International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Customer Experience And Product Quality On Repurchase Intention At Bebek Petemon Restaurant In Surabaya

Dinik Andrianti Prameswari, Syamsul Arifin, H Abu Darim, H. Nuryadi

[1,2,3,4] Sekolah Tinggi Ilmu Ekonomi Pemuda (STIE Pemuda)

Corresponding Author: dinikandrianti2002@gmail.com
syamsularifin.stiepemuda@gmail.com abudarim.stiepemuda@gmail.com
nuryadi.stiepemuda@gmail.com

Abstract

Competition in the culinary industry encourages local food businesses to maintain product quality and customer experience to increase repurchase intention. This study aims to analyze the relationship between customer experience and product quality with repurchase intention, partially and simultaneously, at Warung Makan Bebek Petemon Surabaya. The study used a quantitative approach with an associative type. The sample consisted of 100 respondents who had purchased and consumed the stall's products. Data were collected through an online questionnaire with a five-point Likert scale and analyzed using IBM SPSS Statistics through validity, reliability, classical assumptions, multiple linear regression, t-test, F-test, and coefficient of determination tests. The results showed that customer experience and product quality were positively and significantly related to repurchase intention, both partially and simultaneously. The model explained 79.5% of the variation in repurchase intention. In conclusion, product quality consistency and improved customer experience need to be considered to encourage repurchase intention in local culinary businesses.

Keywords: Customer Experience, Food Quality, Local Restaurants, Repurchase Intention, Surabaya

INTRODUCTION

Competition in the culinary business in the era of globalization is increasingly fierce, including in Surabaya, which offers significant growth opportunities for the food and beverage business. Statistics Indonesia (2024) estimates that the number of food and beverage businesses in Indonesia will exceed 4.8 million by 2023. This situation

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

demonstrates the promising prospects of the culinary business and demands that businesses, including MSMEs, improve their competitiveness through product quality, service, and customer experience.

One of Surabaya's local culinary businesses is Warung Makan Bebek Petemon, located at Jalan Petemon Timur No. 1, Kupang Krajan. Established in 1967, this eatery is known for its fried duck with a distinctive green chili sauce flavor, excellent service, ambiance, and affordable prices. Amidst the competitive culinary industry, retaining customers is a crucial challenge. Therefore, repurchase intention is a crucial aspect to support business sustainability (Hellier et al., 2003 in Aurelia & Nawawi, 2021).

One factor related to repurchase intention is customer experience, which is the consumer's perception based on their experience using a product or service (Wiyata et al., 2020 in Hasanawi et al., 2025). Positive experiences, including comfort and interaction during a visit, can encourage customers to repurchase (Sofiyyah & Fietroh, 2024). However, Ailudin & Sari (2019) found a positive effect of customer experience on repurchase intention, while Sofiyyah & Fietroh (2024) found the effect to be insignificant.

Besides customer experience, product quality is also a factor that needs to be considered. Product quality encompasses taste, presentation, and consistency in meeting consumer expectations (Sofiyyah & Fietroh, 2024). Punawarman et al. (2022), cited in Atmodjo & Dewi (2025), found that product quality had a positive and significant effect on repurchase intention. Conversely, Clara & Muslim (2023) found that product quality had no significant effect on repurchase intention. These differences in results indicate the need for further testing in the context of traditional culinary businesses.

Previous research also shows differences in context and results regarding the relationship between customer experience and product quality and repurchase intention. Wisna and Meylani Tuti (2023) found that product quality significantly influenced repurchase intention, while customer experience had no effect. Meanwhile, Atmodjo & Dewi (2025) found that product quality and customer experience, along with café atmosphere, simultaneously had a positive and significant effect on repurchase intention. These differences in findings formed the basis for testing both variables on customers of Warung Makan Bebek Petemon Surabaya.

This study aims to analyze the influence of customer experience and product quality on repurchase intention, both partially and simultaneously, among customers of Warung Makan Bebek Petemon Surabaya. This research is important to provide considerations for managers in improving service and product quality. Its novelty lies in testing these two variables on repurchase intention in the context of a local traditional food stall, differing from previous research that focused on large restaurants, modern cafes, coffee shops, and fashion products.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

RESEARCH METHODS

This study uses a quantitative approach with an associative research type to analyze the influence of customer experience and product quality on repurchase intention among customers of Warung Makan Bebek Petemon Surabaya. According to Sugiyono (2017), quantitative research uses instruments and statistical analysis to test hypotheses. Primary data were collected through questionnaires to customers, with customer experience (X1) and product quality (X2) as independent variables and repurchase intention (Y) as the dependent variable.

The research instrument was an online questionnaire via Google Forms with a five-level Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The research indicators refer to Putri & Sarudin (2023) for customer experience, Candra et al. (2023) for product quality, and Siaputra (2024) for repurchase intention. Data were analyzed using IBM SPSS Statistics through validity, reliability, classical assumptions, and multiple linear regression tests. Hypothesis testing was conducted using the t-test, F-test, and coefficient of determination (Adjusted R^2).

The study population consisted of customers who had purchased and consumed products from Warung Makan Bebek Petemon Surabaya. Because the exact population size was unknown, the sample size was calculated using the unknown population formula with a 95% confidence level and a 10% margin of error. The calculation resulted in 96.04 respondents, which was rounded up to 100 respondents.

The research was conducted through problem identification, variable and indicator determination, questionnaire development, and data collection from 100 respondents via Google Forms. Documentation studies were used to obtain supporting references. Furthermore, the data was processed using IBM SPSS Statistics through instrument testing, classical assumptions, multiple linear regression, and hypothesis testing to analyze the influence of customer experience and product quality on repurchase intention.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1 Respondent Characteristics Based on Gender

No.	Age	Amount	Percentage
1	Man	32 People	32%
2	Woman	68 People	68%
		100 People	100%

Based on Table 1 showed that while 68 women (68%) responded, 32 men (32% of the total) also responded.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 2 Respondent Characteristics Based on Age

No	Age	Amount	Percentage (%)
1	17-25	64 People	64%
2	26-35	36 People	36%
Total		100 People	100%

Customers in the 17–25 age group numbered 64 people, or 64% of the total, while those in the 26–35 age group numbered 36 people, or 36% of the total. Based on these findings, the 17–25 age group constitutes the majority of customers at Warung Makan Bebek Petemon in Surabaya.

Table 3 Classification According to Type of Work

No.	Work	Amount	Percentage (%)
1	Students	22 People	22%
2	Private sector employee	51 People	51%
3	Self-employed	17 People	17%
4	Not yet working	10 People	10%
Total		100 People	100%

Based on respondent data, the majority of customers of Warung Makan Bebek Petemon Surabaya work as private employees, as many as 52 people (52%), followed by students 22 people (22%), self-employed 17 people (17%), and unemployed 10 people.

Table 4 Respondent Qualifications Based on Purchase Intensity Level

No.	Product Purchase	Amount	Percentage (%)
1	Once	42 People	42%
2	More Than 1 Time	56 People	56%
3	Another	2 persons	2%
Total		100 People	100%

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on table 4, the majority of consumers at Warung Makan Bebek Petemon Surabaya made purchases several times, namely 56 respondents (56%), followed by one purchase by 42 respondents (42%), and no transactions by 2 respondents (2%).

Data Analysis and Hypothesis

Table 5 Customer Experience Score X1

Customer Experience Statistics

N Valid	100
Range	14
Minimum	16
Maximum	30
Mean	25.09
Std. Deviaton	3,613
Variance	13,052

Based on SPSS analysis of 100 respondents, the Customer Experience variable has a mean value of 25.09, a standard deviation of 3.613, and a variance of 13.052. These results indicate that customers of Warung Makan Bebek Petemon Surabaya tend to have positive experiences, both from the sensory, emotional, and social aspects.

Table 6 Product Quality Score X2

Product Quality Statistics X2

N Valid	100
Range	32
Minimum	8
Maximum	40
Mean	34.47
Std. Deviaton	4,877
Variance	23,787

Based on SPSS analysis, the Product Quality variable has an average value of 34.47, a standard deviation of 4.877, and a variance of 23.787. These results indicate that customers assess the product quality of Warung Makan Bebek Petemon Surabaya positively, especially in terms of taste, portion, menu variety, and food hygiene.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 7 Repurchase Intention Y Score

Repurchase Intention Y Statistics

N Valid	100
Range	32
Minimum	8
Maximum	40
Mean	32.90
Std. Deviaton	5,359
Variance	28,717

The Repurchase Intention variable has an average of 32.90, indicating that customers tend to intend to make repeat purchases and recommend Warung Makan Bebek Petemon Surabaya.

Table 8 Validity Test Results

Variables	Indicator	R count	R table	Significant	alpha	Information
Customer Experience(X1)	X1.1	0.699	**0.1966**	0,000	0.05	Valid
	X1.2	0.773	**0.1966**	0,000	0.05	Valid
	X1.3	0.615	**0.1966**	0,000	0.05	Valid
	X1.4	0.757	**0.1966**	0,000	0.05	Valid
	X1.5	0.569	**0.1966**	0,000	0.05	Valid
	X1.6	0.681	**0.1966**	0,000	0.05	Valid
Product Quality(X2)	X2.1	0.779	**0.1966**	0,000	0.05	Valid
	X2.2	0.731	**0.1966**	0,000	0.05	Valid
	X2.3	0.802	**0.1966**	0,000	0.05	Valid
	X2.4	0.825	**0.1966**	0,000	0.05	Valid
	X2.5	0.712	**0.1966**	0,000	0.05	Valid
	X2.6	0.767	**0.1966**	0,000	0.05	Valid
	X2.7	0.771	**0.1966**	0,000	0.05	Valid
	X2.8	0.740	**0.1966**	0,000	0.05	Valid
Repurchase Intention (Y)	Y.1	0.707	**0.1966**	0,000	0.05	Valid
	Y.2	0.686	**0.1966**	0,000	0.05	Valid
	Y.3	0.771	**0.1966**	0,000	0.05	Valid
	Y.4	0.801	**0.1966**	0,000	0.05	Valid
	Y.5	0.773	**0.1966**	0,000	0.05	Valid
	Y.6	0.603	**0.1966**	0,000	0.05	Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

	Y.7	0.707	**0.1966**	0,000	0.05	Valid
	Y.8	0.793	**0.1966**	0,000	0.05	Valid

The results of the validity test show that all indicators of Customer Experience (X1), Product Quality (X2), and Repurchase Intention (Y) are declared valid because the calculated R value exceeds the R table and the significance is 0.000 < 0.05.

Table 9 Normality Test Results

		Unstandardized Residual
N		100
Normal Parametersa,b	Mean	.0000000
	Standard Deviation	2.426724
Most Extreme Differences	Absolute	.143
	Positive	.074
	Negative	-.143
Test Statistics		.143
Asymp. Sig. (2-tailed)c		.200d

The distribution of data in this study was confirmed as normal due to the p-value obtained (0.200) which exceeded the alpha criterion of 0.05.

Table 10 Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	**VIF**
1	(Constant)		
	X1	.758	1,320
	X2	.758	1,320

The results of the multicollinearity test show a Tolerance value of 0.758 and a VIF of 1.320 for both variables, so the regression model does not experience multicollinearity.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 11 Results of Heteroscedasticity Testing of Regression Models

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,765	1,209		4,768	.084
	Customer Experience	-.032	.047	-.075	-.681	.497
	Product Quality	-.090	.035	-.284	-2,578	.061

Testing the residual variance showed p-values exceeding the 5% alpha threshold for all variables. The probability value for the customer experience variable was 0.497, followed by the product quality variable with a value of 0.061. Because no indication of variance inequality was found, this regression model was declared valid and free from heteroscedasticity.

Table 12 Results of Multiple Linear Regression Analysis

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,729	2,014		-2,348	.021
	X1	.407	.078	.274	5,193	.000
	X2	.795	.058	.724	13,706	.000

The regression equation \(Y = -4{,}729 + 0{,}407X1 + 0{,}795X2 + e\) shows that the constant is -4.729, while Customer Experience and Product Quality have positive coefficients of 0.407 and 0.795, respectively. This means that an increase in these two

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

variables is related to an increase in Repurchase Intention, assuming the other variables are constant.

Table 13 Results of T-Statistical Analysis

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-4,729	2,014		-2,348	.021
	Customer Experience	.407	.078	.274	5,193	.000
	Product Quality	.795	.058	.724	13,706	.000

The t-test results show that Customer Experience has a positive and significant effect on Repurchase Intention (t = 5.193; p < 0.05), so H1 is accepted. Product Quality also has a positive and significant effect on Repurchase Intention (t = 13.706; p = 0.001), so H2 is accepted.

Table 14 F Test Results

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2259.990	2	1129,995	188,006	.001b
	Residual	583,010	97	6,010		
	Total	2843,000	99			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Product Quality, Customer Experience						

The F-test results show that Customer Experience and Product Quality simultaneously have a significant effect on Repurchase Intention (F count = 188.006 > F table = 3.09; p = 0.001). Thus, the regression model is suitable for further analysis.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Table 15 R^2 Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.892a	.795	.791	2,452
a. Predictors: (Constant), Product Quality, Customer Experience				

The analysis results show a coefficient of determination (R^2) of 0.795. This indicates that 79.5% of the change in repurchase intention is simultaneously influenced by customer experience and product quality. Meanwhile, the remaining 20.5% is contributed by other factors not included in the model. Thus, the proposed conceptual framework has proven effective in mapping the reasons behind the dynamics of consumer repurchase intention at Warung Makan Bebek Petemon in Surabaya.

DISCUSSION

1. The Influence of Customer Experience on Repurchase Intention

The statistical test yielded a significance value below the 0.05 threshold, implying acceptance of the first hypothesis. Based on these findings, customers are more likely to make repeat purchases after a positive impression or experience during their visit.

Descriptive statistics show that the customer experience variable has a high average score. This clearly indicates that the majority of respondents felt comfortable during their visit. The comfort of the venue, the accuracy of service, the atmosphere, and the speed of food preparation all contributed to these impressions. This study examines consumer experience through three dimensions: sensory, emotional, and social. Customer satisfaction, based on their impressions of the taste of the food, the cleanliness of the venue, the competence of the service, and their relationships with family and friends, drives repeat purchases and recommendations.

In line with Schmitt's (1999) thesis, which states that a person's decision to purchase an item is determined by the benefits obtained from the product and the sensations felt when using it, the findings of this study support this. The results of this study are in line with Schmitt's (1999) hypothesis, which states that the sensations felt when consuming a product have a greater impact on customer purchasing behavior than simply the benefits of the product itself. When consumers experience pleasant sensory, emotional, and social experiences, they develop an emotional bond with the company, which increases their likelihood of purchasing from that company again. In

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Surabaya, specifically at Warung Makan Bebek Petemon, you can sample unique flavors, enjoy friendly service, and relax while enjoying your meal.

The findings of this study reinforce the idea put forward by Kotler and Keller (2016), who stated that customers interact with a business at every stage of their relationship, from seeking information about a product or service to the purchase process and beyond. Both customer satisfaction and loyalty are enhanced by pleasant experiences. Consumer assessments of cleanliness, comfort, and friendly service, in addition to food quality, were also considered in this study. These aspects are known to motivate consumers to return.

Furthermore, these results align with the hypothesis proposed by Hellier et al. (2003), which states that past consumption experiences influence repurchase intentions. When consumers have a positive experience, they are more likely to repurchase from that company due to their confidence in the quality of its products and services. Supporting this, Ferdinand (2014) argues that repurchase intentions are reflected in actions such as the desire to purchase the product again, recommend it to others, make it their first choice, and try other products from the same brand.

The findings of this study align with those of previous research. One Eighty Coffee in Bandung has a positive and statistically significant influence on customer repurchase intentions (Ailudin and Sari, 2019). Furthermore, Hasanawi et al. (2025) found that satisfied customers tend to be more loyal, which in turn leads to increased purchases. All these findings demonstrate the importance of customer experience in increasing repurchase intentions for food businesses of all types.

Based on our observations at Warung Makan Bebek Petemon in Surabaya, customers come for the fried duck with green chili sauce, but they also appreciate the friendly service, relaxed atmosphere, clean facilities, and affordable prices. These satisfying experiences create a positive impression, which in turn encourages customers to plan to purchase from you again. Therefore, to maintain high customer repurchase intentions, management needs to ensure the venue remains comfortable, tidy, and provides high-quality service.

The findings of this study indicate that Warung Makan Bebek Petemon's customer service significantly influences customers' decisions to return to the Surabaya eatery. There is a positive correlation between improvements in the sensory, emotional, and social components of the customer experience and increased consumer repurchase intentions. The first hypothesis proposed in this study has been empirically confirmed by the results of this data analysis.

2. The Influence of Product Quality on Repurchase Intention

Customer repurchase intention at Warung Makan Bebek Petemon, Surabaya, is positively and significantly influenced by the variable Product Quality, based on a

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

series of hypothesis tests. The regression coefficient of 0.795 confirms this strong influence and also places product quality at a higher rank than Customer Experience. The second hypothesis is confirmed by the data from the questionnaire, as the analysis shows a t-statistic value of 13.706 and a significance probability of 0.000 ($p < 0.05$).

Descriptive statistics show that the Product Quality variable generally received high ratings. This means that the majority of survey respondents considered the quality of the dishes to be very good. Product quality was evaluated in this study based on four criteria: taste, quantity/portion size, menu variety, and cleanliness. According to survey respondents, customers were satisfied with the consistency of the dishes' taste, reasonable portion sizes, diverse menu options, and cleanliness (both the food and the dining area). Based on these reviews, the level of customer satisfaction at Warung Makan Bebek Petemon, Surabaya, is considered high.

The findings of this study reinforce Garvin's (1987) assertion that a product's ability to meet consumer expectations is crucial. Aesthetics, reliability, conformance, performance, and perceived quality are just a few of the product quality parameters optimized to reflect this alignment. Distinctive flavors, visually appealing presentations, and consistently high quality in every bite are manifestations of this excellence in the foodservice sector. Customers have a positive impression of Warung Makan Bebek Petemon Surabaya and are more likely to repurchase from them due to the consistent high-quality products.

Kotler and Armstrong's (2018) hypothesis, which links product quality to how well consumer needs are met, also supports the findings of this study. Not only is taste a critical component of quality in the food industry, but so are factors such as cleanliness, freshness of ingredients, portion size, and consistency of presentation. If a business can meet these criteria, it will increase customer satisfaction, which in turn increases the likelihood of customers purchasing from that business again.

Furthermore, the findings of this study align with the ideas put forward by Candra et al. (2023), who asserted that in the foodservice sector, product quality can be evaluated by examining factors such as portion quantity or size, menu variety, cleanliness, and taste. Research shows that these four indicators significantly influence customer satisfaction, which in turn influences their propensity to repurchase from that business. Customer repurchase intention is positively correlated with the quality of the product they receive. This finding is further reinforced by Hellier et al. (2003), who argue that consumers' past consumption experiences influence their propensity to repurchase. When consumers have a positive experience with a product, they are more likely to repurchase it.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The importance of product quality in shaping customer preferences and loyalty was emphasized by Ekaprana et al. (2018), and the results of this study support their observations. Furthermore, research published by Atmodjo and Dewi (2025) confirmed that increasing product quality standards are linearly correlated with higher levels of consumer purchasing loyalty. The reliability of these findings indicates that product quality is a critical component that consistently influences consumer repurchase decisions.

From our observations at Warung Makan Bebek Petemon in Surabaya, customers continue to return for the delicious dishes. Customers have a positive perception of the product quality thanks to the unique flavors, high-quality ingredients, generous portions, and the cleanliness of the restaurant and its dishes. Therefore, to maintain repeat purchases, management needs to ensure consistent taste, maintain hygiene standards, and consistently serve portions, while continuing to introduce menu innovations without sacrificing the uniqueness of the product.

The research findings indicate that the repurchase intention of customers at Warung Makan Bebek Petemon Surabaya is positively and significantly influenced by product quality. In fact, when comparing Product Quality and Customer Experience, the regression analysis shows that Product Quality has a significantly greater impact. This proves that consumers prioritize dish quality when deciding whether to repurchase or not. The theories proposed by Garvin (1987), Kotler and Armstrong (2018), Candra et al. (2023), Hellier et al. (2003), as well as relevant previous studies indicate that the second hypothesis in this study is acceptable.

3. The Influence of Customer Experience and Product Quality on Repurchase Intention

The results of the hypothesis testing indicate that product quality and customer experience both significantly influence the likelihood of customers returning to Warung Makan Bebek Petemon in Surabaya. The third hypothesis is accepted because the analysis results show an F-count value of 188.006 at a significance level of 0.000 (<0.05). In addition, these two variables explain most of the variation in Repurchase Intention (determination coefficient of 79.5%), while the remaining variation is influenced by factors outside the scope of this study.

Customer Experience and Product Quality both scored above average in descriptive statistics. This means that most customers were truly satisfied with their visit and the quality of the food and beverages they received. Product quality was evaluated based on factors such as taste, portion size, menu variety, and cleanliness, while customer experience was evaluated based on sensory, emotional, and social experiences. Based on empirical data analysis, the perception of a positive

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

experience and consistent food quality simultaneously increased consumer intention to repurchase.

These results align with the theory proposed by Kotler and Keller (2016), which states that customers' perceptions of value—derived from product quality and their overall purchasing experience—play a role in their repurchase decisions. Customers are more likely to make repeat purchases when they have a positive experience and receive a high-quality product.

Furthermore, these findings align with Schmitt's (1999) thesis, which states that customer experience can create strong and lasting relationships with consumers through sensory, emotional, and social elements. However, to maintain customer loyalty, a good experience must be supported by consistent product quality. Bebek Petemon Restaurant in Surabaya offers excellent service, a relaxed atmosphere, and delicious and unique flavors, all of which make customers more likely to return.

Furthermore, these results align with the hypothesis proposed by Garvin (1987) that product quality is defined as the extent to which a product meets the requirements and expectations of its target market. This quality is evident in the foodservice industry through taste, uniformity, cleanliness, and presentation. When consumers are satisfied with the quality of a product, they are more likely to repurchase it and recommend it to others. The hypothesis proposed by Hellier et al. (2003), which states that a person's past consumption experience influences their repurchase intention, also strengthens the findings of this study. The empirical findings in this study confirm that the accumulation of positive impressions and the acquisition of a product with excellent quality simultaneously act as key stimulants in elevating consumer repurchase intensity.

These results are also in line with previous findings. Repurchase intention is positively influenced by Customer Experience (Ailudin and Sari, 2019). In the foodservice industry, product quality significantly influences repurchase intention, according to research by Candra et al. (2023). Furthermore, based on research by Hasanawi et al. (2025), increasing customer satisfaction and loyalty can be achieved by combining product quality with a positive customer experience. Both variables play a crucial role in increasing the likelihood of repurchase, as confirmed by the results of this study.

Based on observations, customers are attracted to Warung Makan Bebek Petemon in Surabaya not only for the unique taste of the food, but also for the fast service, pleasant atmosphere, cleanliness of the premises, and consistent product quality. This combination leaves a positive impression that encourages customers to return and make further purchases. Management has a dual responsibility to maintain product quality and enhance the customer experience through menu innovation, an

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

impeccably clean dining area, and exceptional service, without sacrificing the restaurant's distinctive flavors.

Based on the overall findings of this study, customer repurchase intention is positively and significantly influenced by Customer Experience and Product Quality at Warung Makan Bebek Petemon (a restaurant in Surabaya). Positive customer impressions are formed by these two characteristics, which work together to increase the likelihood of repeat purchases. Relevant previous research further strengthens the third hypothesis in this study, which is acknowledged and supported by theories from Schmitt (1999), Garvin (1987), Kotler and Keller (2016), and Hellier et al. (2003). Based on these results, the key to Warung Makan Bebek Petemon Surabaya's customer retention rate is the consistent provision of high-quality products and services.

CONCLUSION

This study shows that customer experience and product quality have a positive and significant effect on repurchase intention among customers of Warung Makan Bebek Petemon Surabaya, both partially and simultaneously. The regression results show that customer experience has a coefficient of 0.407, while product quality is 0.795, with both having a significance value below 0.05. Simultaneously, both variables produce an F value of 188.006 and a coefficient of determination (R^2) of 79.5%, indicating that the model is able to explain 79.5% of the variation in repurchase intention, while the remaining 20.5% is related to other factors outside the research model. These findings confirm that positive customer experience and consistent product quality are important aspects in driving repurchase intention. However, this study has limitations in the number of respondents which only includes 100 people, the use of an online questionnaire, and the research object which is limited to one food stall in Surabaya. Therefore, the results of the study need to be interpreted according to the characteristics of the respondents and the business context studied.

Practically, the management of Warung Makan Bebek Petemon Surabaya is advised to maintain its distinctive taste, consistent food quality, adequate portion sizes, cleanliness, and menu variety. Furthermore, improving the friendliness and speed of service, the comfort of the venue, and the quality of interactions with customers are important to create a positive dining experience. These efforts are expected to strengthen repurchase intentions and support business sustainability amidst culinary competition. Further research is recommended to involve a larger number of respondents and research subjects from various culinary businesses to achieve broader results. Future researchers can also add other variables, such as price, customer satisfaction, perceived

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

value, and trust, and use a qualitative or mixed-methods approach to gain a deeper understanding of the factors related to consumer repurchase intentions.

BIBLIOGRAPHY

Ailudin, M., & Sari, D. (2019). Pengaruh customer experience terhadap minat beli ulang (studi pada pelanggan One Eighty Coffee Bandung). *E-Proceedings of Management,* *6*(1), 1053. https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/9026

Atmodjo, N. E. H., & Dewi, I. C. (2025). Pengaruh café atmosphere, product quality dan customer experience terhadap consumer repurchase intention Café 4X4 Coffee Samarinda Kota, Kabupaten Kutai. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA), 9*(1), 3205–3229. https://doi.org/10.31955/mea.v9i1.5567

Aurelia, F., & Nawawi, M. T. (2021). Pengaruh customer satisfaction, perceived value, dan trust terhadap online repurchase intention pada fashion di Instagram di Jakarta. *Jurnal Manajerial dan Kewirausahaan,* *3*(1), 117. https://doi.org/10.24912/jmk.v3i1.11296

Badan Pusat Statistik. (2024). *Statistik penyediaan makanan dan minuman 2023*. https://www.bps.go.id/id/publication/2024/12/23/f2c7743c4712aaeaa4abf694/statistik-penyediaan-makanan-dan-minuman-2023.html

Candra, F., Ellitan, L., & Agrippina, Y. R. (2023). Pengaruh kualitas produk dan kualitas layanan terhadap niat beli kembali melalui kepuasan pelanggan Wizzmie di Surabaya. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi,* *3*(1), 218–237. https://doi.org/10.56799/ekoma.v3i1.2159

Clara, A., & Muslim, A. (2023). Pengaruh customer experience dan kualitas produk terhadap repurchase intention pada konsumen Shopee Food dengan kepuasan pelanggan sebagai variabel moderating. *Jurnal Administrasi Bisnis,* *3*(4), 479–491.

Ekaprana, I., Jatra, I. M., & Giantari, I. (2018). Pengaruh kualitas produk, kualitas layanan dan citra merek terhadap niat pembelian ulang. *Sumber,* *5*(65.682), 15–20.

Hasanawi, H., Fadilah, K. N., Yuliawati, Y., Yawahar, J., & Mulyadi, M. (2025). Pengaruh customer experience, kualitas produk dan inovasi produk terhadap repurchase intention pada wanita pengguna hijab produk Rabbani. *AKSIOMA: Jurnal Sains Ekonomi dan Edukasi,* *2*(5), 966–981. https://doi.org/10.62335/aksioma.v2i5.1238

Putri, D. A., & Sarudin, R. (2023). Pengaruh customer experience terhadap repurchase intention tamu di Swiss-Cafe Restaurant Lampung. *Jurnal Ilmiah Global Education,* *4*(3), 1845–1853. https://doi.org/10.55681/jige.v4i3.1268

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management, 15*, 53–67.

Siaputra, H. (2024). Pengaruh kualitas makanan, kualitas layanan dan persepsi harga terhadap minat beli ulang pada restoran XYZ Surabaya. *Jurnal Manajemen Perhotelan, 10*(1), 13–23. https://doi.org/10.9744/jmp.10.1.13-23

Sofiyyah, S. A., & Fietroh, M. N. (2024). Pengaruh customer experience, customer trust dan customer satisfaction terhadap repurchase intention pada pengguna produk skincare Scarlett di Kecamatan. *Proceeding of Student Conference, 1*(1), 406–415. http://conference.uts.ac.id/index.php/Student/article/view/1097

Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Wiyata, M. T., Putri, E. P., & Gunawan, C. (2020). Pengaruh customer experience, ease of use, dan customer trust terhadap repurchase intention konsumen situs jual beli online Shopee. *Cakrawala Repositori IMWI, 3*(1), 11–21. https://doi.org/10.52851/cakrawala.v3i1.36

Wisna, & Tuti, M. (2023). *Pengaruh kualitas produk dan customer experience terhadap kepuasan harga dan repurchase intention*.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.