

The Influence of Service Quality and Price Perception on Repurchase Intention at Salejourn Cafe and Space Padang

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ABSTRACT

The growth of the coffee shop industry in Indonesia has intensified competition, making customer retention essential for business sustainability. This study examines the influence of service quality and price perception on repurchase intention at Salejourn Cafe and Space Padang. A quantitative, causal-associative approach was applied, involving 130 purposively selected respondents aged at least 17 years who had visited the café within the last three months. Data were collected via a structured five-point Likert scale questionnaire and analyzed using multiple linear regression with SPSS version 26.0. The results show that both service quality ($\beta = 0.145$, $p < 0.05$) and price perception ($\beta = 0.446$, $p < 0.05$) significantly and positively affect repurchase intention, with price perception demonstrating a stronger impact. Together, these variables explain 78.7% of the variance in repurchase intention. The findings suggest that café managers should maintain high service standards while implementing competitive, value-driven pricing to enhance loyalty. Future research should consider additional factors such as brand image and promotional strategies.

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1. INTRODUCTION

The coffee shop industry in Indonesia has undergone rapid expansion over the past decade, driven by evolving consumer lifestyles, the increasing popularity of specialty coffee, and the transformation of cafés into multifunctional spaces for socializing, working, and studying. In Padang City, West Sumatra, official data from the Padang City Trade Office reported the operation of 92 cafés in 2020, with the number continuing to rise in subsequent years. This shift reflects a broader trend in which cafés not only serve beverages and food but also provide conducive environments for productivity and networking, thereby appealing to diverse customer segments, including students, professionals, and families [1].

In such a competitive environment, customer retention and the stimulation of repurchase intention are critical for business sustainability. Repurchase intention refers to a consumer's willingness to purchase a product or service again based on prior experience, shaped by perceived satisfaction with quality, service, and brand interaction [2], [3]. Purnamawati et al. [4] identify four indicators of repurchase intention—transactional, referential, preferential, and exploratory intentions—emphasizing its multidimensional nature. Achieving high repurchase rates is pivotal for cafés seeking long-term profitability, as retaining loyal customers is often more cost-effective than acquiring new ones [5].

However, the case of Salejourn Cafe and Space Padang illustrates challenges that may hinder repurchase behavior. Online reviews have highlighted customer dissatisfaction with aspects such as unfriendly employee attitudes, suboptimal service delivery, and a perceived mismatch between price and the quality of products or services received. Such negative perceptions threaten business continuity by discouraging return visits and word-of-mouth referrals. Previous studies have demonstrated that service quality and price perception are among the most influential determinants of repurchase intention in the hospitality and foodservice industries [6], [7]. Service quality encompasses tangible and intangible dimensions, including responsiveness, assurance, empathy, and physical evidence [8], while price

perception reflects the consumer's evaluation of the monetary cost relative to perceived value and benefits [9], [10].

Despite substantial literature, empirical findings on the relationship between service quality, price perception, and repurchase intention remain inconclusive, with some studies reporting strong positive effects while others indicate limited or indirect influence [11], [12]. This inconsistency presents a research gap, particularly in the context of local coffee shops in emerging urban markets like Padang. Accordingly, this study investigates the effect of service quality and price perception on repurchase intention at Salejourn Cafe and Space Padang. The findings are expected to contribute both theoretically—by clarifying the relationship between these variables in a developing market setting—and practically—by offering managerial insights for enhancing customer retention strategies.

2. METHOD

This study employed a quantitative research design with a causal–associative approach to examine the influence of service quality and price perception on repurchase intention, enabling objective assessment of relationships between variables through statistical modeling [13]. The research population comprised all consumers of Salejourn Cafe and Space Padang, with 130 respondents selected using purposive sampling based on the criteria of being at least 17 years old and having visited the café within the past three months, a method appropriate when respondents must meet specific experiential conditions [14]. Data were collected through a structured questionnaire on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree), with service quality indicators adapted from the SERVQUAL dimensions—reliability, responsiveness, assurance, empathy, and tangibles [15]—while price perception was measured using affordability, price–quality compatibility, price competitiveness, and price–benefit compatibility [16], and repurchase intention through transactional, referential, preferential, and exploratory dimensions [17]. Validity was tested using Pearson's product–moment correlation, and reliability was assessed through Cronbach's alpha with a minimum acceptable value of 0.70 to ensure internal consistency [18]. Classical assumption testing was performed prior to hypothesis testing, including normality using the Kolmogorov–Smirnov method, heteroscedasticity using the Glejser test, and multicollinearity using Variance Inflation Factor (VIF) and tolerance values. Multiple linear regression was applied to determine the effects of the independent variables, with the t-test used for partial significance, the F-test for simultaneous significance, and the coefficient of determination (R^2) to measure explanatory power, with all analyses conducted using SPSS version 26.0 [19].

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Respondent Demographics

The demographic profile of respondents provides an essential context for interpreting research findings, as characteristics such as gender, age, occupation, and visit frequency may influence perceptions of service quality, price, and repurchase intention [20]. The survey involved 130 respondents who met the inclusion criteria of having visited Salejourn Cafe and Space Padang within the past three months. As presented in Table 1, the majority of respondents were female (54.6%), while males accounted for 45.4%. The predominant age group was 21–25 years (40.8%), followed by 17–20 years (32.3%), 26–30 years (15.4%), and above 30 years (11.5%). In terms of occupation, students formed the largest segment (57.7%), followed by private employees (25.4%), entrepreneurs (10.8%), and other categories (6.1%). Regarding visit frequency, 38.5% reported visiting 2–3 times per month, 31.5% once a month, 20.8% more than 3 times per month, and 9.2% less than once a month. These results indicate that the café's customer base is dominated by young adults, particularly students, who demonstrate moderate to high visit frequencies, suggesting a stable core market segment for the business.

Table 1. Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	59	45.4
	Female	71	54.6
Age (years)	17–20	42	32.3
	21–25	53	40.8
	26–30	20	15.4

Demographic Variable	Category	Frequency (n)	Percentage (%)
	>30	15	11.5
Occupation	Student	75	57.7
	Private Employee	33	25.4
	Entrepreneur	14	10.8
	Others	8	6.1
Visit Frequency	< 1 time/month	12	9.2
	1 time/month	41	31.5
	2–3 times/month	50	38.5
	> 3 times/month	27	20.8

3.1.2. Data Description

The descriptive analysis was conducted to evaluate the achievement rate of respondents' perceptions for each indicator of the study variables, namely service quality (X1), price perception (X2), and repurchase intention (Y). The assessment utilized the Total Cumulative Respondent (TCR) percentage to determine qualitative categories, where a higher TCR indicates stronger agreement or positive perception toward the indicator. Overall, service quality achieved an average score of 4.06 (TCR = 81%, good), with physical evidence (tangibles) recording the highest rating (4.34; TCR = 87%, very good) and reliability the lowest (3.82; TCR = 76%, good). Price perception recorded an average of 3.99 (TCR = 80%, good), with price compatibility with benefits ranking highest (4.16; TCR = 83%, good), while price affordability ranked lowest (3.82; TCR = 76%, good). Repurchase intention had the highest overall score among the three variables, averaging 4.09 (TCR = 82%, good), where exploratory intention was the strongest dimension (4.35; TCR = 87%, very good), and preferential intention the lowest (3.90; TCR = 78%, good). These results indicate that customers perceive the café positively across all measured dimensions, though improvements in reliability, affordability, and preferential intention could further enhance customer loyalty.

Table 2. Descriptive Statistics of Research Variables

Variable	Indicator	Average Score	TCR	Category
Service Quality (X1)	Reliability	3.82	76%	Good
	Responsiveness	3.94	79%	Good
	Guarantee and Certainty (Assurance)	4.11	82%	Good
	Empathy	4.07	81%	Good
	Physical Evidence (Tangibles)	4.34	87%	Very Good
	Average	4.06	81%	Good
Price Perception (X2)	Price Affordability	3.82	76%	Good
	Price Suitability	4.04	81%	Good
	Price Competitiveness	3.93	79%	Good
	Price Compatibility with Benefits	4.16	83%	Good
	Average	3.99	80%	Good
Repurchase Intention (Y)	Transactional Intention	3.97	79%	Good
	Referential Intention	4.13	83%	Good
	Preferential Intention	3.90	78%	Good
	Exploratory Intention	4.35	87%	Very Good
	Average	4.09	82%	Good

3.1.3. Analysis Requirements Test

The regression assumption tests included normality, heteroscedasticity, and multicollinearity analyses to ensure the validity of the multiple linear regression model. The Kolmogorov–Smirnov test

produced a significance value of 0.200 (> 0.05), indicating that the residual data for service quality, price perception, and repurchase intention were normally distributed. The Glejser test results showed significance values above 0.05—0.065 for service quality and 0.575 for price perception—confirming the absence of heteroscedasticity in the model. Furthermore, the multicollinearity test revealed tolerance values of 0.366 (> 0.10) and Variance Inflation Factor (VIF) values of 2.735 (< 10) for both predictors, indicating no multicollinearity issues. These results collectively demonstrate that the dataset meets the required assumptions for regression analysis, allowing for accurate and unbiased estimation of the hypothesized relationships [21]–[23].

Table 3. Normality Test Results

Parameter	Value
N	130
Mean	0.000000
Std. Deviation	4.3276
Most Extreme Difference	0.066
Test Statistic	0.066
Asymp. Sig. (2-tailed)	0.200
Conclusion	Normal

Table 4. Heteroscedasticity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Conclusion
Service Quality	-0.080	0.043	-0.267	-1.859	0.065	No heteroscedasticity
Price Perception	0.029	0.052	0.081	0.563	0.575	No heteroscedasticity

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Service Quality	0.366	2.735	No multicollinearity
Price Perception	0.366	2.735	No multicollinearity

3.1.4. Hypothesis Test

The hypothesis testing was performed using multiple linear regression analysis to evaluate the influence of service quality (X1) and price perception (X2) on repurchase intention (Y). The partial significance test (t-test) revealed that both service quality ($t = 3.889$, $p < 0.05$, $\beta = 0.145$) and price perception ($t = 9.776$, $p < 0.05$, $\beta = 0.446$) exerted positive and statistically significant effects on repurchase intention, indicating that improvements in either variable are likely to increase customers' likelihood of repeat purchases. The simultaneous significance test (F-test) produced an F-value of 234.240 with a significance level of 0.000 (< 0.05), demonstrating that service quality and price perception jointly have a significant impact on repurchase intention. Furthermore, the coefficient of determination (R^2) indicated that 78.7% of the variance in repurchase intention could be explained by the two independent variables, while the remaining 21.3% is attributable to other factors not included in the model. These findings confirm that both service quality and price perception are critical determinants in enhancing customer loyalty and retention in the café context [24]–[26].

Table 6. Significant Test of Partial Effect (t-test)

Variable	B	Std. Error	Beta	t	Sig.	Conclusion
Service Quality	0.145	0.037	0.264	3.889	0.000	Significant
Price Perception	0.446	0.046	0.663	9.776	0.000	Significant

Table 7. Simultaneous Significant Test (F-test)

Source	Sum of Squares	df	Mean Square	F	Sig.	Conclusion
Regression	2847.350	2	1423.675	234.240	0.000	Significant
Residual	771.888	127	6.078	—	—	—
Total	3619.237	129	—	—	—	—

Table 7. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.887	0.787	0.783	2.465

3.2. Discussion

The results of the partial significance test (t-test) demonstrated that service quality (X1) exerts a positive and statistically significant effect on repurchase intention (Y). This finding confirms that higher service quality—encompassing reliability, responsiveness, assurance, empathy, and tangibles—enhances the likelihood of customers making repeat purchases. This result aligns with the SERVQUAL model proposed by Parasuraman et al. [27] and is consistent with previous studies in hospitality and food service contexts, which indicate that superior service delivery fosters trust, satisfaction, and behavioral loyalty [28], [29]. In the specific context of Salejourn Cafe and Space Padang, elements such as prompt service, attentive staff, and a comfortable environment appear to strengthen customers' willingness to return, thereby contributing to long-term business sustainability.

The findings also revealed that price perception (X2) has a stronger effect size compared to service quality, as evidenced by its higher standardized beta coefficient ($\beta = 0.446$ vs. $\beta = 0.145$). This suggests that customers' evaluation of pricing—particularly its affordability, competitiveness, and compatibility with perceived benefits—plays a critical role in shaping repurchase decisions. This is consistent with Kotler and Armstrong's [30] conceptualization of perceived value as the trade-off between benefits received and costs incurred, as well as empirical evidence showing that favorable price perception enhances repeat patronage in café and retail settings [31], [32]. In the case of Salejourn Cafe and Space Padang, a perception of fair and value-justified pricing appears to be a decisive factor in encouraging customer loyalty.

Furthermore, the simultaneous significance test (F-test) confirmed that service quality and price perception jointly exert a substantial influence on repurchase intention, explaining 78.7% of its variance. This high explanatory power indicates that these two factors are key determinants of customer retention, in line with studies by Mahardika and Jumhur [33] and Manuhara [34], who emphasized that a strategic combination of competitive pricing and consistent service excellence significantly enhances customer loyalty metrics. Nevertheless, the remaining 21.3% of unexplained variance suggests the presence of other influential factors, such as brand image, customer experience, and promotional activities, which should be considered in future research.

In summary, the discussion highlights that while both service quality and price perception are vital in driving repurchase intention, price perception emerged as the more influential factor in this study. From a managerial perspective, café operators should not only maintain high service standards but also ensure transparent, competitive, and value-driven pricing strategies to maximize customer loyalty.

4. CONCLUSION

This study concludes that both service quality and price perception have positive and significant effects on repurchase intention, either individually or simultaneously, among customers of Salejourn Cafe and Space Padang. Service quality, reflected in aspects such as reliability, responsiveness, assurance, empathy, and tangibles, contributes to enhancing customers' willingness to revisit, while price perception, encompassing affordability, competitiveness, and compatibility with perceived benefits, demonstrates a stronger influence in shaping repurchase decisions. Together, these variables explain 78.7% of the variance in repurchase intention, indicating their strategic importance in customer retention efforts. The findings highlight the need for café operators to maintain consistent service excellence while implementing transparent and value-oriented pricing strategies to strengthen customer loyalty. Future studies are recommended to incorporate additional factors such as brand image, customer experience, and promotional activities to provide a more comprehensive understanding of determinants influencing repurchase behavior.

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