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The Effect of Perceived Price and Delivery Quality on Repurchase Intention of Nasi Bakar Bucik An via GoFood

Deshinta Rachman Udityas[1], Driya Wiryawan[2] , & Mutiasari Nur Wulan[3]
[1,2,3]Department of Management, Faculty of Economics and Business, University of Lampung, Indonesia
Corresponding author: deshintarachmanu@gmail.com

Abstract

This research examines the influence of perceived price and delivery quality on consumers' repurchase intention toward Nasi Bakar Bucik An through the GoFood platform in Bandar Lampung. Earlier studies have produced mixed results concerning the impact of perceived price and delivery quality on repurchase intention, especially within Indonesia's local online food delivery sector. To address this empirical inconsistency, the study applies the Means–End Chain (MEC) Theory as the underlying framework. A quantitative research design was implemented using purposive sampling, involving 140 respondents who had previously ordered Nasi Bakar Bucik An via GoFood. Data collection was conducted through online questionnaires, and the data were analyzed using multiple linear regression with IBM SPSS Statistics 27. The findings reveal that both perceived price and delivery quality positively and significantly affect repurchase intention. Among the two variables, delivery quality demonstrates the greatest contribution in encouraging consumers to make repeat purchases. The study enriches the literature on online food delivery services by highlighting the role of reasonable pricing and dependable delivery performance in enhancing customer loyalty and retention for local culinary enterprises operating through digital platforms.

Keywords: Perceived Price, Delivery Quality, Repurchase Intention, Online Food Delivery, GoFood

INTRODUCTION

Online food delivery (OFD) services have experienced rapid growth as part of the digital transformation in the food industry, changing consumer behavior in purchasing ready-to-eat meals. The increasing use of smartphones, digital payment systems, and food delivery applications has enabled consumers to access food products more conveniently and

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efficiently. In Indonesia, platforms such as GoFood have become an important part of daily consumption activities. According to Youth Insight Center Narasi (2024), only 13% of respondents had never used food delivery services, while 48% remained active users and 39% had previously used these services. The study also found that delivery speed, price, and promotional offers were the main factors influencing consumers' choice of food delivery services. These conditions indicate that maintaining consumer repurchase intention has become an important challenge for culinary businesses operating in digital platforms.

Several factors influence repurchase intention in online food delivery services, including perceived price and delivery quality. Perceived price reflects consumers' evaluation of whether the price paid is appropriate compared to the benefits received, while delivery quality represents consumers' assessment of delivery accuracy, timeliness, packaging condition, and product quality upon arrival. In online food services, these factors become essential because consumers evaluate not only the product itself but also the overall purchasing experience. A suitable price combined with reliable delivery performance can create positive perceived value and encourage consumers to repurchase from the same merchant.

Earlier research has produced inconsistent results concerning the effects of perceived price and delivery quality on consumers' repurchase intention. Research conducted by Phan Tan and Le (2023) demonstrated that perceived price has a significant role in shaping perceived value and encouraging repeat purchasing behavior. Likewise, Teo, Liew, and Lim (2024) concluded that delivery quality positively supports consumers' sustainable purchase intentions in online food delivery platforms. In contrast, findings from Amin and Febriana (2021) indicated that perceived price did not have a significant influence on repurchase intention. Similarly, Prabowo et al. (2021) reported that delivery quality was not a determining factor in repeat purchasing behavior. These differing results indicate that empirical inconsistencies still exist regarding how perceived price and delivery quality affect repurchase intention in various research contexts.

Furthermore, previous research has mainly focused on general e-commerce or large online food delivery platforms, while limited studies have examined local culinary businesses utilizing digital platforms in Indonesia. In the case of Nasi Bakar Bucik An through GoFood in Bandar Lampung, customer reviews indicate several concerns related to price suitability, food condition upon delivery, and order accuracy. Although the business has achieved positive sales performance, these issues suggest that consumer perceptions of price and delivery experience may influence their willingness to make repeat purchases.

Accordingly, this research seeks to investigate how perceived price and delivery quality influence the repurchase intention of consumers purchasing Nasi Bakar Bucik An

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through GoFood in Bandar Lampung. The study is expected to expand the body of knowledge related to online food delivery services by utilizing the Means–End Chain approach within the setting of local culinary enterprises. In addition, the findings are intended to offer practical recommendations for business owners in developing appropriate pricing policies and enhancing delivery performance in order to improve customer loyalty and encourage repeat purchases.

THEORETICAL REVIEW

Marketing

Marketing theory explains how companies create and deliver value to customers through effective strategies and long-term relationships. Kotler and Keller (2022) state that marketing is a process of creating, offering, and exchanging value to fulfill customer needs and wants. Therefore, marketing is not only focused on transactions but also on building customer satisfaction and loyalty. In the culinary business, perceived price and delivery quality are important elements in creating positive customer experiences. When customers perceive the price as appropriate and the delivery service as reliable, satisfaction increases, which can encourage repurchase intention.

Means–End Chain (MEC) Theory

The Means–End Chain (MEC) Theory developed by Gutman (1982) describes the way consumers connect product or service attributes with the benefits they obtain and the personal values they intend to achieve. According to this theory, purchasing decisions are not solely determined by the physical characteristics of a product or service, but also by the experiences and values perceived by consumers. The MEC framework consists of three related elements: attributes, consequences, and values. Attributes describe the particular features or characteristics of a product or service, consequences refer to the benefits or results obtained by consumers, and values indicate the final goals or desired conditions that consumers aim to achieve through their consumption experiences.

In online food delivery services, MEC explains that consumers evaluate attributes such as perceived price and delivery quality through the value created, including convenience, satisfaction, and trust. Therefore, this theory supports the explanation of how perceived price and delivery quality influence repurchase intention by creating positive consumer experiences toward Nasi Bakar Bucik An through GoFood.

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Perceived Price

Perceived price refers to consumers' evaluation of price suitability based on the benefits received, not only the actual price. Tan and Le (2023) and Zeithaml (1988) explain that consumers consider product quality, service experience, and perceived value when assessing price fairness. In online food delivery, perceived price includes menu prices, delivery costs, and promotions, which can influence satisfaction and repurchase intention (Teo et al., 2024; Kountur et al., 2024). In this study, perceived price refers to consumers' assessment of the suitability between the price of Nasi Bakar Bucik An through GoFood and the value obtained.

Based on Phan Tan and Le (2023), perceived price is measured through four indicators: price comparison, cost savings, discount attractiveness, and lower price perception. These indicators describe how consumers evaluate price fairness, economic benefits, promotional value, and price competitiveness compared to other alternatives. Together, these factors shape consumers' overall perception of price.

Delivery Quality

Delivery quality can be understood as consumers' assessment of how well a service provider is able to deliver products correctly, punctually, and in proper condition. According to Phan Tan and Le (2023), delivery quality represents the overall performance of the delivery process, including reliability, delivery precision, and the condition of products upon arrival. Their study also suggests that unsatisfactory delivery performance may weaken consumers' perceived value and lower their intention to make repeat purchases. Furthermore, Teo et al. (2024) highlighted that delivery quality plays a crucial role in online food delivery services because food items are highly sensitive to delivery time and handling procedures. As a result, aspects such as delivery accuracy, punctual service, and reliability become important factors affecting consumer satisfaction.

Based on Phan Tan and Le (2023), delivery quality is measured through product accuracy, packaging quality, delivery timeliness, and return convenience. These indicators describe consumers' evaluation of whether the received product matches the order, arrives in proper condition, is delivered as promised, and provides a reliable service experience.

Repurchase Intention

Repurchase intention describes consumers' tendency or desire to buy the same product or service repeatedly after having prior consumption experience. Phan Tan and Le (2023) explain that this intention emerges when consumers experience positive value, satisfaction, and trust from earlier transactions. Within the context of online food delivery

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services, repurchase intention may be affected by several factors, including product quality, service performance, delivery experience, and the appropriateness of pricing. In the present study, repurchase intention specifically refers to consumers' willingness to reorder Nasi Bakar Bucik An through GoFood based on their previous purchasing experiences.

Based on Phan Tan and Le (2023), repurchase intention is measured through indicators such as intention to repurchase, preference for the same seller, commitment to continue purchasing, and willingness to recommend. These indicators reflect consumers' loyalty and future behavioral intention toward the service.

METHOD

Research Method Design

This research adopted a quantitative approach to examine numerical data and investigate the relationships among perceived price, delivery quality, and repurchase intention. According to Sugiyono (2023), quantitative research methods are intended to produce findings that are objective, measurable, and capable of being generalized. In addition, descriptive analysis was employed to systematically explain the characteristics of respondents as well as the overall condition of the variables examined in this study.

Population and Sampling Approach

The population in this research includes consumers who have ordered Nasi Bakar Bucik An via GoFood, since they possess direct experience related to perceived price, delivery quality, and repurchase intention. The sampling process applied a purposive sampling technique because the exact number of the population was uncertain and subject to change (Sugiyono, 2023). Referring to the recommendation of Hair et al. (2022), the required sample size should range from five to ten times the total number of indicators used in the study. Considering that this research employed 13 indicators, a total of 130 respondents were selected. The respondents fulfilled several criteria, namely having experience purchasing through GoFood, having reviewed Nasi Bakar Bucik An on the platform, being at least 17 years old, and living in Bandar Lampung and nearby areas.

Research Instrument

A research instrument is defined as a device or method utilized to measure observed phenomena and convert conceptual variables into quantifiable data (Sugiyono, 2023). In this study, data collection was carried out using a structured questionnaire containing closed-ended statements distributed to consumers of Nasi Bakar Bucik An who had made purchases

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through GoFood. The respondents were asked to provide answers according to their perceptions by using a five-point Likert scale.

Data Gathering Technique

Data collection in this study was conducted using a survey technique through questionnaires created with Google Forms and distributed both face-to-face and online via social media platforms. The questionnaire employed a Likert scale to assess consumers' perceptions regarding perceived price, delivery quality, and repurchase intention among individuals who had purchased Nasi Bakar Bucik An through GoFood. This approach enabled researchers to gather data systematically in accordance with the research indicators that had been determined previously (Sugiyono, 2023).

Data Analysis

The research data were processed using descriptive and inferential statistical approaches supported by IBM SPSS Statistics 27. Descriptive statistics served to present an overview of respondent profiles and the condition of each research variable, while inferential statistics were intended to identify and evaluate the relationships among the variables studied. Before conducting hypothesis testing, the questionnaire statements were first evaluated using validity and reliability tests to ensure that the instrument accurately and consistently measured the intended variables. The research then applied multiple linear regression analysis to examine the effects of perceived price (X_1) and delivery quality (X_2) on repurchase intention (Y). To test the hypotheses, t-tests and F-tests were performed to identify the partial as well as simultaneous influences of the independent variables. In addition, the coefficient of determination (R^2) was used to assess the extent to which the regression model could explain the variation in repurchase intention (Sugiyono, 2023).

RESULTS

Convergent Validity Measurement

Table 1. Validity Test Summary

Variable	Item	KMO	Factor Loading	Explanation
Perceived Price (X1)	PP.1	0,787	0,773	Valid
	PP.2		0,798	Valid
	PP.3		0,779	Valid
	PP.4		0,798	Valid
Delivery Quality (X2)	DQ.1	0,780	0,736	Valid
	DQ.2		0,844	Valid

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Variable	Item	KMO	Factor Loading	Explanation
	DQ.3		0,774	Valid
	DQ.4		0,793	Valid
Repurchase Intention (Y)	RI.1	0,850	0,837	Valid
	RI.2		0,820	Valid
	RI.3		0,896	Valid
	RI.4		0,924	Valid
	RI.5		0,804	Valid

Source: Processed Data, 2026

Table 1 shows that all constructs meet the convergent validity criteria. The KMO values range from 0.780 to 0.850, while all indicator loadings are above 0.70, confirming that the measurement items adequately reflect their respective latent constructs and are suitable for further statistical analysis.

Reliability Test

Table 2. Recapitulation of Reliability Test

Variable	Cronbach's Alpha	Explanation
Perceived Price	0,871	Reliable
Delivery Quality	0,850	Reliable
Repurchase Intention	0,905	Reliable

Source: Processed Data, 2026

Based on Table 2, all research variables meet the required reliability standard, as reflected by Cronbach's alpha coefficients ranging from 0.850 to 0.905, which are higher than the minimum threshold of 0.70 recommended by Hair et al. (2022). These results indicate that the measurement instrument possesses strong internal consistency and can therefore be considered appropriate for subsequent data analysis.

Answer Frequency Distribution

Table 3. Consumer Response to Perceived Price

No.	Question	Frequency					Mean
		STS	TS	N	S	SS	
Perceived Price (X1)							
1.	*The price of Nasi Bakar Bucik An purchased online through GoFood sometimes feels higher than buying it directly at the restaurant.* *	8	4	7	80	41	4,01

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No.	Question	Frequency					Mean
		STS	TS	N	S	SS	
Perceived Price (X1)							
2.	I feel that I can save more money by purchasing Nasi Bakar Bucik An online through GoFood.	2	9	4	72	53	4,18
3.	Purchasing Nasi Bakar Bucik An online through GoFood often provides attractive promotions or discounts.	4	5	9	53	69	4,27
4.	The price of Nasi Bakar Bucik An on GoFood is lower than purchasing it through other channels.	3	8	6	64	59	4,20
Mean							4,17

Source: Processed Data, 2026

Referring to Table 3, the third statement achieved the highest average score of 4.27, showing that respondents largely agreed that purchases of Nasi Bakar Bucik An through GoFood are often accompanied by appealing discounts or promotional offers. This result reflects that promotional pricing strategies contribute positively to consumers' perceptions of price. On the other hand, the first statement produced the lowest mean value of 4.01, suggesting that several respondents considered the price on GoFood to be more expensive compared to buying directly from the restaurant. Even so, the overall mean score of 4.17 demonstrates that respondents generally maintain positive perceptions toward the pricing of Nasi Bakar Bucik An offered through GoFood.

Table 4. Consumer Response to Perceived Price

No.	Question	Frequency					Mean
		STS	TS	N	S	SS	
Delivery Quality(X2)							
1.	The Nasi Bakar Bucik An order that I received was in accordance with the menu I ordered.	2	9	3	59	67	4,29
2.	Nasi Bakar Bucik An was packaged properly so that the food quality was maintained when received.	3	4	7	48	78	4,39

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No.	Question	Frequency					Mean
		STS	TS	N	S	SS	
Delivery Quality(X2)							
3.	Nasi Bakar Bucik An is usually delivered according to the promised delivery time.	3	4	5	53	75	4,38
4.	If there is an order error, the exchange or problem-solving process from the seller is relatively easy.	3	8	13	58	58	4,14
Mean							4,30

Source: Processed Data, 2026

Based on Table 4, the second statement obtained the highest mean score of 4.39, indicating that most respondents perceive that Nasi Bakar Bucik An is packaged properly so that the food quality is maintained when received. This reflects a positive consumer perception of the delivery quality provided through GoFood. Meanwhile, the fourth statement recorded the lowest mean score of 4.14. Although respondents still generally showed positive perceptions, this finding suggests that the process of handling order errors, exchanges, or problem resolution from the seller is not perceived equally positively by all consumers, which may be influenced by differences in individual consumer experiences.

Table 5. Consumer Response to Repurchase Intention

No.	Question	Frequency					Mean
		STS	TS	N	S	SS	
Repurchase Intention (Y)							
1.	I plan to purchase Nasi Bakar Bucik An again in the future.	4	4	6	48	78	4,37
2.	When I want to buy nasi bakar, I prefer ordering Nasi Bakar Bucik An compared to other sellers.	2	10	1	61	66	4,28
3.	For my next purchase, I tend to choose Nasi Bakar Bucik An because I am already familiar with the product.	4	8	3	58	67	4,26
4.	I intend to continue purchasing Nasi Bakar Bucik An regularly in the future.	5	2	14	51	68	4,25

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No.	Question	Frequency					Mean
		STS	TS	N	S	SS	
Repurchase Intention (Y)							
5.	I am willing to recommend Nasi Bakar Bucik An to people around me.	4	8	1	48	79	4,36
Mean							4,30

Source: Processed Data, 2026

Based on Table 5, the highest mean score of 4.37 is obtained from the first statement, indicating that most respondents have an intention to repurchase Nasi Bakar Bucik An in the future. Meanwhile, the lowest mean score of 4.25 is found in the fourth statement, suggesting that although consumers generally show a positive tendency to continue purchasing the product, the level of commitment to making regular purchases may still differ among respondents.

Analysis of Multiple Regression Model

Table 6. Findings of the Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.658	0.574		-1.147	0.253
	X1	0.221	0.065	0.175	3.388	0.001
	X2	1.076	0.069	0.801	15.530	0.000

Source: Processed Data, 2026

Based on the outcomes of the multiple linear regression analysis presented in the preceding table, the regression model can be formulated as follows:

$$Y = -0.658 + 0.221X1 + 1.076X2$$

Explanation:
Y = Repurchase Intention
X1 = Perceived Price
X2 = Delivery Quality
a = Constant`

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b1, b2 = Regression coefficients

Table 7. Results of F Score

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2050.319	2	1025.160	768.932	.000[b]
	Residual	182.652	137	1.333		
	Total	2232.971	139			

Source: Processed Data, 2026

The results of the ANOVA analysis reveal that the regression model is statistically valid, as reflected by the F-value of 768.932 and a significance probability of 0.000, which is below the required threshold of 0.05. This outcome indicates that Perceived Price (X1) and Delivery Quality (X2) jointly have a significant effect on Repurchase Intention (Y). Therefore, both independent variables are able to explain changes in consumers' repurchase intention, demonstrating that the regression model used in this study is suitable for analysis. Accordingly, the simultaneous hypothesis formulated in this research is accepted.

Table 8. Results of Partial Hypothesis Testing (t-value)

H	Relationship Between Variables	t^{count}	t^{value}	Sig.	Result
H1	Perceived Price → Repurchase Intention	3.388	1,977	<.001	Accepted
H2	Delivery Quality → Repurchase Intention	15.530	1,977	<.001	Accepted

Source: Processed Data, 2026

Referring to the hypothesis testing results displayed in Table 8, the effects of the independent variables on repurchase intention are described as follows:

1. The Influence of Perceived Price on Repurchase Intention
   The t-test results showed a significance value of less than 0.001, which is lower than the established significance criterion of 0.05. Moreover, the obtained t-value of 3.388 indicates that perceived price partially has a positive and statistically significant influence on repurchase intention. Therefore, the first hypothesis (H1) is accepted.
2. The Influence of Delivery Quality on Repurchase Intention
   The results of the t-test also reveal a significance value lower than 0.05, specifically below 0.001. The obtained t-value of 15.530 indicates that delivery quality positively and significantly affects repurchase intention on a partial basis. Therefore, the second hypothesis (H2) is accepted.

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Coefficient of Determination Results (R^2)

Table 9. Coefficient of Determination Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958[a]	0.918	0.917	1.155

Source: Processed Data, 2026

Referring to Table 9, the correlation coefficient (R) of 0.958 demonstrates a very strong association between Perceived Price (X1) and Delivery Quality (X2) with Repurchase Intention (Y). In addition, the Adjusted R Square value of 0.917 indicates that 91.7% of the variance in repurchase intention is successfully explained by the two independent variables included in the model. Meanwhile, the remaining 8.3% is attributed to other variables that were not examined in this study.

DISCUSSION

The Influence of Perceived Price on Repurchase Intention

This section discusses the first hypothesis, which proposes that perceived price has a positive and significant influence on repurchase intention. The findings indicate that perceived price (X1) produced a regression coefficient of 0.221 with a significance level below 0.001, which is smaller than the significance criterion of 0.05. These results confirm that H1 is accepted. Therefore, a more favorable consumer perception of price tends to increase the intention to repurchase Nasi Bakar Bucik An through GoFood.

These findings are consistent with Phan Tan and Le Phan (2023), Teo et al. (2024), and Soeharso (2024), who explain that price suitability influences perceived value, satisfaction, and repurchase intention. Descriptively, perceived price obtained a mean score of 4.17, indicating that consumers consider the price appropriate with the benefits received. However, differences in price perceptions between online and direct purchases show that some consumers remain sensitive to price comparisons.

The Influence of Delivery Quality on Repurchase Intention

This part of the discussion focuses on the second hypothesis, which proposes that delivery quality positively and significantly affects repurchase intention. The statistical results reveal that delivery quality (X2) obtained a regression coefficient of 1.076 and a significance value lower than 0.001, which is below the 0.05 significance threshold. These findings indicate that H2 is supported. Thus, higher delivery quality is likely to strengthen consumers' intention to repurchase Nasi Bakar Bucik An through GoFood.

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These findings are supported by Phan Tan and Le Phan (2023) and Teo et al. (2024), who explain that service and delivery quality contribute to perceived value and sustainable purchase intention in online food services. Descriptively, delivery quality obtained a mean score of 4.30, indicating a very good category. Consumers perceive that the delivery process provides good accuracy, timely delivery, and proper packaging. However, maintaining delivery quality remains important because delays, incorrect orders, or poor product conditions may reduce consumer satisfaction and weaken repurchase intention.

CONCLUSION AND RECOMMENDATIONS

Based on the findings of this study, it can be concluded that perceived price and delivery quality significantly contribute to consumers' repurchase intention toward Nasi Bakar Bucik An through GoFood in Bandar Lampung. Perceived price encourages repeat purchases when consumers feel that the price offered is appropriate with the benefits received, while delivery quality has a stronger influence through reliable service, including delivery accuracy, timeliness, and product condition. The integration of fair pricing and effective delivery services creates a positive purchasing experience that strengthens consumers' intention to repurchase.

Based on these results, Nasi Bakar Bucik An should maintain price suitability through competitive pricing and promotional strategies, while continuing to improve delivery performance by ensuring order accuracy, proper packaging, and responsive customer service. Future studies are recommended to examine additional factors such as satisfaction, trust, and product quality to provide a broader understanding of repurchase intention.

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