3	0.713		

Table 2 shows that all variable indicators used, namely Taste, Price Perception, Facilities, and Repurchase Intention, have Outer Loading values greater than 0.700. The Taste indicator has a

value between 0.786 and 0.926, the Price Perception indicator has a value between 0.759 and 0.915, and the Facilities indicator has a value between 0.759 and 0.911. Similarly, all Repurchase Intention indicators have a value between 0.713 and 0.830. Thus, it is declared valid and suitable for use in further research. Each variable has a Composite Reliability value above 0.700 with a taste description of 0.915, price perception 0.918 Facilities 0.897 and Repurchase Intention with a value of 0.818. The Average Variance Extracted (AVE) on each variable shows an AVE value > 0.50 to ensure a good technique. The AVE value for the Taste (X1) variable is 0.730, Price Perception (X2) is 0.738, Facilities (X3) is 0.745, and Repurchase Intention (Y) is 0.600.

Table 3. Discriminant Validity- Fornell Lacker

	Facility	Price	Repurchase Intention	Taste
Facility	0.863			
Price	0.600	0.859		
Repurchase Intention	0.566	0.668	0.775	
Taste	0.713	0.809	0.675	0.85

Table 3 shows the results of the discriminant validity values using the Fornell-Larcker criteria, with the results Facilities 0.863, Price 0.859, Repurchase Intention 0.775, Taste 0.850. This shows that the root value of AVE is greater than all correlation values between variables. This confirms that each latent variable has been statistically fulfilled, and the data is suitable for further structural analysis.

Table 4. Multicollinearity- Inner VIF Value

	Facility	Price	Repurchase Intention	Taste
Facility			2,040	
Price			2,907	
Repurchase Intention				
Taste				3,785

Table 4 shows that the VIF values tested for facilities are 2,040, price perception is 2,907, and taste is 3,785, which do not exceed the 5.0 limit. It can be concluded that there is no multicollinearity problem between the independent variables in this model. This indicates that the independent variables are relatively independent and unique in explaining variations in Repurchase Intention, so that the resulting structural model estimate can be considered valid and unbiased due to too close relationships between predictors.

Table 5. R – Square (R2)

	R Square	R Square Adjusted
Repurchase Intention	0.511	0.503

In Table 5 above, the R² value of 0.511 (or 51.1%) indicates that the variables Taste, Facilities, and Price Perception together contribute to or influence 51.1% of the formation of customer Repurchase Intention at the Mie Gacoan Restaurant, Condet Branch. This indicates that the research model that includes the three independent variables has a moderate to strong level of model fit (Goodness of Fit), because it is able to explain more than half (50%) of the variation that occurs in Repurchase Intention. Meanwhile, the remaining 48.9% of the variation in Repurchase Intention is influenced or explained by other factors outside the model that were not examined in this study (e.g., service quality, promotions, or other variables). The Adjusted R² value of 0.503 (50.3%) was used to correct for bias that may arise due to the addition of independent variables in the model. Because the value is close to the original R² value, this strengthens the finding that the contribution of independent variables to Repurchase Intention is significant.

Table 6. Prediction Accuracy Test (Q²)

	SSO	SSE	Q ²	(=1- SSE/SSO)
Facility	600,000	600,000		
Price	800,000	800,000		
Repurchase Intention	600,000	434,491	0.276	
Taste	800,000	800,000		

In Table 6 above, the dependent variable, Repurchase Intention, has a Q² value of 0.276. Since this Q² value of 0.276 is greater than 0, it can be concluded that this structural model has adequate predictive relevance. This means that the model formed by the variables Taste, Amenities, and Price Perception is proven to be accurate in predicting consumer Repurchase Intention.

Table 7. F Test

	Facility	Price	Repurchase Intention	Taste
Facility			0.025	
Price			0.082	
Repurchase Intention				
Taste			0.045	

Table 7 shows that the F-test value is also between 0.025 and 0.082. Overall, although all independent variables have a positive effect on Repurchase Intention (because all f² values are >0.02), the effect size of Price Perception (0.082) is the largest among the three. However, statistically, the influence of these three variables (Price Perception, Taste, and Amenities) is categorized as having a small effect size in predicting Repurchase Intention.

Table 8. Path Analysis

	Original Sample (O)	T Statistics ((O/STDEV))	P Values	Result
Facilities -> Repurchase Intention	0.157	3,599	0.000	Significant
Price -> Repurchase Intention	0.341	4,190	0.000	Significant
Taste -> Repurchase Intention	0.287	2,707	0.007	Not Significant

Based on Table 8 regarding the results of path analysis, the influence of each independent variable of Facilities, Price Perception, and Taste on the dependent variable of Repurchase Intention is as follows: The influence of Facilities on Repurchase Intention shows a value with a T-statistic of 3.599 and a P-Value of 0.000. Price on repurchase intention with a T-statistic value of 4.190 and P Values of 0.000. Taste influences repurchase intention with a T-statistic value of 2.707 and P Values of 0.007. This shows that facilities and price perception influence repurchase intention.

Discussion

The research results show that all perceived variables, price, taste, and amenities, influence repurchase intention. Consistent, appealing, and targeted flavors can trigger consumer satisfaction, encouraging repeat purchases (Haydar et al., 2024) . This research is reinforced by previous research, which confirms that consistent and appetizing taste can stimulate preference and satisfaction, which ultimately encourages the desire to repurchase. (Haydar et al., 2024; Tegar & Tuti, 2024) . Kotler & Keller (2014) state that the listed price reflects the extent to which consumers believe the quality and experience they receive are worth the price. Consumer perception of price is based on each consumer's purchasing power, but consumers also assess how well the price aligns with their expectations. If consumers perceive it as appropriate, they will be more likely to repurchase. These findings support previous research showing that positive price perceptions significantly influence repurchase intention (Adela & Tuti, 2024) .

Facilities: An attractive interior, combined with cleanliness and comfort, will enhance the emotional experience and sense of well-being for customers (Kim et al., 2024) . Repurchase intention is a reflection of customer loyalty. This loyalty is formed after customers are satisfied with their consumption experience, which is assessed in terms of taste, service provided, and perceived benefits/value (Adela & Tuti, 2024) .

Conclusion

To trigger and maintain repeat purchase intentions and customer loyalty, a product must be successful in providing consistent and satisfying taste, ensuring customers feel the price paid is commensurate with the quality and experience received (positive price perception), and offering comfortable and attractive physical facilities.

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