



UDC 332

## THE EFFECT OF PRICE PERCEPTION, BRAND IMAGE AND PRODUCT QUALITY ON REPURCHASE INTENTION: A STUDY ON CONSUMERS OF AYAM NAMPOL PANJER RESTAURANT IN DENPASAR

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### ABSTRACT

The purpose of this study is to explain the influence of each variable of price perception, *brand image*, and product quality on consumer repurchase intentions at Ayam Nampol Panjer restaurant, Denpasar. The population of this study is all consumers of Ayam Nampol Panjer restaurant, Denpasar. The sample was determined using the *purposive sampling method* consisting of 100 respondents. Data was collected using questionnaires with the help of *google forms*. The analysis technique uses multiple linear regression techniques. The results showed that price perception had a positive and significant effect on repurchase intentions. This means that the more in accordance with consumer perceptions of product prices, the repurchase intention of consumers of Ayam Nampol restaurants will also increase. *Brand image* has a positive and significant effect on repeat purchase intent. This means that the better the *brand image* embedded in the minds of consumers, the higher the consumer's repurchase intention at the Ayam Nampol Panjer restaurant, Denpasar. Product quality has a positive and significant effect on repeat purchase intent. This explains that the better the quality of products at the Ayam Nampol restaurant, the more it increases consumer repurchase intent. Therefore, it is important for business actors to pay attention to price perception, improve *brand image* and improve product quality so that consumers repurchase intentions increase.

### KEY WORDS

Price perception, brand image, product quality, repurchase intention.

Business growth today has grown very rapidly and has undergone continuous changes that have resulted in quite fierce competition between businesses that are being run. The more business actors, the more competition that arises, this makes business actors make full efforts to provide the best for their consumers. Various efforts can be made to overcome competitor interference to maintain market share, namely through pricing, building a *strong* brand image and offering the best possible product quality, these efforts will have an impact on consumers' repurchase intentions in products in the form of goods and services (Hidayah *et al.*, 2019).

One of the local business or franchise business fields that is currently developing and widely adopted by the community is processed food from several restaurants and restaurants. The development of restaurants and restaurants in Bali Province, especially in Denpasar City in 2021 according to the type of tourism business based on data released by Bappenda (Regional Revenue Management Agency) and the Denpasar City Tourism Office is as follows:

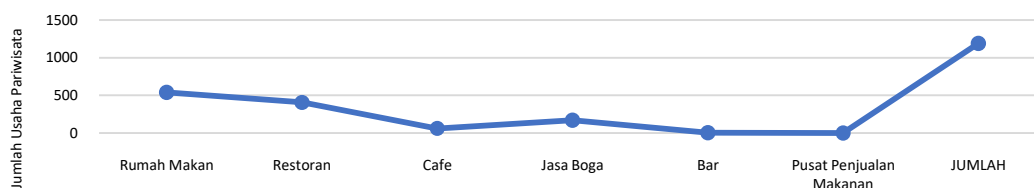


Figure 1 – Number of Restaurants or Restaurants in Denpasar (by Denpasar Tourism Office, 2021)



Ayam Nampol restaurant is one of the businesses engaged in the food business, located on Jl. Tukad Pakerisan Panjer No 99A, Dauh Puri Kelod. Denpasar, Bali. Ayam Nampol restaurant has its own charm and is able to distinguish from its competitors, they try to treat consumers as much as possible and provide refill (refill or add to their orders) especially for orders of rice, vegetables, iced tea and chili sauce that they buy for free. The results of interviews conducted by the author to employees and observations made at the Nampol Chicken restaurant can be suspected of the influence of price, *brand image*, and product quality offered by the restaurant experiencing fluctuations in consumer repurchase intentions based on several things including services and products from the business that are less able to meet the desires of consumers.

Stemming from problems and inconsistent research results, researchers are interested in analyzing and finding out the influence of price perception factors, *brand image* and product quality on consumer repurchase intentions by conducting a pre-survey of 30 consumers of Nampol Chicken restaurant customers on March 15, 2023 in Table 1.

Table 1 – Pre-Survey Questionnaire Results

No	Pre Survey Questions	Number of Respondents	
		Yes	Not
1.	I intend to repurchase the food offered by Ayam Nampol Restaurant	18	12
2.	I intend to repurchase the food offered by Ayam Nampol Restaurant because the price offered is affordable for me	16	14
3.	I intend to repurchase the food offered by Nampol Chicken Restaurant because the brand offered builds a strong relationship in my mind	12	18
4.	I intend to repurchase the food offered by Ayam Nampol Restaurant because the quality of the products offered is in accordance with my expectations	17	13

Source: Data processed, 2023.

Table 1 shows that 18 consumers of Nampol Chicken restaurant intend to repurchase, but as many as 12 people do not intend to repurchase food offered by Nampol Chicken restaurant. This indicates that the level of consumer repurchase intention has not been maximized, because there are still some consumers who do not intend to repurchase the food served by the restaurant. The results of the pre-survey with 30 consumers of Nampol Chicken restaurant found that there were several obstacles related to consumer repurchase intentions which were influenced by several things, including price factors, as many as 16 consumers intended to make repurchases influenced by the price offered while as many as 14 people did not intend to make repurchases influenced by price factors. In connection with the phenomenon and *research gap* in the previous study, this study took the title "The Effect of Price Perception, *Brand Image* and Product Quality on Repurchase Intention (Study on Consumers of Nampol Panjer Chicken Restaurant, Denpasar)".

The theory that underlies this research is the Consumer Behavior Theory (*consumer behavior theory*). This point of view of consumer behavior theory argues that consumer behavior is the basis for a consumer in making decisions to make transactions or purchases. Consumer behavior is influenced by several factors including: 1). Cultural factors; 2). Social factors; 3). Personal factors, and 4). Psychological factors.

Repurchase intention is the tendency of consumers to buy a product and or make transactions in a company in the future after they get satisfaction related to previous transactions (Priansa, 2017). Indicators used to measure repurchase intention according to Priansa (2017) and Leonarrd *et al.*, (2017) include: 1). Transactional intention; 2). Reference intention; 3). Preference intent; 4). Exploratory intent, and 5). Do not want to move to another brand if there is a shortage of products in the place of business.

According to Rouf and Mandala (2023), price perception is an individual's view or response to price and how the individual interprets the price (high, low or price fairness) which greatly affects individual purchase intentions. Indicators used to measure price perception according to Kotler (2009) include: 1). Price affordability; 2). Price suitability with



the quality of the product provided; 3). Price competitiveness, and 4). Suitability of price with benefits.

According to Kotler and Keller (2016), brand image is a perception or assumption that exists in the heart and mind and memory of customers. This perception arises when the product in his memory is mentioned. *Brand image* is also a collection of information that describes a product both goods, services and the company in question, Ratri (2007). Indicators used in measuring *brand image* according to Kotler and Keller (2016) and Ratri (2007) include: 1). Product information; 2). Brands can attract consumer intent; 3). Various product variants; 4). Diverse and attractive product packaging; 5). Quality product brands, and 6). Consumer benefits.

One of the most important values that customers expect from manufacturers is product quality. According to Tjiptono and Candra (2016), product quality is a picture that provides an explanation of the overall product offering that produces benefits for consumers or customers who consume these products in the form of goods and services. The indicators used in measuring product quality according to Tjiptono and Candra (2016) and Iembong and Sugiono (2010) include: 1). Good taste, 2). The products presented are hygienic, 3). Performance quality, 4). Product reliability, and 5). Product durability.

The conceptual framework explains the theoretical relationships between variables that have a function to explain temporary conjectures or hypotheses (Sugiyono, 2018: 95). The conceptual framework also explains the relationship between *independent variables* and *dependent variables*, so this conceptual framework model is presented in Figure 2.

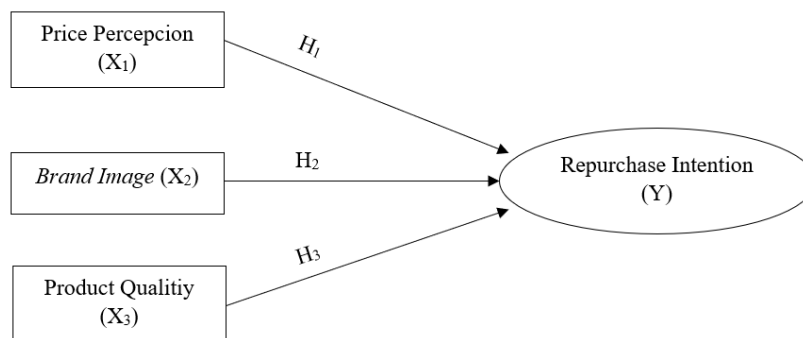


Figure 2 – Research Conceptual Framework

The results of research by Resti and Soesanto (2016) stated that price perception has a positive and significant effect on repurchase intent, indicating that the more appropriate the pricing of a product received by consumers, the greater the consumer's intention to make a repeat purchase. In line with research conducted by Aditi (2018) also stated that price perception has a positive and significant effect on repurchase intentions. Wahyuni and Suparna (2014) also stated that price perception has a positive and significant effect on consumer repurchase intentions. Based on several existing empirical studies, hypotheses can be compiled as follows.

*H1: Price perception has a positive and significant effect on repurchase intent.*

The results of research conducted by Umair Malimpact of Social Media Marketing on Customer's Prochase Intentions: The Mediating role of customer Trustnזור *et al.*, (2020) stated that *brand image* has an important role in consumer repurchase intent, besides *that a good and organized brand image is the main choice of a product in consumer repurchase intent, so that brand image* Have a positive and significant effect in influencing repurchase intent. In line with research conducted by Edi (2015) states that *brand image* has a positive and significant influence on repurchase intentions. Similarly, the opinion expressed by Nazal (2020) states that *brand image* has a positive and significant effect on consumer repurchase intentions. Based on several existing empirical studies, hypotheses can be compiled as follows.

*H2: Brand image has a positive and significant effect on repeat purchase intent.*



Research conducted by Andita (2017) who conducted research on Insoplus consumers also said that product quality has a significant positive effect on repurchase intent, besides that the opinion expressed by Harfania (2020) states that product quality has a positive and significant influence on repurchase intent, as well as opinions by Usman and Aryani (2020) stating that product quality has a positive and significant influence on purchase intention. The repeat shown from the assessment benchmark, the more in accordance with the standards set, the more quality the product will be produced. Based on several existing empirical studies, the following hypotheses can be compiled:

*H3: Product quality has a positive and significant effect on repeat purchase intent.*

## METHODS OF RESEARCH

This study is associative in nature which aims to reveal the relationship between two or more variables through hypothesis testing, namely the influence of price perception on repurchase intent, the influence of *brand image* on repurchase intention and the effect of product quality on repeat purchase intent. The type of research conducted is causal with questionnaire tools provided and disseminated to respondents through *google form* to obtain the required data. The object of research in the study is the behavior of consumers of Ayam Nampol restaurant in making repurchase intentions for products in Ayam Nampol restaurant which is determined by variables of price perception, *brand image* and product quality. The size of this population is not known with certainty regarding the number to be studied, so the population in this study is infinite (*infinity*). This study uses 20 indicators so that the sample size is determined based on the formula  $(5-10 \times n)$ , which is 20 indicators multiplied by 5 which means the sample size is 100 respondents. The sampling technique used in this study is a *non-probability sampling* technique with *the purposive sampling* method, which is a sampling technique by looking at certain considerations or objectives (Sugiyono, 2018: 133). There are several sample criteria used in this study, including the following: (1). Respondents have completed high school or vocational education equivalent, (2). Have bought or consumed products in Ayam Nampol Panjer restaurant, Denpasar and (3). Ever bought products offered by Ayam Nampol Panjer restaurant, Denpasar in *marketplaces* such as (*gofood*, *shopeefood* and others).

Indicators of each variable of price perception, *brand image* and product quality as well as repurchase intent will be measured using *the Likert scale* in five levels, namely strongly disagree = 1, disagree = 2, neutral = 3, agree = 4 and strongly agree = 5. The instruments used are tested for validity and reliability in order to measure what they want to measure and the consistency of the responses given by respondents is known. The analysis used in this study was descriptive statistical analysis and multiple linear regression analysis, then hypothesis testing was carried out using inferential analysis with the IBM SPSS for Windows 22.0 computer program.

## RESULTS AND DISCUSSION

The characteristics of respondents in this study are seen from gender, age, recent education and occupation or profession. The composition of the characteristics of the study respondents is presented in Table 2.

Table 2 shows that research on consumers who make transactions back at the Ayam Nampol Panjer restaurant, Denpasar, the number of respondents is divided into two characteristics, namely male respondents as many as 46 people (46 percent), while female respondents amounted to 56 people (56 percent). Consumers who make transactions back to the Nampol Chicken restaurant are dominated by female respondents. The age characteristics of respondents aged 18-22 years as many as 41 people (41 percent), respondents aged 23-27 years as many as 34 people (34 percent), respondents aged 28-32 years as many as 14 people (14 percent) and respondents with the age of more than 32 years as many as 11 people (11 percent). In general, respondents who often make



transactions back at the Ayam Nampol Panjer restaurant, Denpasar are the most with an age range of 18-22 years.

The characteristics of respondents based on the level of education obtained data on respondents with high school or vocational education obtained the most data, amounting to 52 people (52 percent), then respondents with diploma education levels as many as 20 people (20 percent), undergraduate education levels as many as 25 people (25 percent) and the remaining 3 people (3 percent) obtained from postgraduate education levels. The data shows that the return transactions carried out at the Ayam Nampol restaurant are dominated by respondents with high school or vocational education levels.

Table 2 – Characteristics of Respondents

No	Characteristic	Classification	Number (People)	Percentage (%)
1.	Gender	Man	46	46%
		Woman	54	54%
Sum			100	100%
2.	Age of Respondents	18 – 22 years old	41	41%
		23 – 27 years old	34	34%
		28 – 32 years old	14	14%
		> 32 years old	11	11%
Sum			100	100%
3.	Recent Education	High School or Vocational School	52	52%
		Diploma	20	20%
		Bachelor	25	25%
		Postgraduate	3	3%
Sum			100	100%
4.	Occupation or Profession	Civil servants	5	5%
		TNI or Polri	1	1%
		Private Employees	22	22%
		Entrepreneurial	15	15%
		Student	50	50%
Sum			100	100%

Source: Primary data processed (2024).

The characteristics of respondents based on occupation or profession respondents with jobs or professions as students are the most compared to the total number of respondents, which is as many as 50 people (50 percent). Respondents with private employee jobs as many as 22 people (22 percent), respondents with self-employed or entrepreneurial professions as many as 15 people (15 percent), respondents with civil servant professions as many as 5 people (5 percent), respondents with TNI or Polri professions as many as 1 person (1 percent), and there are other professions as many as 7 people (7 percent). Thus, respondents with jobs or professions as dominant students make transactions back to the Ayam Nampol Panjer restaurant, Denpasar.

The validity test is carried out to check whether the instrument on the questionnaire is valid or not. An instrument is said to be valid if the correlation value ( $r$ -calculated)  $\geq 0.30$ . The results of the validity test conducted in this study showed that the  $r$ -count value of the variable studied obtained an overall indicator score greater than 0.30, so that the question items contained in the research instrument met the data validity requirements.

Reliability testing was carried out using *Cronbach's Alpha coefficient*  $\geq 0.60$  against the research instrument used so that it was said to be reliable.

Price perception variables are independent variables measured using four indicators related to the price perception of Ayam Nampol restaurants. The four statements were reviewed using the *Likert scale*.

The highest average value of the four indicators used in measuring price perception variables is the price competitiveness indicator which is 4.23. Consumer responses to price competitiveness determined by Ayam Nampol restaurant in competing with competitors around it are very appropriate. Other price perception variable measurement indicators such





as price affordability get a score of 4.13; the indicator of the suitability of price with quality obtained a score of 4.17; and the indicator of the suitability of prices with the benefits received obtained a score of 4.18.

Table 3 – Validity Test Results

Variable	Indicators	Pearson Correlation	Information
Price Perception (X1)	X1.1	0,770	Valid
	X1.2	0,642	Valid
	X1.3	0,798	Valid
	X1.4	0,803	Valid
Brand Image (X2)	X2.1	0,448	Valid
	X2.2	0,488	Valid
	X2.3	0,673	Valid
	X2.4	0,505	Valid
	X2.5	0,461	Valid
	X2.6	0,459	Valid
Product Quality (X3)	X3.1	0,873	Valid
	X3.2	0,739	Valid
	X3.3	0,743	Valid
	X3.4	0,804	Valid
	X3.5	0,877	Valid
Repurchase Intent (Y)	Y1	0,579	Valid
	Y2	0,729	Valid
	Y3	0,849	Valid
	Y4	0,907	Valid
	Y5	0,872	Valid

Source: Primary data processed, 2023.

The *brand image* variable is the second independent variable used in the study. The *brand image* variable was measured using six related indicators about respondents' assumptions of the brand owned by the Ayam Nampol restaurant.

The highest average value of the six indicators used to measure *the brand image* variable is a quality product brand indicator that obtained a score of 4.17 in the good category. Respondents are of the view that the brand offered by Ayam Nampol restaurant has guaranteed brand quality and is good for consumers. Quality product brands can certainly increase the intention and desire of consumers to come back to consume the menu at the Ayam Nampol restaurant. Other indicators that affect *brand image* such as the profit indicator obtained by consumers with 4.14 in the good category; product information indicator that obtained a score of 4.08 in the good category; Brand indicators that attract consumer intent have a score of 4.02 in the good category; varied menu indicators obtained a score of 3.99 in the good category; and unique and attractive packaging indicators obtained a score of 3.62 in the good category.

The product quality variable is the last independent variable used in the study, the product quality variable was measured using five related indicators about respondents' assumptions about the quality of products provided by Ayam Nampol restaurants to consumers.

The highest average value (mean) is obtained by the variable indicator of product quality, namely product durability which obtained an average value of 4.23 with the very good category. This shows that consumer response to the durability of products at the Ayam Nampol Panjer restaurant, Denpasar is relatively good. Excellent product durability is certainly a factor for consumers to consider in buying or consuming products, besides that good durability certainly explains that the resulting product does not experience damage or failure to use. Other indicators used to measure product quality variables are good taste has an average assessment score of 4.19 in the good category; the hygienically presented product indicator obtained an average score of 4.08 in the good category; Then the performance quality indicator obtained an average score of 4.00 in the good category; and the reliability indicator obtained an average score of 3.73 in the good category.



The variable of repurchase intent was measured using five related indicators of respondents' perceived consumer repurchase intentions at Ayam Nampol restaurants.

The highest average in the repurchase intention variable was obtained in the transactional intention indicator with an average value score of 4.06 which was included in the high category. Other indicators such as referral intention received a score of 3.91 in the high category; exploratory intent with a score of 3.58 in the high category; the preferential intention indicator obtained a score of 3.51 in the high category; And the indicator does not want to move to another brand if there is a shortage of products in the place of business obtained a score of 3.46 in the high category.

The normality test is carried out using the Kolmogorov-Smirnov Test, provided that the resulting value is at the *Asymp. coefficient. Sig (2-tailed)* is greater than 0.05 or  $\alpha = 5\%$ , so the data can be said to be normally distributed.

The normality test results show that the level of significance is greater than 0.05 which is 0.200 or equivalent to  $\alpha = 20\%$ , thus the results show that the regression model is normally distributed.

The regression model can be said to be good if it is free from symptoms of multicollinearity by looking at the tolerance value and variance inflation factor (VIF) value. If the tolerance value is more than 0.1 and VIF is less than 10, then in the regression model there are no symptoms of multicollinearity. The results of the multicollinearity test show that the tolerance value of each independent variable has a value of more than ( $>$ ) 0.1 and the VIF value of each independent variable is less than ( $<$ ) 10. The price perception variable has a tolerance value of  $0.716 > 0.1$  and a VIF value of  $1.396 < 10$ ; the brand image variable obtained a tolerance value of  $0.683 > 0.1$  and a VIF value of  $1.464 < 10$ ; and the product quality variable has a tolerance value of  $0.606 > 0.1$  with a VIF value of  $1.649 < 10$ . The results of the multicollinearity test proved that the regression model in the study did not experience symptoms of multicollinearity.

The heteroscedasticity test aims to test for the presence of variance inequalities from the residuals of one observation to another observation in a predetermined regression model. If the significance level of the independent variable to the absolute residual value (Abs\_RES) is greater than 0.05, then the regression model does not find symptoms of heteroscedasticity. The results show that the significance value of each independent variable to the residual absolute value (Abs\_RES) is more than 0.05 including: the price perception variable (X1) has a significance value level of  $0.421 > 0.05$ ; then the *brand image* variable (X2) has a significance value level of  $0.788 > 0.05$ ; and the product quality variable (X3) has a significance value level of  $0.225 > 0.05$ . This explains that the regression model in the study conducted found no symptoms of heteroscedasticity.

Multiple linear regression analysis was used to examine the effect of the variables studied, namely price perception (X1), *brand image* (X2) and product quality (X3) on repeat purchase intention (Y).

Table 4 – Multiple Linear Regression Analysis Results

Coefficients <sup>a</sup>					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-,847	,552		-1,535	,128
1 Price Perception	,294	,113	,235	2,592	,011
Brand Image	,550	,153	,334	3,594	,001
Product Quality	,277	,113	,242	2,455	,016

a. Dependent Variable: Repurchase Intent

Source: Primary data processed, 2024.

The results of multiple linear regression analysis can be written the regression equation as follows:

$$Y = -0.847 + 0.294X1 + 0.550X2 + 0.277X3$$



The multiple linear regression equation is described as follows:  $X_1 = 0.294$  with a significance value of  $X_1$  of 0.011 smaller than 0.05 (1.8% > 5%), meaning that price perception has a positive and significant effect on the repurchase intention of consumers of Ayam Nampol restaurant. This indicates that the more in accordance with consumer price perceptions of Ayam Nampol restaurants, the intention to repurchase consumers to consume and make transactions at Ayam Nampol restaurants will increase.  $X_2 = 0.550$  with a significance value level of  $X_2$  of 0.001 smaller than 0.05 (0.1% > 5%), meaning that *brand image* has a positive and significant effect on the repurchase intention of consumers of Ayam Nampol restaurant. This shows that as good as the *brand image* owned by the Nampol Chicken restaurant, the consumer's intention to consume and make transactions at the Nampol Chicken restaurant will increase.  $X_3 = 0.227$  with a significance value level of  $X_3$  of 0.016 smaller than 0.05 (1.6% > 5%), meaning that product quality has a positive and significant influence on consumer repurchase intentions at Ayam Nampol restaurants. This indicates that the better the quality of products in the Nampol Chicken restaurant, the repurchase intention of consumers at the Nampol Chicken restaurant to consume and transact again will increase.

The F test is used to look at the independent variables (price perception, *brand image*, and product quality) together affecting the dependent variable (repurchase intent). The model suitability test was carried out by comparing the significance level of the independent variable  $\alpha = 0.05$  (5%).

Table 5 – F Test Results

ANOVA <sup>a</sup>						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16,181	3	5,394	24,588	,000b
	Residuals	21,058	96	,219		
	Total	37,238	99			

a. Dependent Variable: Repurchase Intent  
b. Predictors: (Constant), Product Quality, Price Perception, *Brand image*

Source: Primary data processed, 2024.

The result of the calculated F value of 24.588 while the F value of the table is 2.70.  $F_{\text{calculated}} > F_{\text{table}}$  with significance value levels of  $0.000 < 0.05$ . This shows that the variables of price perception ( $X_1$ ), *brand image* ( $X_2$ ) and product quality ( $X_3$ ) simultaneously affect the variable of repurchase intention ( $Y$ ) at the Ayam Nampol Panjer restaurant, Denpasar.

The hypothesis test (t-test) aims to examine the effect of each independent variable (price perception, *brand image*, and product quality) on the dependent variable (repurchase intent).

Table 6 – Test Results t

Type		t	Sig.	Hypothetical Results
1	(Constant)	-1,535	,128	
	Price Perception	2,592	,011	H1 accepted
	<i>Brand Image</i>	3,594	,001	H2 accepted
	Product Quality	2,455	,016	H3 accepted

a. Dependent Variable: Repurchase Intent

Source: Primary data processed, 2024.

The results of the t test show the influence of each independent variable on the dependent variable which can be explained as follows. The calculation results show a significance level smaller than ( $<$ ) 0.05, then  $H_0$  is rejected and  $H_1$  is accepted. This explains that price perception has a positive and significant effect on repurchase intentions. The calculation results show a significance level smaller than ( $<$ ) 0.05, then  $H_0$  is rejected and  $H_2$  is accepted. This explains that *brand image* has a positive and significant effect on repeat





purchase intent. The calculation results show a significance level smaller than ( $<$ ) 0.05, then  $H_0$  is rejected and  $H_3$  is accepted. This explains that product quality has a positive and significant effect on repurchase intent.

The coefficient of determination or  $R^2$  is a measure of the conformity of the regression equation, which is a bound variable that can be described by an independent variable. The value of the coefficient of determination is  $0 < R^2 < 1$ .

Table 7 – Coefficient of Determination ( $R^2$ )

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659a	.435	.417	.46835

a. Predictors: (Constant), Product Quality, Price Perception, *Brand image*

Source: Primary data processed, 2024.

The calculation of the coefficient of determination ( $R^2$ ) is 0.435 which means that 43.5% of the variation in the variable of repurchase intention (Y) is influenced by the variables of price perception (X1), *brand image* (X2) and product quality (X3), while the remaining 56.5% is influenced by other variables outside the study.

The effect of price perception on repurchase intent based on the results of statistical testing obtained a significance value level t of 0.011 with a beta coefficient (B) value of 0.294. The Sig.t value level of  $0.011 < 0.05$  which means that price perception has a positive and significant effect on repurchase intent. If there is accuracy or conformity in price perception variables with indicators of price affordability, price suitability with quality, price competitiveness and price suitability with benefits, consumers' repurchase intentions for products in Nampol Chicken restaurants will also increase.

This study obtained positive results from respondents with price competitiveness indicators obtaining the highest score with a score of 4.23 with a very appropriate category, which indicates that the pricing of each product in the Nampol Chicken restaurant can compete with competitors or competitors who have similar businesses, and the price affordability indicator gets the lowest value with a score of 4.13 with the appropriate category showing the price offered by Ayam Nampol restaurant there are still some prices in each product that are not affordable or less standard.

The influence of *brand image* on repurchase intent based on the results of statistical testing obtained a significance value level t of 0.001 with a beta coefficient (B) value of 0.550. The value of sig.t  $0.001 < 0.05$  which means that *brand image* has a positive and significant effect on repurchase intent. This shows that the better the *brand image* of the Nampol Chicken restaurant is embedded in the minds of consumers, the higher the consumer's repurchase intention towards the products in the Nampol Chicken restaurant.

Good responses from respondents can be seen from the indicator of quality brands getting the highest score with a score of 4.17 in the good category, which indicates that the brand owned by the Nampol Chicken restaurant has good quality and is one of the consumer attractions to make transactions there, on the one hand the unique and attractive packaging indicator at the Nampol Chicken restaurant gets the lowest score with a score of 3.62 in the good category, Although obtaining a good category, of course, it needs improvements and new innovations in the packaging used to increase consumer repurchase intent.

The effect of product quality on repurchase intent based on the results of statistical testing obtained a significance value t of 0.016 with a beta coefficient (B) value of 0.277. The level of sig value  $0.016 < 0.05$  which means that product quality has a positive and significant effect on repurchase intent. The better the quality of the products contained in the Nampol Chicken restaurant, the higher the consumer's repurchase intention towards the products offered by the Nampol Chicken restaurant. The positive responses given by respondents with product durability indicators obtained the highest score with a score of 4.23 in the very good category, and product reliability indicators received a score of 3.73 in the good category, these results showed that the reliability of products from the Nampol Chicken restaurant was



still lower than other indicators used in measuring product quality from the Nampol Panjer Chicken restaurant, Denpasar.

## CONCLUSION

Based on the results of the research that has been described, it can be concluded as follows. Price perception has a positive and significant effect on the repurchase intention of consumers of Ayam Nampol Panjer restaurant, Denpasar. This indicates that the more appropriate or more appropriate the consumer price perception of the product, the greater the consumer's repurchase intention. *Brand image* has a positive and significant effect on the repurchase intention of consumers of Ayam Nampol Panjer restaurant, Denpasar. This means that as good as the *brand image* or brand image embedded in the minds of consumers, the higher the consumer's repurchase intention at the Ayam Nampol restaurant. Product quality has a positive and significant effect on the repurchase intention of consumers of Ayam nampol Panjer restaurant, Denpasar. This means that as good as the quality of the products offered by the Nampol Chicken restaurant is, the more consumer repurchase intentions will increase.

Based on the conclusions described above, the suggestions that can be given are as follows. In the price perception variable, the lowest assessment is obtained in the price affordability indicator, of course, before making a purchase, consumers will look for information about the prices available on each menu in the Ayam Nampol restaurant. Company management must strive to provide the right price and standard so that it is affordable for consumers before they buy or consume products in the Ayam Nampol restaurant. This is the factor that assesses consumers to buy products or not. *Brand image* is one of the variables that can affect consumer repurchase intent. In the *brand image* variable, the lowest assessment is obtained on indicators of unique and attractive packaging. Unique and attractive packaging can certainly increase consumer intention to buy products in the Ayam Nampol restaurant, become a distinctive feature of a product, and ensure product safety if consumers buy products wrapped. Company management must certainly be able to create attractive product packaging and have its own characteristics so that it can distinguish from competitors or competitors around who have similar businesses or businesses. On the product quality variable, the lowest assessment is obtained by the product reliability indicator factor. Reliability is used as the main focus for the management of Ayam Nampol restaurant considering the guaranteed quality of products that will be provided to consumers. Reliability includes the possibility of a product being damaged or failing to use, where in this case there is a product that cannot be consumed by consumers because it is damaged. This of course must be a balance by company management who always strive to provide the best results from their products, so as not to provide an unpleasant experience to customers who make transactions or consume products from Ayam Nampol restaurants because of products that are damaged or fail to be consumed. In the repurchase intent variable, the lowest indicator is obtained by the referral intent indicator. Preference intention means the desire of consumers to make the products they have consumed become their main choice for consumption or choose one menu from the various menus available at the Nampol Chicken restaurant which is still lacking and not too high. The company's management must certainly try to provide its own characteristics or characteristics of the menus provided at the Ayam Nampol restaurant, thereby increasing consumer loyalty to the menu available at the Ayam Nampol restaurant and distinguishing it from competitors around who have the same or similar business.

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