



The Influence of Price Perception and Product Quality on Repurchase Decision through Customer Satisfaction as an Intervening Variable at Pizza Hut Restaurant, Palangka Raya Branch

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Article Info

Article history:

Received: Feb 09, 2025

Revised: Mar 23, 2025

Accepted: May 27, 2025

Keywords :

Price Perception;

Product Quality;

Costumer Satisfication;

Repurchase Decision;

ABSTRACT

This study aims to examine the influence of price perception and product quality on repurchase decisions, with customer satisfaction as an intervening variable, at the Pizza Hut branch in Palangka Raya. The subjects of this research are customers who have previously visited and made purchases at the aforementioned branch. A total of 112 respondents were selected using purposive sampling techniques. Data collection was conducted by directly distributing questionnaires to the respondents. The analytical method employed is Partial Least Squares (PLS), which is used to test and evaluate the relationships among variables within the model. The findings indicate that price perception has a significant effect on repurchase decisions. However, price perception does not have a significant impact on customer satisfaction. This suggests that price is not always the primary determinant of customer satisfaction levels. Other factors, such as product quality, perceived value, brand reputation, customer experience, economic conditions, market competition, technological changes, and perceived product value, may also influence consumer purchasing decisions. On the other hand, product quality is found to have a significant influence on both customer satisfaction and repurchase decisions. These findings underscore the importance for companies to consistently maintain and improve product quality in order to sustain customer loyalty

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1. INTRODUCTION

In the current era of globalization, consumers exhibit varying levels of satisfaction. According to Fadjri and Silitonga (2018), customers will feel satisfied with product quality if it meets their

expectations. Therefore, achieving consumer satisfaction is not an easy task. Through comprehensive business planning and strategy, business actors or companies must carefully consider the long-term future of their enterprises (Zahara et al., 2022). The process of fulfilling consumer satisfaction requires not only high-quality products or services, but also the presence of supporting perceptions that enhance the overall consumer experience and create a sense of pleasure with the chosen product or service. Consumers strive to meet their needs quickly and efficiently due to increasingly hectic lifestyles (Yoo et al., 2020). This trend has made the fast-food industry one of the most competitive business sectors worldwide. Customers are presented with a wide array of choices when selecting fast-food restaurants, and one of the dominant players in this industry is Pizza Hut. As a globally recognized brand, Pizza Hut has established strong perceptions in terms of pricing and product quality. However, in facing intensifying competition, Pizza Hut must continuously evaluate the key factors that influence customer purchasing decisions.

One of the key aspects in consumer purchasing decisions is the customer's perception of price and product quality. Price perception refers to the customer's understanding of whether the product they purchase offers value for the money they spend. It is essentially how consumers view or perceive the price of a product or service. Price perception can significantly influence consumer purchasing behavior. According to Aripin & Negara (2021), price perception involves consumers' evaluation of the product's pricing attributes in comparison to similar products. Meanwhile, Schiffman and Kanuk (as cited in Syamsidar & Soliha, 2019) explain that consumers' price perceptions are shaped by how they view prices as high, low, or reasonable, which in turn becomes a major determinant of purchase intention and satisfaction. Purnamawati et al. (2020) further describe price perception as the consumer's understanding of whether the price aligns with their expectations, thus influencing purchasing decisions. Product quality, on the other hand, refers to the characteristics of a product or service that support its ability to meet customer needs and influence their buying decisions (Indasari, 2019). According to Tjiptono (as cited in Prayoni & Respati, 2020), product quality comprises the attributes and features that determine the extent to which a product can satisfy customer requirements. Customer satisfaction stems from a comparison between the performance of a product or service as perceived by the customer and their expectations (Jufrizen et al., 2020). Customer satisfaction is defined as the degree to which a consumer feels satisfied or dissatisfied after comparing what they receive with what they expected (Sudarman et al., 2021).

Therefore, customer satisfaction is the primary goal of every business, including Pizza Hut. Customer satisfaction is closely related to repurchase decisions, and a deeper understanding of how price perception and product quality influence customer satisfaction can help Pizza Hut enhance its strategies for attracting and retaining customers. According to Herlambang (as cited in Khairani, 2019), customer satisfaction is the level of feeling an individual experiences after comparing the perceived performance or outcome with their expectations. If the perceived outcome exceeds expectations, the customer will be satisfied. Another perspective from Tjiptono (as cited in Wahyu, 2019) states that customer satisfaction is essential for every business and nonprofit organization, business consultant, marketing researcher, business executive, and, in certain contexts, even bureaucrats and politicians. Customer satisfaction is strongly associated with repurchase decisions. According to Trivedi & Yadav (2020), repurchase intention is the likelihood that consumers—especially experienced ones—will continue buying from the same provider. Another opinion suggests that a repurchase decision is the willingness to use the same product or service as before, indicating that the product or service has met consumer expectations (Suryani & Rosalina, 2019).

This study aims to explore in greater depth the influence of price perception and product quality on repurchase decisions through customer satisfaction, particularly in the context of consumer repurchase decisions at Pizza Hut restaurants.

In addition, several studies on the influence of price perception on repurchase decisions have yielded differing findings. Research conducted by Muhammad Nur Fadillah and Eka Ludiya (Fadillah et al., 2024) indicates that price perception does not influence repurchase decisions through

customer satisfaction. Conversely, a study by Mella Purwati, Hari Purwanto, and Apriyanti found a positive effect of price perception with customer satisfaction as a mediating variable. Similarly, research on the influence of product quality on repurchase decisions also presents varied results. Fadillah and Ludiya's study found that product quality positively affects repurchase decisions through customer satisfaction, whereas a study by Kelvin Liennt, Theresia Pradiani, and Yunus Handoko rejected such a relationship. These divergent findings reveal a research gap that needs to be explored further to gain a more comprehensive understanding of the influence of these factors.

In this study, I aim to analyze how price perception influences customer satisfaction and, in turn, how product quality affects repurchase decisions through customer satisfaction regarding the products offered by Pizza Hut. The study will explore whether customer satisfaction can enhance repurchase decisions toward the offered products. Furthermore, it seeks to determine whether customer satisfaction at Pizza Hut is influenced by these factors (price perception and product quality), and whether customer satisfaction serves as a mediating variable in the relationship between these factors and repurchase decisions. Additionally, the study will examine whether there are differences in the influence of these factors on purchase decisions and customer satisfaction at Pizza Hut based on consumer demographic characteristics or behavioral aspects such as age, gender, or visit frequency.

Pizza Hut is a restaurant chain originating from the United States, established in 1958 by Dan and Frank Carney in Wichita, Kansas. The company is known for serving Italian-American cuisine such as pizza, pasta, as well as various side dishes and desserts. With over 18,700 outlets worldwide by the end of 2019, Pizza Hut has become the largest pizza restaurant chain globally and operates as a subsidiary of Yum! Brands, Inc. In Indonesia, Pizza Hut began its operations in 1984 by opening its first outlet at the Djakarta Theatre Building in Central Jakarta. Since 2000, this initial outlet has been relocated to Menara Cakrawala in the same area. Currently, Pizza Hut operates more than 200 outlets across 22 provinces in Indonesia. Its operations are managed through a franchise partnership with Yum! Asia Franchise, a division of Yum! Brands, which oversees several globally recognized restaurant brands.

The findings of this study are expected to provide valuable insights for Pizza Hut and other stakeholders in the fast-food industry regarding strategies to enhance customer satisfaction through accurate price perception and the maintenance of sustainable product quality. The conclusions drawn from this research are anticipated to assist Pizza Hut and similar businesses in their efforts to retain and attract customers in an increasingly competitive market environment. PLS-SEM is effective in handling complex models that include multiple dependent and independent variables, including mediating and moderating effects.

2. RESEARCH METHOD

This study employs a quantitative approach. The quantitative method is predominantly used for hypothesis testing through the collection of numerical data that can be statistically analyzed (Bryman, 2016). The analysis is based on statistical methods to examine the influence of Price Perception (X_1) and Product Quality (X_2) on Repurchase Decision (Y) through Customer Satisfaction (Z) as an intervening variable at Pizza Hut Rajawali Palangka Raya. The population in this study comprises consumers of Pizza Hut Rajawali Palangka Raya. The study adopts a purposive sampling method. According to Sugiyono (2016), purposive sampling is a sampling technique used to determine the sample based on specific criteria. This indicates that the selected sample must meet certain predetermined requirements. Sugiyono (2016) further explains that a sample is a subset of the population that possesses the same characteristics as the population itself. Moreover, according to Renggo & Kom (2022), in quantitative research, a sample is a portion of the population selected for analysis, with consideration for representativeness so that the research findings can be generalized.

In determining the sample size, the researcher applied a formula based on the number of indicators multiplied by a factor ranging from 5 to 10. This study utilizes 14 (fourteen) indicators; therefore, the sample size used is:

N= Number of Samples
 $N = 8 \times \text{Number of Indicators}$
 $= 8 \times 14$
 $= 112 \text{ Respondents}$

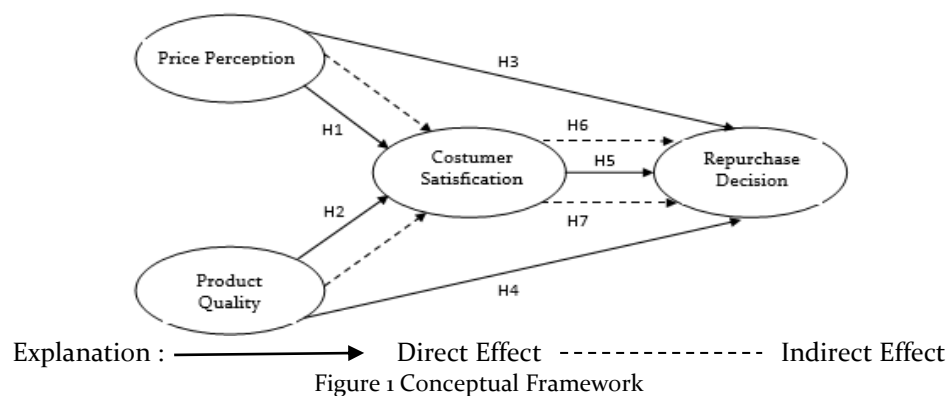
Note:

N refers to the sample size.

Thus, the total number of respondents in this study is 112.

The data analysis technique employed in this study is Partial Least Squares - Structural Equation Modeling (PLS-SEM), which aims to conduct path analysis involving latent variables. PLS-SEM was selected because it is capable of analyzing complex relationships among multiple latent variables and is particularly suitable for predictive models with relatively small sample sizes.

2.1 Conceptual Framework



Based on Figure 1, the conceptual framework is a model that illustrates how the key variables in a study are interrelated. In addition to the intervening variable that mediates the relationship between the independent and dependent variables, this framework outlines the relationships among the independent variables (price perception [X₁] and product quality [X₂]), the dependent variable (repurchase decision [Y]), and the mediating variable (customer satisfaction [Z]). To ensure that the direction and focus of the analysis align with the research objectives, the conceptual framework assists researchers in formulating hypothesis.

2.2 Research Hypothesis

Based on the aforementioned conceptual framework, the research hypotheses are formulated as follows:

- H₁ Price perception has a positive and significant effect on customer satisfaction at Pizza Hut Rajawali.
- H₂ Product quality has a positive and significant effect on customer satisfaction at Pizza Hut Rajawali.
- H₃ Price perception has a positive and significant effect on repurchase decisions at Pizza Hut Rajawali.
- H₄ Product quality has a positive and significant effect on repurchase decisions at Pizza Hut Rajawali.
- H₅ Customer Satisfaction has a positive and significant effect on repurchase decisions at Pizza Hut Rajawali.
- H₆ Price perception has a positive and significant effect on repurchase decisions through customer satisfaction as an intervening variable at Pizza Hut Rajawali.

H7 Product quality has a positive and significant effect on repurchase decisions through customer satisfaction as an intervening variable at Pizza Hut Rajawali.

2.3 Data Analysis Method

a. Descriptive Analysis

The use of categorical intervals in descriptive analysis is justified by the need to simplify interpretation of Likert-scale responses. Descriptive analysis aims to categorize data based on respondent characteristics, such as gender, age, and occupation. Moreover, this analysis is also conducted to classify each indicator and latent variable. To analyze the indicators, categorical intervals are employed, which are calculated using the following formula:

$$\text{Interval Length} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Intervals}}$$

$$\text{Interval Length} = \frac{5-1}{5} = 0,8$$

Table 1. Variable Categories

Interval Percentage	Category
20% ≥ % Skor ≤ 36%	Strongly Disagree (SD)
36% ≥ % Skor ≤ 52%	Disagree (D)
52% ≥ % Skor ≤ 68%	Neutral (N)
68% ≥ % Skor ≤ 84%	Agree (A)
84% ≥ % Skor ≤ 100%	Strongly Agree (SA)

Source : Sugiyono 2016

To address missing or incomplete data, the researchers applied mean imputation by replacing missing values with the average of available responses. This approach ensures that the dataset remains analyzable and statistically valid.

2.4 Structural Equation Modeling-Partial Least Square (SEM-PLS)

a. The Measurement Model Analysis (Outer Model)

The measurement model (outer model) describes the relationship between latent constructs and their associated indicators. Within the PLS-SEM approach, the outer model is used to assess the validity and reliability of indicators in measuring the intended constructs. For models with reflective indicators, evaluation is conducted through convergent validity and discriminant validity to assess the indicators' ability to represent the latent constructs, as well as composite reliability and Cronbach's alpha to evaluate the reliability of the indicator blocks (Ghozali, 2015). In conclusion, the measurement model (outer model) serves to test the extent to which indicators can represent a latent construct (a variable that cannot be directly measured). If the indicators used are reflective—meaning they are considered manifestations of the construct—it is essential to evaluate them to ensure that they are both valid and reliable.

b. Structural Model Analysis (Inner Model)

According to Ghozali (2015), the inner model represents the relationships among latent variables based on a substantive theory. The inner model, also referred to as the inner relation, structural model, or substantive theory, illustrates these inter-variable connections. In the output model, the inner weight values of both direct and indirect relationships are greater than zero, indicating that the model possesses predictive relevance.

3. RESULTS AND DISCUSSIONS

3.1 Results

a. Respondent Characteristics

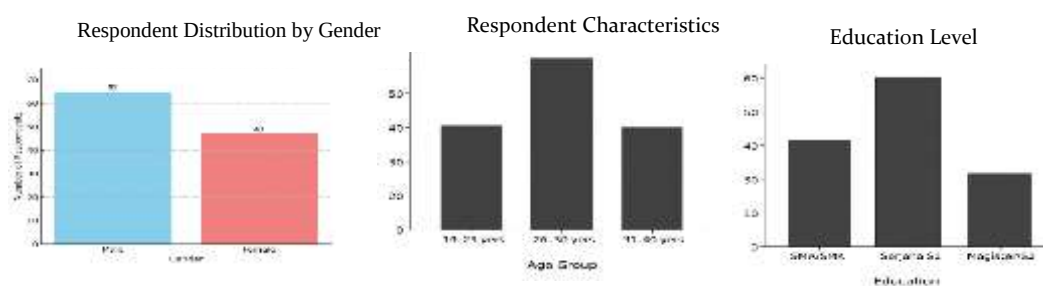


Figure 2 Results Characteristics

Based on the figure above, the respondent characteristics in this study include gender, age, and educational background. A total of 112 respondents participated in this study, all of whom met the criteria as consumers of the Pizza Hut branch in Palangka Raya. Based on the data analysis, it was found that 65 respondents (58%) were male, while 47 respondents (42%) were female. In terms of age, 32 respondents (29%) were between 19–25 years old, 52 respondents (46%) were between 26–30 years old, and 28 respondents (25%) were between 31–40 years old. Regarding educational background, the majority of respondents held a bachelor's degree (S1), comprising 57 individuals (51%). Meanwhile, 42 respondents (37%) had completed senior high school or vocational high school (SMA/SMK), and 13 respondents (12%) held a master's degree (S2).

3.2 Descriptive Statistical Analysis Of Variable

a. Price Perception

According to Kotler and Armstrong (as cited in Natasya and Tarigan, 2023), there are several indicators of price perception, namely: (a) Price Affordability: A price is considered affordable if the amount set by a company for a product aligns with consumer expectations and is within their purchasing capability. (b) Price Reflects Product Quality: The listed price of a product can serve as a benchmark for consumers in assessing the product's quality. (c) Price Corresponds to Benefits: The price of a product is perceived as appropriate when it corresponds to the benefits provided by the product.

b. Product Quality

According to Asman Nasir (2021), product quality can be assessed through several key indicators, as follows: (a) Product Performance: Refers to how long and effectively a product can be used, which serves as a basis for evaluating and improving its quality. This indicator reflects the actual condition of the product and whether it delivers services as expected. (b) Range and Type of Features: Refers to the functional attributes of a product that often attract customers, especially those seeking distinctive features or advanced capabilities. These features enhance the perceived value of both the product and its associated services. (c) Reliability or Durability: Represents consumer perceptions of the product's reliability and the extent to which it can consistently perform as expected over time. (d) Sensory Characteristics: These are the sensory attributes of a product that can be perceived through the senses, including sight, hearing, smell, taste, and touch. In the context of product quality, this includes aspects such as color, shape, texture, aroma, and flavor. (e) Ethical Profile and Brand Image: Relates to the consumer's overall impression of the product and the company's service practices. This includes perceptions of corporate responsibility, integrity, and the ethical standards associated with the brand.

c. Costumer Satisfaction

According to Hawkins and Lonney (as cited in Kasinem, 2020), customer satisfaction can be measured using the following indicators: (a) Expectation Confirmation: This refers to the extent to which a product or service meets or exceeds consumer expectations. When expectations are met, customers are likely to feel satisfied and become loyal. Conversely, unmet expectations may lead to dissatisfaction. (b) Revisit Intention: This indicates the consumer's willingness to return to a place, such as a restaurant or café, after a previous experience. A positive experience that aligns with expectations increases revisit intention, while a negative experience may reduce it. (c) Willingness to Recommend: This reflects the consumer's intention to recommend the product or service to others. Positive experiences tend to enhance the likelihood of recommendation, whereas negative experiences may diminish it.

d. Repurchase Decision

According to Suryanto and Beta Asteria (2020), repurchase decision can be measured through the following indicators: (a) Repurchasing the Same Brand: This refers to the consumer's decision to repurchase a product from the same brand after a positive experience. Satisfied consumers are more likely to choose the same brand for future purchases, thereby increasing sales and fostering brand loyalty. (b) Recommending the Same Brand: This refers to the consumer's action of recommending the product from the same brand to others after experiencing satisfaction. (c) Reluctance to Switch to Another Brand: This represents the consumer's decision to remain loyal to a particular brand and not seek alternative options.

3.3 Measurement Model Analysis (Outer Model)

The primary objective of this model is to evaluate the validity and reliability of each construct interpretation. Convergent validity, discriminant validity, and composite reliability tests are employed to assess the measurement model. The following results were obtained from the measurement model based on the tabulated questionnaire data.

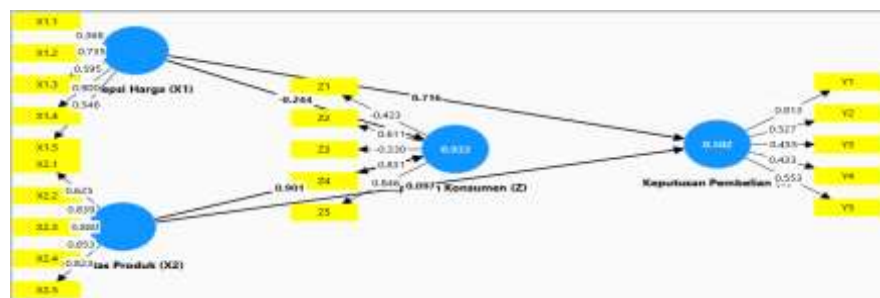


Figure 3 Results of the PLS Algorithm

Based on Figure 3, the results of the PLS algorithm indicate the values of outer loadings, path coefficients, and coefficient of determination. These values are used to assess convergent validity, discriminant validity, and reliability. Subsequently, these values serve as the basis for the following outer model analysis.

3.4 Convergent Validity Test

Convergent validity is a method used to assess the extent to which indicators measuring the same construct are highly correlated. This type of validity demonstrates that the instrument consistently represents the underlying concept being measured. It is evaluated through outer loadings, which indicate the contribution of each indicator to the construct, and Average Variance Extracted (AVE), which measures the proportion of indicator variance explained by the latent

construct (Sholihin & Ratmono, 2021). An outer loading value should exceed 0.70 (> 0.70) to be considered valid; however, values between 0.50 and 0.70 may still be acceptable if the AVE reaches a minimum threshold of 0.50. All indicators in this study show outer loading values greater than 0.70, indicating that convergent validity has been achieved and that each indicator strongly contributes to its respective construct. Furthermore, the AVE values for all variables exceed 0.50, confirming that each construct meets the criteria for convergent validity (Sekaran & Bougie, 2016).

Based on the validity test conducted in this study using PLS, it can be concluded that the Average Variance Extracted (AVE) values for several variables are above 0.50. Specifically, the variable Price Perception (X1) has an AVE value of 0.527, Product Quality (X2) has an AVE value of 0.655, and Repurchase Decision (Y) has an AVE value of 0.514. These results indicate that each of these variables demonstrates good convergent validity. However, the Customer Satisfaction (Z) variable has an AVE value below 0.50, namely 0.363, suggesting that the convergent validity of this latent construct in the PLS-SEM model is considered inadequate.

3.5 Discriminant Validity Test

Discriminant validity is assessed using the Heterotrait-Monotrait Ratio (HTMT) of correlations. Discriminant validity is considered satisfactory if the HTMT value is below 0.90—or below 0.85 for a more stringent model. A valid HTMT value indicates that each construct in the model represents a distinct concept without significant overlap. This strengthens the theoretical validity of the model, as each construct reflects a unique latent variable.

Validitas diskriminan - Rasio heterotrait-monotrait (HTMT) - Daftar	
	Rasio heterotrait-monotrait (HTMT)
Keputusan Pembelian (Y) <-> Kepuasan Konsumen (Z)	0.651
Kualitas Produk (X2) <-> Kepuasan Konsumen (Z)	1.119
Kualitas Produk (X2) <-> Keputusan Pembelian (Y)	0.302
Presepsi Harga (X1) <-> Kepuasan Konsumen (Z)	0.719
Presepsi Harga (X1) <-> Keputusan Pembelian (Y)	0.484
Presepsi Harga (X1) <-> Kualitas Produk (X2)	0.274

Figure 4 Rasio heterotrait-monotrait (HTMT)

Based on the analysis results, several variables demonstrate acceptable Heterotrait-Monotrait (HTMT) ratio values, indicating strong discriminant validity among their respective constructs. However, the relationship between Product Quality (X2) and Customer Satisfaction (Z) does not meet the required HTMT threshold. This suggests that the relationship between product quality and customer satisfaction is not statistically significant in the model.

3.6 Realibility Test

Composite reliability and Cronbach's Alpha values are used to assess the reliability of each construct in this study. A construct is considered reliable if it has a value greater than 0.70.

Tabel 2 Composite Reliability

Latent Variables	Cronbach Alpha	Composite Reliability
Price Perception (X1)	0,673	0,775
Product Quality (X2)	0,865	0,904
Customer Satisfaction (Z)	0,482	0,546
Repurchase Decision (Y)	0,780	0,723

The analysis results indicate that several constructs meet the reliability criteria, suggesting that the measurements are consistent across their respective indicators. However, the Customer Satisfaction (Z) variable does not meet the reliability threshold, indicating a lack of internal consistency in its measurement.

3.7 Structural Model (Inner Model)

a. Coefficient of Determination (R-Square) Test

R-Square is used as an indicator to evaluate the extent to which the model is able to explain the dependent variable. This value is classified into three categories: strong if it exceeds 0.67, moderate if it falls between 0.33 and 0.67, and weak if it ranges from 0.19 to 0.33. The higher the R-Square value, the greater the model's ability to explain the variations that occur in the dependent variable.

Tabel 3 *R-Square*

Variable	<i>R-Square</i>	<i>R-Square adjusted</i>
Customer Satisfaction (Z)	0,933	0,930
Repurchase Decision (Y)	0,502	0,477

Referring to Table 4, the R-Square value for the Repurchase Decision (Y) variable is recorded at 0.502. This indicates that Price Perception and Product Quality moderately influence Repurchase Decision, accounting for 50.2% of the variance. The remaining 49.8% is explained by other factors not included in this study. On the other hand, the R-Square value for the Customer Satisfaction (Z) variable reaches 0.933, suggesting that Price Perception and Product Quality have a very strong influence on Customer Satisfaction, accounting for 93.3% of the variance, while the remaining 6.7% is explained by other variables outside the scope of this research.

3.8 Hypothesis Test

a. The Influence of Price Perception on Customer Satisfaction (H₁)

The analysis results indicate that Price Perception has a significant and positive effect on Customer Satisfaction ($p\text{-value} = 0.001 < 0.05$), thus supporting the first hypothesis (H₁). Price perception has long been recognized as a critical factor in shaping customer satisfaction, as consumers often evaluate the quality of a product or service based on the perceived fairness of the price paid. A price deemed appropriate enhances both purchase decisions and customer satisfaction.

Price perception influences customer satisfaction through various factors, one of which is the consumer's assessment of the alignment between price, quality, and product value. When consumers perceive the price as commensurate with the benefits received, satisfaction levels and loyalty to the product tend to increase. Therefore, price perception plays an essential role in shaping customer satisfaction. Companies must understand and manage the factors influencing price perception to create a positive pricing image in the eyes of consumers.

b. The Influence of Price Perception on Repurchase Decision (H₂)

The analysis results indicate that Price Perception does not have a significant effect on Repurchase Decision ($p\text{-value} = 0.001 < 0.05$), thus the second hypothesis (H₂) is rejected. Although price is an important element, other factors such as competitive pricing and psychological aspects—such as purchase motivation—also influence consumer decision-making. When consumer expectations are not met, price perception becomes less relevant in affecting repurchase decisions. Moreover, other variables such as product quality and value, brand reputation, consumer experience, and market conditions also play significant roles in the decision-making process.

c. The Influence of Product Quality on Customer Satisfaction (H₃)

The third hypothesis (H₃), which posits that Product Quality has a significant and positive effect on Customer Satisfaction, is accepted, as indicated by the $p\text{-value}$ of 0.001 (< 0.05). This finding is consistent with the view of Marie et al. (2021), who argue that product quality reflects the value offered by a company to attract interest, fulfill needs, and create positive customer experiences. High product quality not only enhances satisfaction but also encourages repeat purchases. Previous studies have also shown that customer satisfaction is positively correlated with a company's

performance. Therefore, product quality is a key factor in shaping overall customer perception and satisfaction.

d. The Influence of Product Quality on Repurchase Decision (H4)

The fourth hypothesis (H4) is accepted, as indicated by a p-value of 0.001, which is lower than the significance level of 0.05. This result implies that Product Quality has a significant and positive influence on Repurchase Decision. According to Ariani and Oetama (2023), product quality reflects the degree of excellence that a company strives to achieve in order to meet consumer expectations. This aspect of quality encompasses the values offered to attract interest and fulfill customer needs. Suryani and Rosalina (2019) further emphasize that repurchase decisions reflect customer satisfaction with products that have met their expectations. Therefore, product quality serves as a critical factor in fostering customer loyalty and encouraging repeat purchases. It is essential for companies to maintain and enhance positive perceptions of their product quality.

e. The Influence of Customer Satisfaction on Repurchase Decision (H5)

The fifth hypothesis (H5) is accepted, as indicated by the p-value of 0.001, which is lower than the significance threshold of 0.05. This result suggests that customer satisfaction has a significant and positive effect on repurchase decisions. According to Herlambang in Khairani (2019), customer satisfaction arises when the outcomes received exceed expectations, which in turn influences the decision to repurchase—particularly from the same brand. Fa'al Akbar and Nurcholis (2020) also emphasize that a positive experience encourages customers to remain loyal to a product. Therefore, companies must pay close attention to product quality as a determining factor of customer satisfaction and repurchase behavior.

f. The Influence of Price Perception on Repurchase Decision with Customer Satisfaction as a Mediating Variable (H6)

Hypothesis six (H6) is accepted, as indicated by a p-value of 0.001, which is lower than the significance threshold of 0.05. This result demonstrates that price perception has a significant and positive effect on customer satisfaction, which in turn influences repurchase decisions. When prices are perceived as competitive and commensurate with product quality, customers tend to feel satisfied, ultimately increasing the likelihood of repeat purchases. Thus, customer satisfaction serves as a mediating variable in the relationship between price perception and repurchase decisions. Accordingly, companies should strive to create a positive price perception to foster customer satisfaction and loyalty.

g. The Influence of Product Quality on Repurchase Decisions with Customer Satisfaction as an Intervening Variable (H7)

Hypothesis seven (H7) is accepted, as indicated by a p-value of 0.001 (< 0.05), which shows that product quality has a significant and positive effect on customer satisfaction. High product quality reflects the company's ability to meet consumer needs and expectations, thereby increasing satisfaction. Marie et al. (2021) assert that product quality not only enhances satisfaction but also influences repurchase decisions. Therefore, customer satisfaction mediates the relationship between product quality and repurchase decisions. Companies should focus on improving product quality as a strategy to sustainably build customer satisfaction and loyalty.

3.9 Practical Implications

This study emphasizes that companies must make wise purchasing decisions, and consumers should also make informed purchasing choices by considering product quality, price, and customer satisfaction. These considerations can foster consumer trust and encourage visits to Pizza Hut in Palangka Raya. Enhancing product quality should be accompanied by setting competitive prices and

improving customer service. Among these elements, improving product quality is the most crucial aspect of a company's success, as having the best product quality serves as a key foundation for business growth. Based on the demographic analysis, no significant moderating effect was found for age, gender, or education level on the relationship between price perception or product quality and repurchase decisions.

This research provides valuable insights for Pizza Hut and similar businesses in facing increasingly tight competition. It underscores the importance of enhancing product quality, setting competitive pricing, and improving customer service. These factors significantly affect customer satisfaction and ultimately influence repurchase decisions. The findings suggest that improving these areas can help businesses maintain customer loyalty and sustain growth in a competitive market.

4. CONCLUSION

Based on the research findings and discussion on “The Influence of Price Perception and Product Quality on Repurchase Decision through Customer Satisfaction as an Intervening Variable”, several conclusions can be drawn:

Price perception has a positive and significant effect on customer satisfaction at Pizza Hut Palangka Raya branch, Price perception does not have a positive and significant effect on repurchase decision at Pizza Hut Palangka Raya branch, Product quality has a positive and significant effect on customer satisfaction at Pizza Hut Palangka Raya branch, Product quality has a positive and significant effect on repurchase decision at Pizza Hut Palangka Raya branch, Customer satisfaction has a positive and significant effect on repurchase decision at Pizza Hut Palangka Raya branch, Price perception has a positive and significant effect on repurchase decision through customer satisfaction as an intervening variable at Pizza Hut Palangka Raya branch, Product quality has a positive and significant effect on repurchase decision through customer satisfaction as an intervening variable at Pizza Hut Palangka Raya branch.

This study emphasizes that companies must make wise purchasing decisions, and consumers should also make well-considered purchasing decisions by taking into account product quality, pricing, and customer satisfaction. These considerations help build consumer trust and encourage them to revisit Pizza Hut Palangka Raya. Improving product quality should be accompanied by setting competitive prices and enhancing customer service. Among these elements, product quality stands out as the most essential aspect within a company. Possessing excellent product quality is key to gaining and maintaining a strong competitive advantage.

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