

Research Article

The Influence of Location, Price and Product Quality on Repurchase Intention on Food Stall Empek-Empek Cinata at Ngabang, Landak Regency

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ABSTRACT

This study aims to analyze the influence of Location, Price, and Product Quality on Repurchase Intention at Warung Makan Empek-Empek Cinata in Ngabang, Landak Regency. The research employs a quantitative approach with an associative design. The sampling technique used is purposive sampling. The number of respondents consists of 100 consumers who meet the criteria of purposive sampling. Data analysis is conducted using multiple linear regression analysis with the assistance of SPSS version 25 software, supported by validity testing, reliability testing, and classical assumption testing. The results show that partially, Location has a positive and significant effect on repurchase intention, with a calculated t-value of $2.265 > t\text{-table value of } 1.661$. Similarly, Price has a positive and significant effect on repurchase intention with a calculated t-value of $2.473 > t\text{-table value of } 1.661$, and Product Quality also has a significant effect on repurchase intention with a calculated t-value of $2.834 > t\text{-table value of } 1.661$. Simultaneously, Location, Price, and Product Quality have a significant effect on repurchase intention ($p < 0.001$), with a coefficient of determination (R^2) value of 0.395. These findings indicate that Location, Price, and Product Quality are able to explain 39.5% of the contribution to repurchase intention, while the remaining percentage is influenced by other factors outside the research model.

Keywords: Location; Price; Product Quality; Repurchase Intention

1. INTRODUCTION

The development of the culinary sector in Indonesia in recent years has shown significant growth and plays an important role in the national economy. Based on data from the Ministry of Industry (Kemenperin, 2024), the food and beverage industry contributes more than 38.4% to the total Gross Domestic Product (GDP) of the non-oil and gas manufacturing sector, making it a leading sector that continues to grow from year to year. This increase is also in line with changes in lifestyle, where society increasingly prioritizes practicality, taste, and consumption experience in daily eating activities. At the regional level, particularly in West Kalimantan Province, the culinary business sector has also experienced growth. Based on data from the Central Statistics Agency of West Kalimantan Province (BPS, 2023), the number of food and beverage service businesses in this province increased by 8.63% in 2023.

Landak Regency, as one of the regional economic buffer areas in West Kalimantan, shows a similar trend. The economic activity center of Landak Regency, located in Ngabang City, has become a growing location for various micro and small culinary businesses, including traditional food stalls offering distinctive Indonesian flavors at affordable prices. One of the culinary businesses developing in this area is Warung Makan Empek-Empek Cinata Ngabang, which has become one of the community's choices to enjoy Palembang specialty foods and other dishes such as empek-empek kapal selam, lenjer, kulit, bubur pedas, siomay, boiled kwe tiau, and fried kwe tiau. This food stall was established in March 2011, initially relying solely on the labor of the owner and his wife. The stall frequently receives food orders, ranging from office events and family gatherings to serving guests from outside the region. Until now, Warung Makan Empek-Empek Cinata remains one of the popular culinary destinations in Ngabang City. The taste offered in each serving consistently maintains the original flavor that has been created since the establishment of the food stall.

Warung Makan Empek-Empek Cinata is one of the food stalls located at Jalan Pangeran Cinata No. 24, Dusun Raja, Desa Raja, Ngabang District, Landak Regency. The food stall was founded by Mr. Budhi Purwanto in March 2011 and has become one of the culinary providers serving various dishes, especially for the people of Ngabang and its surrounding areas. Warung Makan Empek-Empek Cinata has a Business Identification Number (NIB) of 22112200600878 since November 29, 2022. For approximately 14 years of operation, Warung Makan Empek-Empek Cinata has continuously innovated and expanded its product offerings.

Warung Makan Empek-Empek Cinata offers various menu variants with diverse price ranges. There are 12 menu items consisting of 7 food variants and 5 beverage variants, with prices ranging from the lowest at IDR 5,000 to the highest at IDR 25,000. Warung Makan Empek-Empek Cinata operates from 12:30 p.m. to 5:30 p.m. The food stall consistently maintains product quality to preserve the consistency of taste that has existed since its establishment. Product quality is one of the key factors influencing the income level of a business. Product quality, including the variety of food and beverage options offered, plays an important role in attracting consumers (Prihandoyo et al., 2025).

One factor that potentially affects the decline in a food stall's revenue is business location. Tjiptono (2015) states that location refers to various marketing activities that aim to facilitate and ease the delivery or distribution of goods and services from producers to consumers. The success of a business is strongly influenced by accuracy in selecting its location (Iwan et al., 2024). Warung Makan Empek-Empek Cinata is located in a strategic area, namely in the center of Ngabang City, making it easily accessible to people from various backgrounds. The business location is situated on the main road of Ngabang City and is close to government offices, educational institutions, shopping centers, and residential areas. The presence of the food stall in a strategic location provides a competitive advantage, considering the high flow of community traffic passing through the area, which ultimately has the potential to increase sales. A strategic location has the potential to drive higher business revenue. Choosing a location in a crowded area or one that is easily accessible to potential consumers can be considered a strategic approach for business owners (Yanti et al., 2024).

The best way to survive and maintain consumers' willingness to make repeat purchases is by implementing appropriate marketing strategies (Munanda et al., 2024). One such strategy is pricing. In addition to location, price plays an important role in consumer decision-making before and after purchasing a product. Firmansyah (2019) states that price is the amount of money paid by consumers to obtain a product or to transfer ownership of a product, viewed from two perspectives: for consumers, it serves as a determinant in choosing among similar goods, while for business owners, it is related to production costs and expected profit. For culinary businesses to operate sustainably and continue attracting consumers, there must be clear pricing strategy guidelines to ensure affordability for consumers (Latifah et al., 2025). Warung Makan Empek-Empek Cinata carefully considers pricing so that the prices set are aligned with the quality and benefits of the products offered, thereby avoiding consumer dissatisfaction. Additionally, considerations are given to price affordability in accordance with consumers' purchasing power and competitiveness with other businesses offering similar products. Prices set by the food stall become a benchmark and a determining factor for consumers in selecting the products offered. Therefore, it is important to study the impact of price on repurchase intention and understand how pricing can create added value for consumers (Suratmi, 2024).

Another factor that is considered the most dominant in influencing consumers' repurchase intention is product quality. Kotler & Armstrong (2018) define product quality as the characteristics of a product or service that support its ability to satisfy customer needs. Food quality is a key factor influencing consumer experience in restaurants or food stalls. Good food quality increases consumer satisfaction creates a positive image of the brand or establishment, and has the potential to enhance repurchase intention (Siaputra, 2024). Food stalls that aim to win consumer preference must have product quality that is superior to competitors offering similar products. Good product quality is quality that meets consumer expectations. Product quality is an advantage that must be possessed by food stalls, as it creates distinguishing characteristics that make consumers feel satisfied and potentially drive higher revenue.

Based on the results of pre-observation interviews conducted with several consumers of Warung Makan Empek-Empek Cinata Ngabang, several main complaints were identified, including limited parking space, unstable food stock availability, and discrepancies between price and the product received by consumers. Based on these findings, the researcher concludes that consumers' repurchase intention has a very strong relationship with consumer trust in Warung Makan Empek-Empek Cinata. Consumers who have repurchase intention are generally driven by confidence that the food stall is able to provide products with consistent taste, appropriate pricing, and a strategic and easily accessible location. If consumers perceive that one of these factors no longer meets their expectations, such as declining product quality, prices perceived as disproportionate, or a location considered less comfortable, trust in the food stall may decline.

This research refers to previous studies conducted by Liana et al. (2023), Sari & Nurmaning (2024), and Antika et al. (2024), where the results indicate that Location, Price, and Product Quality influence consumer repurchase intention. Although numerous studies have examined the effects of Location, Price, and Product Quality on repurchase intention, most of these studies focus on large-scale culinary sectors and are conducted in major urban areas in Indonesia. Research that specifically examines food and beverage (F&B) businesses and local MSMEs, particularly in Ngabang District, Landak Regency, West Kalimantan, by testing these three variables simultaneously remains relatively limited. In addition, few studies place the food and beverage context as the main object of analysis in understanding consumer repurchase intention behavior in the digital era.

Based on the above explanation, this study aims to analyze the influence of Location, Price, and Product Quality on Repurchase Intention at Warung Empek-Empek Cinata in Ngabang District, Landak Regency, West Kalimantan. Practically, the results of this study are expected to serve as managerial consideration for Warung Empek-Empek Cinata in formulating marketing and service strategies, as well as evaluating consumer complaints more effectively in efforts to increase repurchase decisions. Theoretically, this study is expected to enrich consumer behavior literature, particularly related to purchasing decisions in the food and beverage (F&B) sector, and to provide empirical evidence in the context of food and beverage (F&B) businesses in the digital era.

2. RESEARCH METHOD

The research method applied in this study is a quantitative method with an associative approach. Siregar (2020) states that associative research aims to determine the relationship between two or more variables. Through this research, a theoretical

framework can be developed to explain, predict, and control phenomena within the research context. The variables examined in this study are Location (X1), Price (X2), and Product Quality (X3) as independent variables, and Repurchase Intention (Y) as the dependent variable.

The data used in this study consist of primary data and secondary data. According to Siregar (2020), primary data are data sources that directly provide data to the data collector. In this study, primary data were obtained through interviews, observations, and questionnaires. According to Siregar (2020), secondary data are data published or used by organizations that are not the primary data processors. Secondary data in this study were obtained from Warung Makan Empek-Empek Cinata, including data on products sold, product pricing, and sales data from 2022 to 2024. To determine the sample size, the Purba formula (2006) cited in Sujarweni (2019) was used, resulting in a minimum required sample size of 96 respondents. The researcher determined a total sample size of 100 respondents to avoid potential errors in questionnaire completion (human error) or unusable responses during data processing. The sampling technique used in this study is purposive sampling. According to Sugiyono (2017), purposive sampling is a sampling technique based on specific considerations. The criteria for sample selection in this study are as follows: respondents are at least 15 years old; respondents are consumers who have purchased products from Warung Makan Empek-Empek Cinata; and respondents have made at least two purchases.

The measurement scale used in this study is the Likert scale. According to Sugiyono (2017), the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. Data analysis is conducted using Multiple Linear Regression Analysis with SPSS 25 software. The tests applied in this study include validity testing, reliability testing, normality testing, linearity testing, multicollinearity testing, as well as correlation and determination coefficient testing. Hypothesis testing includes simultaneous testing (F-test) and partial testing (t-test).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity testing in this research is intended to evaluate whether the questionnaire items accurately represent the variables being measured. This procedure is carried out by examining the correlation between each individual statement item score and the total score, after which the obtained correlation coefficient (r-count) is compared with the critical r-value (r-table). The r-table value is determined based on the degree of freedom ($df = n - 2$). With a total sample size of 100 respondents, the degree of freedom is 98, resulting in an r-table value of 0.196 at a significance level of 0.05. The detailed outcomes of the validity testing for each indicator across all variables are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Location (X1)	X1.1	0.652	0.196	Valid
	X1.2	0.632		
	X1.3	0.572		
	X1.4	0.728		
	X1.5	0.500		
	X1.6	0.642		
	X1.7	0.712		
	X1.8	0.667		
Price (X2)	X2.1	0.703	0.196	Valid
	X2.2	0.650		
	X2.3	0.602		
	X2.4	0.715		
	X2.5	0.637		
	X2.6	0.563		
	X2.7	0.638		
	X2.8	0.668		
Product Quality (X3)	X3.1	0.579	0.196	Valid
	X3.2	0.521		
	X3.3	0.340		
	X3.4	0.525		
	X3.5	0.620		
	X3.6	0.612		
	X3.7	0.642		
	X3.8	0.571		

	X3.9	0.637		
	X3.10	0.604		
	X3.11	0.615		
	X3.12	0.675		
	Y.1	0.533		
	Y.2	0.573		
	Y.3	0.602		
	Y.4	0.627		
Repurchase Intention (Y)	Y.5	0.477	0.196	Valid
	Y.6	0.594		
	Y.7	0.638		
	Y.8	0.698		
	Y.9	0.535		
	Y.10	0.627		

Source: Processed Data, 2026

Based on the validity test results for all research variables—namely Location (X1), Price (X2), Product Quality (X3), and Repurchase Intention (Y)—as shown in [Table 1](#), it can be observed that every statement item demonstrates an r-count value exceeding the r-table threshold of 0.196. Accordingly, all questionnaire items across the variables of Location, Price, Product Quality, and Repurchase Intention meet the validity criteria and are therefore appropriate for use in this study.

3.1.2 Reliability Test

The reliability test is conducted to determine the consistency of the questionnaire items when used as a research instrument. This study applies the Cronbach's Alpha method, where an instrument is considered reliable if it produces an alpha coefficient of at least 0.60. The results of the reliability testing for each research variable are summarized in [Table 2](#).

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Location (X1)	0,790	
Price (X2)	0,800	
Product Quality (X3)	0,839	Reliable
Repurchase Intention (Y)	0,791	

Source: Processed Data, 2026

Referring to the reliability test outcomes displayed in [Table 2](#), all variables—Location (X1), Price (X2), Product Quality (X3), and Repurchase Intention (Y)—achieve Cronbach's Alpha values exceeding the minimum acceptable threshold of 0.60. These findings indicate that all statement items included in the questionnaire demonstrate satisfactory reliability and are suitable for further analysis.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test is applied to confirm whether the data used in this study follow a normal distribution. This assessment employs the Kolmogorov–Smirnov test to evaluate the distribution pattern of the data. The normality test results generated using SPSS are presented in [Table 3](#).

Table 3. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.052
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2026

Based on the results shown in [Table 3](#), the Asymp. Sig. (2-tailed) value obtained is greater than the significance level of 0.05. Therefore, it can be concluded that the data in this study are normally distributed and meet the normality assumption.

3.2.2 Linearity Test

The linearity test aims to examine whether a linear relationship exists between the independent variables and the dependent variable. This test is conducted using the Sig. Linearity approach with the assistance of SPSS software. The results of the linearity test are provided in [Table 4](#).

Table 4. Result of Linearity

Variable	Linearity	Description
Repurchase Intention * Location	0.000	Linear
Repurchase Intention * Price	0.000	
Repurchase Intention * Product Quality	0.000	

Source: Processed Data, 2026

As indicated in [Table 4](#), the significance values for the linearity tests between Repurchase Intention and each independent variable are below 0.05. This finding confirms that the relationships between the independent variables and the dependent variable are linear.

3.2.3 Multicollinearity Test

The multicollinearity test is performed to identify whether strong correlations exist among the independent variables within the regression model. High correlations among independent variables may lead to biased regression coefficient estimates and reduce the overall reliability of the regression model. This test is carried out using SPSS, and the results are presented in [Table 5](#).

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Location	.604	1.656
Price	.678	1.476
Product Quality	.609	1.642
Dependent Variable: Repurchase Intention		

Source: Processed Data, 2025

The test results show that the Location variable (X1) has a tolerance value of 0.604 and a VIF value of 1.656, indicating acceptable levels. The Price variable (X2) records a tolerance value of 0.678 with a VIF of 1.476, while the Product Quality variable (X3) exhibits a tolerance value of 0.609 and a VIF of 1.642. Since all tolerance values exceed 0.10 and all VIF values are below 10.00, it can be concluded that there is no multicollinearity among the independent variables in this regression model.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is employed to examine the effect of more than one independent variable on a single dependent variable, both simultaneously and partially, as well as to construct a predictive model of the relationships among variables. The regression coefficient results obtained through SPSS analysis are displayed in [Table 6](#).

Table 6. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.270	4.702	.000
Location	.170	2.265	.026
Price	.202	2.473	.015
Product Quality	.224	2.834	.006
Dependent Variable: Repurchase Intention			

Source: Processed Data, 2026

Based on the results presented in [Table 6](#), the multiple linear regression equation can be expressed as follows:

$$Y = 1.270 + 0.170X_1 + 0.202X_2 + 0.224X_3$$

The interpretation of the regression equation is described as follows:

1. The constant value of 1.270 indicates that when the Location (X1), Price (X2), and Product Quality (X3) variables are assumed to be zero, Repurchase Intention (Y) is predicted to increase by 1.270.
2. The regression coefficient of the Location variable (X1) is 0.170 and has a positive direction, indicating that every one-unit increase in Location contributes to an increase of 0.170 in Repurchase Intention.

3. The Price variable (X2) has a regression coefficient of 0.202, which means that a one-unit increase in Price leads to an increase of 0.202 in Repurchase Intention.
4. The Product Quality variable (X3) shows the largest regression coefficient, namely 0.224, indicating that each one-unit improvement in Product Quality results in an increase of 0.224 in Repurchase Intention.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient analysis is conducted to measure the strength and direction of the relationship between the independent variables and the dependent variable. This study utilizes the Product Moment correlation method, with the results presented [Table 7](#).

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629 ^a	.395	.376	.64504
Predictors: (Constant), Product Quality, Price, Location				
Dependent Variable: Repurchase Intention				

Source: Processed Data, 2026

Based on [Table 7](#), the correlation coefficient (R) value obtained is 0.629. This value indicates that the relationship between Location, Price, and Product Quality and Repurchase Intention falls within the strong correlation category, as it lies within the range of 0.60 to 0.799.

3.5 Analysis of the Coefficient of Determination R^2

The coefficient of determination analysis reveals an R-square value of 0.395, as shown in [Table 7](#). This result indicates that Location, Price, and Product Quality collectively explain 39.5% of the variation in Repurchase Intention. The remaining 60.5% is influenced by other factors not included in this research model.

3.6 Simultaneous Test (F Test)

The simultaneous test, or F-test, is conducted to assess whether all independent variables jointly influence the dependent variable. The results of the F-test based on SPSS output are presented in [Table 8](#).

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	26.098	8.699	20.908	.000 ^b
Residual	39.943	.416		
Dependent Variable: Repurchase Intention				
Predictors: (Constant), Product Quality, Price, Location				

Source: Processed Data, 2026

Based on [Table 8](#), the calculated F value of 20.908 exceeds the F-table value of 2.70, and the significance value is below 0.05. These results indicate that Location, Price, and Product Quality simultaneously have a significant effect on Repurchase Intention.

3.7 Partial Test (t Test)

The partial test, or t-test, is used to analyze the individual influence of each independent variable on the dependent variable. The results of the t-test are displayed in [Table 9](#).

Table 9. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.270	4.702	.000
Location	.170	2.265	.026
Price	.202	2.473	.015
Product Quality	.224	2.834	.006
Dependent Variable: Repurchase Intention			

Source: Processed Data, 2026

Based on [Table 9](#), the t-table value used in this study is 1.661 at a significance level of 0.05.

1. The Location (X1) variable has a t-count of 2.265, which is greater than the t-table value of 1.661, with a significance value of $0.026 < 0.05$. This indicates that Location has a positive and significant partial effect on Repurchase Intention. Therefore, the hypothesis stating that location influences repurchase intention is accepted.
2. The Price (X2) variable has a t-count of 2.473, which exceeds the t-table value of 1.661, with a significance value of $0.015 < 0.05$. These results indicate that Price has a positive and significant partial effect on Repurchase Intention. Thus, the hypothesis regarding the effect of price on repurchase intention is accepted.
3. The Product Quality (X3) variable records a t-count of 2.834, which is the highest among the independent variables. This value is greater than the t-table value of 1.661, with a significance value of $0.006 < 0.05$. This finding indicates that Product Quality has a positive and significant partial effect on Repurchase Intention. Accordingly, the hypothesis stating that product quality affects repurchase intention is accepted.

3.8 Discussion

The Effect of Location on Repurchase Intention

Based on the partial testing results, the Location variable (X1) has a positive and significant effect on Repurchase Intention. This finding indicates that ease of access and a strategically positioned business location remain primary considerations for consumers when making repeat purchases. Limitations in parking facilities do not significantly reduce consumers' intention to repurchase, as long as the business location is easily accessible and situated close to consumers' daily activities. Thus, location continues to play an important role in encouraging repurchase intention despite constraints in supporting facilities. This finding is supported by [Mahadika et al. \(2022\)](#) and [Poluan \(2024\)](#), who report that location partially has a positive and significant influence on repurchase intention.

The Effect of Price on Repurchase Intention

Based on the partial testing results, the Price variable (X2) has a positive and significant effect on Repurchase Intention. This result indicates that price is a factor that directly influences consumers' decisions to make repeat purchases. Prices perceived as appropriate relative to product quality and benefits form positive value judgments in consumers' minds. These perceptions contribute to higher levels of consumer satisfaction, which subsequently increase the likelihood of repurchase. Therefore, establishing competitive and proportional pricing becomes a strategic aspect that must be carefully considered by the management of Warung Empek-Empek Cinata in efforts to enhance consumers' repurchase intention. This finding is supported by [Qudus & Amelia \(2022\)](#) and [Kurniawan & Sarudin \(2023\)](#), who demonstrate that price partially has a positive and significant effect on repurchase intention.

The Effect of Product Quality on Repurchase Intention

Based on the partial testing results, the Product Quality variable (X3) has a positive and significant effect on Repurchase Intention. This finding indicates that product quality is one of the important factors influencing consumers' decisions to make repeat purchases. Products that exhibit good, consistent quality and meet consumer expectations increase consumer satisfaction. This satisfaction subsequently fosters trust in the product, thereby increasing consumers' tendency to repurchase. Accordingly, continuous improvement and maintenance of product quality should become a primary concern for the management of Warung Empek-Empek Cinata in efforts to increase repurchase intention. This finding is supported by [Riafinola & Hastuti \(2025\)](#) and [Naziah \(2025\)](#), who show that product quality partially has a positive and significant effect on repurchase intention.

The Influence of Location, Price and Product Quality on Repurchase Intention

The results of the simultaneous testing indicate that location, price, and product quality influence repurchase intention. This finding suggests that consumers' intention to make repeat purchases is not determined by a single factor, but rather emerges from the interaction between ease of location access, price suitability, and perceived product quality. A strategic location facilitates consumers' access to purchase the products offered, appropriate pricing relative to perceived benefits creates a positive value perception, and good product quality enhances consumer satisfaction. These findings demonstrate that maintaining price levels, improving supporting facilities such as wider parking areas, ensuring dining area cleanliness, and preserving product quality are critical responsibilities for business operators. Consumers who feel satisfied with comfortable facilities, appropriate prices, and good product quality tend to experience higher comfort and satisfaction and are more willing to revisit in the future. Therefore, the management of Warung Empek-Empek Cinata is expected to maintain cleanliness of the dining area, ensure appropriate pricing, and preserve consistent product quality in order to meet increasingly evolving consumer expectations. The results of this study are supported by [Pratiwi et al. \(2024\)](#) and [Al Munawar et al. \(2025\)](#), who found that location, price, and product quality simultaneously have a positive and significant effect on repurchase intention.

4. CONCLUSION

Based on the results presented in the previous sections, the results of the multiple linear regression analysis produce the equation $Y = 1.270 + 0.170X_1 + 0.202X_2 + 0.224X_3$. Based on the correlation coefficient (R) test results, it is evident that Location, Price, and Product Quality have a strong relationship with Repurchase Intention, as indicated by a correlation coefficient value of 0.629, which falls within the range of 0.60–0.799. Furthermore, the coefficient of determination (R^2)

indicates that Location, Price, and Product Quality explain 39.5% ($1 \times 0.395 \times 100\%$) of the variation in Repurchase Intention, while the remaining 60.5% is influenced by variables outside this study. The simultaneous test (F-test) confirms that Location, Price, and Product Quality jointly have a significant effect on Repurchase Intention. Meanwhile, the partial test (t-test) indicates that Location, Price, and Product Quality individually have a significant effect on Repurchase Intention. Based on the conclusions of this study, several recommendations can be proposed as evaluation material for relevant parties, particularly Warung Empek-Empek Cinata. It is recommended that the business maintain and improve ease of access, such as expanding parking areas and enhancing the comfort of the surrounding environment, to further encourage consumers to make repeat purchases. Warung Empek-Empek Cinata is also expected to establish competitive pricing aligned with consumers' purchasing power without reducing product quality, so that consumers perceive value equivalence and are willing to repurchase. Furthermore, Warung Empek-Empek Cinata should continuously maintain and improve product quality in terms of taste, cleanliness, raw materials, and presentation, as product quality is a crucial factor influencing repurchase intention. The business is also encouraged to improve stock availability management to ensure that products are consistently available and aligned with consumer demand, thereby minimizing consumer dissatisfaction and preventing a decline in repeat purchases. Additionally, Warung Empek-Empek Cinata is advised to periodically evaluate consumer satisfaction to identify aspects requiring improvement in order to enhance repurchase intention. For future researchers, it is recommended to include additional variables beyond location, price, and product quality—such as service quality, promotion, or brand image—to provide a more comprehensive understanding of the factors influencing repurchase intention.

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