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Research Article

The Influence of Product and Price on the Repurchase Intention of Kebab Khabaz Consumers in Singkawang

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ABSTRACT

This study aims to examine the influence of Product and Price on consumers' Repurchase Intention at Kebab Khabaz in Singkawang City. A quantitative descriptive approach was employed, using purposive sampling with a total of 100 respondents who had purchased Kebab Khabaz products at least twice. Data were analyzed using validity and reliability tests, classical assumption testing, and multiple linear regression analysis. The results of the F-test indicate that Product and Price simultaneously have a positive and significant effect on Repurchase Intention, with a significance value of 0.000 (< 0.05) and an F-statistic of 56.432. Furthermore, the t-test results show that Product (t = 5.224; p = 0.000) and Price (t = 4.776; p = 0.000) each have a significant partial effect on Repurchase Intention. The coefficient of determination (R^2) is 0.679, indicating that 67.9% of the variance in Repurchase Intention is explained by Product and Price, while the remaining 32.1% is influenced by other factors outside the research model. This study contributes empirical evidence on consumer repurchase behavior in local fast-food businesses in secondary cities, emphasizing the importance of maintaining product quality and implementing appropriate pricing strategies to enhance customer loyalty.

Keywords: Product; Price; Repurchase Intention

1. INTRODUCTION

In recent years, the fast-food industry in Indonesia has experienced rapid growth. Kebab, as one of the foods categorized under fast food, has gained popularity among the public, especially in major cities. This phenomenon is also evident in the city of Singkawang, where various kebab outlets have begun to emerge and attract consumer interest. Kebab Khabaz, as one of the kebab brands present in Singkawang, offers a variety of products with distinctive flavors. This has made it one of the top choices for locals seeking alternatives to conventional fast food.

Kebab Khabaz is not only a place to enjoy food, but also a preferred venue for many people to socialize or engage in activities such as meetings, working on assignments, or reunions with old friends. Singkawang, a city located in West Kalimantan Province, holds significant potential for running a kebab business. With a relatively dense population and a continuously evolving food trend, the kebab business in Singkawang presents promising opportunities. The sales performance of Kebab Khabaz is presented in the **Table 1**.

Table 1. Sales Data of Kebab Khabaz (2021–2023)

No	Year	Sales (Rp)	Growth (%)
1	2021	88.200.000	-
2	2022	77.400.000	-12,24
3	2023	93.450.000	20,74

Source: Kebab Khabaz, 2025

Based on **Table 1**, it can be observed that sales in 2022 decreased by 12.24% compared to the previous year, 2021, while in 2023, sales rose again by 20.74% compared to 2022. It is important for Kebab Khabaz to understand the factors influencing repurchase intention. Its product strategy is categorized as a new product strategy, as Kebab Khabaz uses premium ingredients in the preparation of its kebab menu, maintaining the quality standards of the products offered. This strategy also influences repurchase intention, which is a key indicator of customer satisfaction and brand loyalty. Enhancing repurchase intention can help the company maintain market share and improve long-term profitability.

Repurchase intention refers to consumer behavior involving repeated purchases of the same product based on previous positive experiences. According to Kotler & Keller (2016), repurchase intention is the behavior of consumers or buyers that reflects their confidence in the quality of a product and the price offered by the business. Furthermore, Pramono, as cited in Shobur et al. (2023), also stated that repurchase intention is part of the behavioral aspect of consumption attitudes.

Repurchase intention is related to the consumer's or buyer's plan to repurchase a product, including the quantity of the product within a certain time period (Widayat, 2020).

The decision to use premium ingredients also affects the product itself, which is one of the key factors influencing consumer repurchase decisions. A product is a business element that may be required or needed by consumers or buyers, although some of them wish to maintain the existing quality of products in the market (Sinulingga, 2021). Kebab Khabaz must ensure that the products they offer consistently meet quality standards and consumer expectations. In addition, appealing menu variations and good presentation can further increase product attractiveness. Consumers who are satisfied with a product tend to be more loyal and willing to repurchase. According to Kotler & Keller in Kurnia (2021), a product is anything that can be offered to a market to attract attention, be purchased, used, or consumed to satisfy a want or need. Ely (2021) also stated that a product is a total entity with specific characteristics, either in the form of goods or services, capable of directly fulfilling stated needs.

In addition to the product, price also plays an important role in determining consumer repurchase intention. Prices that are too high can drive consumers toward competitors, while prices that are too low may degrade the perceived value. Therefore, Kebab Khabaz must implement an appropriate pricing strategy that is not only competitive but also reflects the value of the product offered. This study will explore how price influences consumers' repurchase decisions in Singkawang. According to Kuengo, Taan & Radji (2022), price can be defined as the total amount of money spent by consumers to own, obtain, and use a combination of goods and services from a product. Rooroh & Manegkey (2022) also mentioned that price is the monetary value paid for a product or service or the value exchanged by customers to gain the benefits of owning or using the product or service. This aligns with the view of Samudra & Wijayanto (2021), who explained that price can also be interpreted as the overall value given by the consumer or buyer to gain advantages from the use or ownership of a product and service.

Previous studies on repurchase intention have predominantly focused on large-scale fast-food chains and e-commerce platforms in metropolitan areas. However, empirical research examining repurchase intention in local fast-food businesses operating in secondary cities, particularly those adopting premium ingredient strategies, remains limited. This study addresses this gap by analyzing the influence of Product and Price on repurchase intention at Kebab Khabaz in Singkawang City, thereby providing contextual insights into consumer behavior in emerging urban markets.

2. RESEARCH METHOD

This study employs a descriptive quantitative approach to examine the influence of Product and Price on Repurchase Intention of Kebab Khabaz Consumers in Singkawang. This design was selected because it allows the researcher to measure the degree of relationships between variables without direct intervention (Sugiyono, 2019). Data were collected through both primary and secondary sources. Primary data were obtained by distributing questionnaires to consumers of Kebab Khabaz and conducting interviews with the business owner. Secondary data were sourced from business financial reports, academic literature, journals, and relevant scientific articles. The population in this study consists of consumers of Kebab Khabaz residing in Singkawang City. Since the total population is not precisely known, the sample size was determined using the formula by Purba in Sugiyono (2019), with a significance level of 5% ($Z = 1.96$) and a margin of error of 10%. Based on the calculation, the minimum sample required is 96 respondents; however, the researcher collected data from 100 respondents to facilitate analysis. The sampling technique used is purposive sampling, which involves selecting respondents based on specific criteria (Sugiyono, 2019), namely: (1) aged 18 years or older, (2) residing in Singkawang City, and (3) having purchased Kebab Khabaz at least twice. The independent variables in this study are Product (X_1) and Price (X_2) while the dependent variable is Repurchase Intention (Y). Each variable is measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Sugiyono, 2019). Data analysis was conducted through several stages. Validity testing used Pearson's Product Moment correlation, where items are considered valid if r calculated $\geq r$ table. Reliability testing employed Cronbach's Alpha, with a threshold of > 0.60 to determine internal consistency (Siregar, 2019). Normality testing was performed using the Kolmogorov-Smirnov method to confirm that data were normally distributed (Siregar, 2017). The main analysis used multiple linear regression to assess the influence of independent variables on repurchase intention, both simultaneously (F-test) and partially (t-test), with a significance level of < 0.05 as the decision threshold (Ghozali, 2018). The regression model was evaluated using classical assumptions, including linearity, normality, homoscedasticity, and the absence of multicollinearity (Ghozali, 2018). To assess the strength and direction of the relationships between variables, Pearson's correlation coefficient (R) was used (Siregar 2017). The coefficient of determination (R^2) was applied to identify the proportion of variance in the dependent variable explained by the independent variables (Siregar, 2017). All analyses were carried out using SPSS version 25.

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test aims to assess the extent to which the questionnaire instrument is capable of measuring the variables under study. The test is conducted by correlating the scores of each item, then comparing the t-value with the r-table. With a sample size of 100 (df = 98) and significance of 0.05, the r-table obtained is 0.196. The results of the validity test can be seen in **Table 2**.

Table 2. Validity Test Results

Variable	Indicators	r count	r table	Description
Product (X1)	X1.1	0.712	0.196	Valid
	X1.2	0.689		
	X1.3	0.704		
	X1.4	0.678		
	X1.5	0.723		
	X1.6	0.691		
	X1.7	0.715		
	X1.8	0.702		
	X1.9	0.697		
Price (X2)	X2.1	0.721	0.196	Valid
	X2.2	0.708		
	X2.3	0.699		
	X2.4	0.732		
	X2.5	0.715		
	X2.6	0.704		
	X2.7	0.688		
	X2.8	0.711		
Repurchase Intention (Y)	Y.1	0.718	0.196	Valid
	Y.2	0.705		
	Y.3	0.692		
	Y.4	0.724		
	Y.5	0.711		
	Y.6	0.699		
	Y.7	0.713		
	Y.8	0.728		

Source: Processed Data, 2025

Based on **Table 2**, it can be seen that all statement items have a calculated r count > r table of 0.196. Thus, all statement items in all variables can be declared valid and suitable for use in this study.

3.1.2 Reliability Test

The reliability test aims to measure the extent to which items in the questionnaire can be reliable as a measuring tool. This study uses the Cronbach's Alpha method, where items are declared reliable if the Alpha value is ≥ 0.60. The test results are shown in **Table 3**.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Product (X1)	0.892	Reliable
Price (X2)	0.901	
Repurchase Intention (Y)	0.885	

Source: Processed Data, 2025

Based on **Table 3**, the Cronbach's Alpha values for both the independent and dependent variables are greater than 0.60. As these values exceed 0.60, it can be concluded that all items in these variables are dependable and suitable for use in the research.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test aims to evaluate whether the data is normally distributed. This study uses the Kolmogorov-Smirnov method. The results of the normality test based on SPSS analysis are shown in **Table 4**.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	. 084
Asymp.Sig.(2-tailed)	.471[c]

Source: Processed Data, 2025

Based on Table 4, the Asymp. Sig. (2-tailed) value is 0.471, which is greater than 0.05. Therefore, it can be concluded that the data in this study follows a normal distribution.

3.2.2 Linearity Test

The linearity test aims to identify whether there is a linear relationship between the independent and dependent variables. The analysis is performed using the Test for Linearity method. The test results using SPSS are summarized in Table 5.

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Repurchase Intention * Product	0.352	Linear
Repurchase Intention * Price	0.451	

Source: Processed Data, 2025

According to the linearity test results in Table 5, a significance value greater than 0.05 is obtained in the Deviation from Linearity column. Hence, it can be concluded that the relationship between the two variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test aims to detect high correlations between independent variables in the regression model, which can interfere with the accuracy of the estimation and reduce the reliability of the model. The results of the analysis using SPSS are summarized in Table 6.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Product	.874	1.144
Price	.892	1.121
Dependent Variable: Repurchase Intention		

Source: Processed Data, 2025

Base on Table 6, since both variables exhibit a Tolerance value greater than 0.10 and a VIF lower than 10.00, it can be concluded that there are no signs of multicollinearity among the independent variables in the regression model of this study.

3.3 Multiple Linear Regression Analysis

Multiple regression analysis is used to measure the simultaneous and partial effects of several independent variables on one dependent variable. In addition, this analysis is also used to form predictive models between variables. The regression coefficient results based on SPSS analysis are shown in Table 7.

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.245	3.876	0.000
Product	0.512	5.224	0.000
Price	0.487	4.776	0.000
Dependent Variable: Repurchase Intention			

Source: Processed Data, 2025

Based on Table 7, a multiple linear regression coefficient equation can be formulated, with the following results:

$$Y = 1.245 + 0.512X1 + 0.487X2$$

a. The constant (a) is 1.245, which means that if the Product (X1) and Price (X2) variables are zero. Then Repurchase Intention (Y) will increase by 1.245.
b. The regression coefficient (b1) for the Product (X1) variable is 0.512 and is positive, meaning that if the Product increases, then Repurchase Intention will increase by 0.512 units.
c. The regression coefficient (b2) for the Price (X2) variable is 0.487 and is positive, meaning that if the Price increases, Repurchase Intention will increase by 0.487 units.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to measure the degree of correlation between two or more variables, as well as to determine the direction of the relationship. The results of the correlation coefficient test are summarized in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.679	.669	.808
Predictors: (Constant), Price, Product				
Dependent Variable: Repurchase Intention				

Source: Processed Data, 2025

Based on **Table 8**, the correlation coefficient (R) value obtained is 0.824, which means that the relationship between Product and Price and Repurchase Intention is very strong.

3.5 Analysis of the Coefficient of Determination R^2

The results of the coefficient of determination (R2) test in **Table 8** shows that the R-Square value is 0.679, meaning that the variables Product and Price have a 67.19% (1 × 0.679 × 100%) influence on Repurchase Intention, while the remaining 32.8% of Repurchase Intention is influenced by other variables outside the scope of this study.

3.6 Simultaneous Test (F Test)

Simultaneous test (F) is used to determine whether all independent variables together have a significant effect on the dependent variable. The test results using SPSS can be seen in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	78.345	39.173	56.432	.000[b]
Residual	37.215	.653		
Dependent Variable: Repurchase Intention				
Predictors: (Constant), Price, Product				

Source: Processed Data, 2025

Based on **Table 9**, a significance value of 0.000 < 0.05 is obtained. Thus, it can be concluded that the Product and Price variables simultaneously have a positive and significant effect on Repurchase Intention.

3.7 Partial Test (t Test)

The partial test (t) aims to measure the influence of each independent variable individually on the dependent variable according to the proposed hypothesis. The results of the partial analysis using SPSS are presented in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.245	3.876	.000
Product	.512	5.224	.000
Price	.487	4.776	.000
Dependent Variable: Repurchase Intention			

Source: Processed Data, 2025

Based on **Table 10**, the calculated t-value will be compared with the t-table value. The t-table value is 1.984. The results of the t-test (partial) in Table 9 can be explained as follows:

a. The calculated t-value for the Product variable (X1) is 5.224, which is greater than the t-table value of 1.984, and the significance level is 0.000, which is less than 0.05. Therefore, it can be concluded that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. This means that the Product variable has a positive and significant partial effect on Repurchase Intention. This result is consistent with the findings of Pradnyana & Susila (2022), which indicate that product quality has a positive and significant influence on purchase decisions. Milansari et al. (2021) also demonstrated that product quality affects consumer purchase intention.
b. The t-value for the Price variable (X2) is 4.776, which is greater than the t-table value of 1.984, and the significance level is 0.000, which is less than 0.05. Therefore, it can be concluded that Ho is rejected and Ha is accepted. This means that Price has a positive and significant partial effect on Repurchase Intention. This finding is in line with the research conducted by Asia & Siangka (2023), which showed that price has a significant influence on repurchase intention. The study by Shobur et al. (2023) also supports the same conclusion, indicating that price affects consumer repurchase intention.

4. CONCLUSION

Based on the data analysis obtained from 100 respondents who are consumers of Kebab Khabaz in Singkawang City, it can be concluded that the variables Product and Price simultaneously have a significant effect on Repurchase Intention. This is evidenced by the F-test result which shows an F-value of 56.432 with a significance level of 0.000 < 0.05, indicating that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. In other words, the quality of the product and the pricing strategy collectively influence consumers' decisions to repurchase. Partially, the t-test results show that the Product variable has a significant effect on Repurchase Intention, with a t-value of 5.224 and a significance level of 0.000. Similarly, the Price variable also has a significant effect, with a t-value of 4.776 and a significance level of 0.000. Both values exceed the t-table value (1.984), indicating that Product and Price each contribute to increasing consumer intention to repurchase Kebab Khabaz products. The coefficient of determination (R^2) is 0.679, which indicates that 67.9% of the variation in Repurchase Intention can be explained by the two independent variables, namely Product and Price. The remaining 32.1% is influenced by other variables not discussed in this research model, such as promotion, service quality, business location, or brand perception. This study has several limitations, particularly in terms of the variable scope, which only includes Product and Price. Therefore, future research is recommended to incorporate additional variables that may influence Repurchase Intention, such as Promotion, Service Quality, Customer Satisfaction, or Brand Image, to provide a more comprehensive understanding. Additionally, adopting a qualitative or mixed-method approach could yield deeper insights into consumer perceptions and the underlying reasons behind repurchase decisions. Future studies may also consider expanding the research area to other cities or regions to compare consumer preferences across different locations and enhance the generalizability of the findings.

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