

Determination of Consumer Decisions in Re-Choosing Prames Catering Services: The Role of Product Quality, Price Perception & Customer Satisfaction

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ABSTRACT

The increasingly competitive catering service industry demands that companies retain customers to continue using their services. This study aims to analyze the influence of product quality and price perception on the decision to repurchase Catering Prames services, with customer satisfaction as an intervening variable. The research uses a quantitative approach thru a survey method targeting Catering Prames customers in 2024, selected using purposive sampling technique. Data were collected thru a Likert scale questionnaire and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The research results show that product quality and price perception have a positive and significant impact on customer satisfaction and repurchase intention. Customer satisfaction also has a positive effect on the decision to repurchase and has been proven to mediate the influence of product quality and price perception. These findings indicate that product quality consistency, pricing aligned with perceived customer value, and enhanced satisfaction are important strategies to encourage repeat purchase decisions and strengthen the competitiveness of Catering Prames.

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1. INTRODUCTION

The food and beverage industry is one of the sectors that continues to grow and makes a significant contribution to Indonesia's economy. Changes in people's lifestyles that increasingly prioritize efficiency, practicality, and service quality drive the rising demand for various types of culinary businesses, including catering services. Unlike restaurants that focus on on-site consumption, catering services have special characteristics because they serve large-scale consumption needs for various activities such as weddings, seminars, meetings, corporate events, and family gatherings. This development is accompanied by an increase in the number of catering businesses, making competition among companies even more intense. In such conditions, the success of a company is not only

determined by its ability to acquire new customers but also by its ability to retain customers so they continue to use the same service.

The decision of consumers to choose a service again is an important indicator for the sustainability of service companies because customers who make repeat purchases provide more stable revenue compared to new customers. According to Kotler, Keller, and Chernev [9], the decision to repurchase is the result of customer evaluation of their experience after using a product or service. Dewiasih & Nainggolan [3] also explain that repeat purchase decisions are influenced by customer evaluations of product quality, perceived value, and satisfaction obtained during the use of the product or service. Therefore, catering service companies need to understand the factors that can encourage consumers to return and use the services offered.

The competition also occurs in the catering service industry in Makassar City, which is the economic center of the Eastern Indonesia region. The high number of catering businesses in Makassar City indicates that the market opportunity is still very large, but on the other hand, competition among service providers is also becoming increasingly fierce. Each company is required to create a competitive advantage thru product quality, appropriate pricing, and service that can provide customer satisfaction. These conditions make the decision of consumers to choose again one of the indicators of the company's success in maintaining its business existence.

One of the companies facing such conditions is Catering Prames, located in Rappocini District, Makassar City. Although it has been operating for more than ten years and serving various community activities, the company still faces challenges in retaining customers. Internal data shows that the revenue target for Catering Prames continues to increase each year, but the actual turnover has never reached the set target. Even in the last two years, the realization of revenue has decreased from Rp988 million in 2023 to Rp934 million in 2024. Additionally, the percentage of customers making repeat orders has also declined from 61.2% in 2022 to 54.6% in 2023 and further down to 47.5% in 2024. This phenomenon indicates that the company's ability to retain customers is still not optimal.

The problem is exacerbated by the competitive conditions with competitors. Catering Prames sets its prices in the mid-range category with an average package price of Rp35,000, but only receives a customer rating of 4.6, lower than several main competitors. Additionally, customer complaint data shows that inconsistency in food taste (20%), delivery delays (19%), slow administrative response (19%), and portion discrepancies remain the main complaints from customers. The pre-survey results from 30 customers also show that only 50% of respondents are willing to use Catering Prames services again, only 40% are willing to recommend it to others, and only 37% would still choose Catering Prames when other service providers are available. These conditions indicate that the product quality and price perception held by the company have not fully succeeded in creating customer satisfaction, which in turn affects the low decision-making of consumers to choose again.

Theoretically, product quality is the main factor determining customer satisfaction. Tjiptono [17] explains that product quality in the food service industry includes taste, cleanliness, menu variety, presentation appearance, food safety, quality consistency, and the alignment of the product with what is promised to customers. The better the quality of the product received by customers, the higher the satisfaction felt, which encourages customers to make repeat purchases. This is supported by Amin et al. [2], who state that product quality has a positive effect on customer satisfaction and repeat purchase decisions. In addition, price perception is also an important consideration in determining customer decisions. According to Syalabi et al [16], customers will compare the benefits received with the sacrifices made, so a perceived fair price will enhance the value perceived by customers. Konuk's research [8] shows that the perception of fair pricing can enhance customer satisfaction, which ultimately drives repeat purchase decisions. Furthermore, Afiany & Subhan [1] explain that customer satisfaction is the result of an evaluation of the alignment between expectations and the actual performance of the product or service received by the customer.

Although the relationship between product quality, price perception, customer satisfaction, and repurchase decisions has been extensively studied, previous research results still show inconsistencies. Amin et al. [2] found that product quality positively affects repurchase decisions thru customer satisfaction. On the other hand, several other studies report that the influence of product quality and price perception on repurchase decisions is not always significant because it is affected by industry characteristics, service quality, and consumer behavior. Moreover, most previous research has been conducted on restaurants, cafés, small and medium-sized food enterprises, or the retail industry, while research on the catering service industry is still relatively limited, especially in the city of Makassar. In fact, the characteristics of catering businesses differ from restaurants because they involve large quantity orders, timely distribution, consistent food quality, and service during event execution.

Based on these conditions, this research has novelty in three aspects. First, this study uses the consumer's decision to repurchase catering services as the dependent variable, rather than just the repurchase intention as commonly used in previous research. Second, this study positions customer satisfaction as an intervening variable to explain the mechanism of the relationship between product quality and price perception on the repurchase decision. Third, this study provides empirical evidence in the catering service industry in Makassar City, which is still relatively rare as a research subject compared to restaurants, cafés, or food SMEs.

This research is expected to enrich the literature on consumer behavior in the service industry while also providing practical recommendations for Catering Prames management to improve product quality, set pricing strategies that align with customer perceptions, enhance customer satisfaction, and encourage an increase in consumer decisions to choose Catering Prames again. Based on empirical phenomena, theoretical foundations, research gaps, and novelty, this study aims to analyze the influence of product quality and price perception on consumer decisions to choose Catering Prames again, with customer satisfaction as an intervening variable.

2. METHOD

This research uses a quantitative approach with a survey method to analyze the influence of product quality and price perception on the decision to repurchase Catering Prames services thru customer satisfaction as an intervening variable. The quantitative approach is used to test the relationship between variables based on numerical data that is statistically analyzed [15]. The research was conducted at Catering Prames located in Rumah Makan Prasmanan Emmy Saelan, Rappocini District, Makassar City.

The research population consists of 240 Catering Prames consumers who have used the service in 2024. The sampling technique used is non-probability sampling with the purposive sampling method, which includes respondents who have used Catering Prames services at least once during 2024. The sample size of 150 respondents was determined using the Slovin formula with a 5% margin of error [15].

The research data consists of primary data collected thru the distribution of questionnaires using a five-point Likert scale and secondary data obtained from company documents, books, and relevant scientific journals [15]. The variables analyzed include product quality, price perception, customer satisfaction, and repurchase intention.

Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. Evaluation of the measurement model (outer model) includes testing for convergent validity, discriminant validity, Cronbach's alpha, composite reliability, and average variance extracted (AVE). Subsequently, the structural model (inner model) is evaluated using R^2 , f^2 , and Q^2 (predictive relevance) values. Hypothesis testing is conducted using the bootstrapping technique, with the hypothesis accepted if the t-statistic > 1.96 and p-value < 0.05 [4].

3. RESULT AND DISCUSSION

3.1 Result

This study involves 150 respondents who are consumers of Catering Prames to analyze the influence of product quality and price perception on the repurchase decision with customer satisfaction as an intervening variable. The characteristics of the respondents indicate that the majority are female (53%), while males account for 47%. Based on age, most respondents fall within the 31–40 year range (42%), followed by the 21–30 year range (27%) and the 41–50 year range (21%), thus predominantly comprising the productive age group.

In terms of occupation, the majority of respondents are private employees (35%), followed by employees of state-owned enterprises (BUMN/BUMD) (18%), students (14%), civil servants and entrepreneurs (12% each), and military/police personnel (9%). Based on the purpose of using the service, Catering Prames is most commonly used for office gatherings and social/religious activities (25% each), followed by celebrations or birthdays (22%), weddings (19%), social clubs (8%), and other needs (1%). The results indicate that Catering Prames' customers are predominantly productive-age consumers who use the service for various formal and social activities, making the respondents' characteristics representative of catering service consumer behavior.

3.2 Discussion

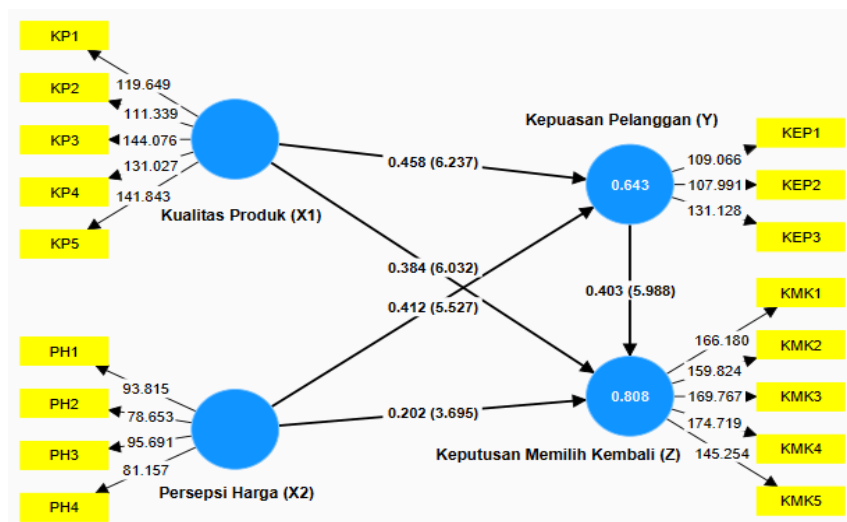


Figure 1. Graphical Output Hipotesis

Source: Smart PLS version 4, processed by the author (2025)

This test is conducted by evaluating the T-statistic value on each outer loading, then comparing it with the t-table value of 1.96 at a 5% significance level ($\alpha = 0.05$), as stated by Hair et al [4]. An indicator is considered significant if the T-statistic value is greater than 1.96. The value was obtained thru a bootstrapping procedure of 5,000 subsamples using the SmartPLS version 4.0.9.9 application, as shown in the following figure:

Table 1. Hypothesis Testing Result

Hypothesis	Original Sample (O)	T Stat.	P Val.	Result
Product Quality (X1) -> Customer Satisfaction (Y)	0.458	6.237	0.000	H1 : Accepted
Persepsi Harga (X2) -> Customer Satisfaction (Y)	0.412	5.527	0.000	H2 : Accepted

Hypothesis	Original Sample (O)	T Stat.	P Val.	Result
Product Quality (X1) -> Repurchase Decision (Z)	0.384	6.032	0.000	H3 : Accepted
Persepsi Harga (X2) -> Repurchase Decision (Z)	0.202	3.695	0.000	H4 : Accepted
Customer Satisfaction (Y) -> Repurchase Decision (Z)	0.403	5.988	0.000	H5 : Accepted
Product Quality (X1) -> Customer Satisfaction (Y) -> Repurchase Decision (Z)	0.185	4.573	0.000	H6 : Accepted
Persepsi Harga (X2) -> Customer Satisfaction (Y) -> Repurchase Decision (Z)	0.166	3.802	0.000	H7 : Accepted

Source: Smart PLS version 4, processed by the author (2025)

3.2.1 The Influence of Product Quality on Customer Satisfaction in Prames Catering

Based on the hypothesis testing results using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, a path coefficient (original sample) value of 0.458, a T-statistic value of 6.237, and a P-value of 0.000 (<0.05) were obtained. The results indicate that product quality has a positive and significant effect on customer satisfaction, thus Hypothesis 1 (H1) is accepted. The positive path coefficient confirms that the better the product quality perceived by Catering Prames customers, the higher the level of customer satisfaction formed.

The path coefficient of 0.458 indicates that product quality is one of the main determinants in shaping customer satisfaction. This finding emphasizes that customers do not only evaluate catering services based on service aspects, but also on the quality of the products received, such as the taste of the food, cleanliness, freshness of the raw materials, menu variety, presentation appearance, and the alignment of the products with customer expectations. If all these aspects can be consistently met, then customers will give a positive evaluation of the service received, thereby increasing the level of satisfaction.

Based on the evaluation results of the measurement model (outer model), the indicator of conformity with specifications has the highest loading factor value in the product quality variable, which is 0.960. This result shows that Prames Catering customers place the conformity of the product with specifications or orders as the most important aspect in assessing product quality. Customers expect the food received to match the ordered menu, have the correct portion size, consistent taste, good quality ingredients, and presentation as agreed upon. The higher the level of conformity of the product with the specifications promised by the company, the higher the customer's perception of the product's quality.

Meanwhile, in the customer satisfaction variable, the indicator with the highest loading factor is user experience with a value of 0.959. These findings indicate that customer satisfaction is more significantly shaped by the actual experience felt while using Prames Catering services compared to just the momentary perception after consuming the product. These experiences include the ease of placing orders, timely delivery, consistent food quality, good communication with the service provider, and the alignment of the received product with customer expectations. Thus, the positive experience obtained by customers becomes a dominant factor in shaping overall satisfaction.

If both dominant indicators are analyzed simultaneously, it becomes evident that there is a very close relationship between product conformity with specifications and customer experience. Prames Catering customers will have a positive experience if the food received truly matches the specifications promised from the beginning. On the contrary, if there are discrepancies in the menu, taste, portion, quality of ingredients, or presentation, then the customer experience will decline, resulting in a decrease

in satisfaction levels. These findings indicate that the company's success in fulfilling its service promise thru product quality is the main factor shaping the customer experience.

The findings of this study are in line with various recent empirical studies. Research by Amin et al. [2] shows that product quality is the main determinant of customer satisfaction in the food industry because product quality enhances the perception of value and customer consumption experience. Similarly, Nguyen et al. [10] found that the alignment of product quality with customer expectations significantly influences the increase in customer satisfaction in the food and beverage industry. Raza et al. [12] also concluded that product quality is the strongest factor in shaping customer satisfaction because customers tend to evaluate quality based on the consistency of the received product rather than just the physical attributes of the product itself.

In the context of Catering Prames, the results of this study show that customers highly value the company's ability to maintain the consistency of food quality according to the agreed specifications. That consistency includes taste, menu composition, portion size, ingredient quality, cleanliness, and food presentation. When all these aspects are consistently met, customers have a pleasant consumption experience, thereby increasing customer satisfaction. Conversely, a decline in quality in any of these aspects has the potential to reduce the positive customer experience and lower the level of satisfaction.

The practical implication of this research is that Catering Prames needs to make product conformity with specifications the main operational standard in the production process. Quality control must be carried out from the selection of raw materials, processing, packaging, to the distribution of food to customers. In addition, the company also needs to periodically evaluate customer experiences thru satisfaction surveys or feedback mechanisms so that any complaints can be promptly addressed to maintain the consistency of product quality and customer experience.

Thus, the results of this study affirm that product quality plays a strategic role in enhancing customer satisfaction. The higher Catering Prames' ability to produce products that meet the promised specifications, the more positive the customer experience will be, thus increasing customer satisfaction. This finding shows that the customer experience formed from product quality is an important foundation in building long-term relationships with customers and encouraging the continued use of Catering Prames' services.

3.2.2 The Influence of Price Perception on Customer Satisfaction in Prames Catering

Based on the hypothesis testing results using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, a path coefficient (original sample) value of 0.412, a T-statistic value of 5.527, and a P-value of 0.000 (<0.05) were obtained. The results indicate that price perception has a positive and significant effect on customer satisfaction, thus Hypothesis 2 (H2) is accepted. The positive path coefficient confirms that the better the customers' perception of the prices set by Catering Prames, the higher the level of customer satisfaction experienced.

The coefficient value of 0.412 indicates that price perception is one of the important factors in shaping customer satisfaction, although its influence is slightly lower compared to product quality. This indicates that Prames Catering customers do not solely consider the low price, but rather assess whether the price paid is commensurate with the benefits, food quality, and service received. In other words, customers will feel satisfied if they perceive the price paid as fair, just, and providing value in line with their expectations.

Based on the results of the measurement model evaluation (outer model), the price affordability indicator has the highest loading factor value on the price perception variable, which is 0.939. This finding indicates that the aspect of affordability is a key consideration for customers in forming their perception of the price of Catering Prames. Price affordability is not only understood as a low price but also as the customer's ability to obtain a product that aligns with their financial conditions without

diminishing their perception of the quality of the received product. Thus, the more affordable the price perceived by customers, the more positive their perception of the company.

Meanwhile, in the customer satisfaction variable, the user experience indicator has the highest loading factor value of 0.959. This indicates that customer satisfaction is largely shaped by the real experiences obtained while using Prames Catering services. That experience encompasses the entire process felt by the customer, starting from the ease of ordering, clarity of price information, the alignment between price and food quality, timeliness of delivery, to the service received. That positive experience will be even stronger if customers feel that the price they paid is truly worth the benefits they received.

The relationship between these dominant indicators shows that price affordability contributes to creating a positive customer experience. Customers who feel that the price of Catering Prames aligns with their financial capabilities and is commensurate with the quality of the products received will have a more enjoyable consumption experience. On the other hand, if customers perceive the price to be too high compared to the benefits received, the service usage experience will tend to decline, resulting in a decrease in satisfaction levels. Thus, price affordability becomes one of the important elements in building a satisfying customer experience.

The results of this study are consistent with various recent empirical studies. Konuk [8] found that price fairness has a positive effect on customer satisfaction because customers evaluate the alignment between price and the quality of the product received. The research by Amin et al. [2] also shows that a positive price perception enhances customer value perception, which subsequently has a significant impact on customer satisfaction in the food and service industries. Additionally, Hanaysha's research [5] concluded that price affordability and the alignment of price with product quality are important factors that enhance customer satisfaction while also strengthening the long-term relationship between customers and the company.

In the context of this research, Catering Prames customers tend to feel satisfied when the prices offered are considered within their budget and commensurate with the quality of the products received. Although there are various catering service providers with different price levels, customers continue to give positive evaluations to Catering Prames because the offered price is considered to provide commensurate value thru the quality of food, menu variety, cleanliness, and service received. This condition shows that price perception is not only shaped by the nominal price but also by the benefits perceived by customers after using the service.

The practical implication of this research is that Catering Prames needs to maintain a competitive and affordable pricing strategy without compromising the quality of products or services. The company also needs to enhance price information transparency, offer package variations according to customer needs, and ensure that every price increase is accompanied by an improvement in product quality or added value that customers can perceive. Thus, customers will continue to view the price as reasonable and commensurate with the benefits received, ensuring that the service experience remains positive.

Overall, the results of this study prove that price perception plays an important role in increasing customer satisfaction. The higher the customers' perception that the prices of Catering Prames are affordable and commensurate with the benefits received, the more positive the customers' experience in using the service, thus increasing customer satisfaction. These findings confirm that value-based pricing is one of the important factors in building customer satisfaction and maintaining long-term relationships with customers.

3.2.3 The Influence of Product Quality on Repurchase Decisions Prames Catering Services

Based on the hypothesis testing results using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, a path coefficient (original sample) value of 0.384, a T-statistic value of

6.032, and a P-value of 0.000 (<0.05) were obtained. The results indicate that product quality has a positive and significant impact on the decision to repurchase Prames Catering services, thus Hypothesis 3 (H3) is accepted. The positive path coefficient value shows that the higher the product quality perceived by customers, the greater the tendency for customers to return to use Prames Catering services in the future. The coefficient value of 0.384 indicates that product quality has a fairly strong contribution in driving the decision to repurchase. These findings affirm that customers not only use product quality as the basis for evaluating their current consumption experience but also as a primary consideration when deciding whether to use the catering service again. Products that can consistently maintain quality will increase customer trust, thereby reducing their desire to switch to other catering service providers.

The results of the measurement model evaluation (outer model) show that the indicator of conformity with specifications is the indicator with the highest loading factor value in the product quality variable, which is 0.960. This indicates that customers assess product quality primarily based on Catering Prames' ability to provide food that meets the agreed-upon specifications or orders. The conformity includes the type of menu, taste, portion size, quality of raw materials, cleanliness, and appearance of the food. The higher the level of product conformity with the promised specifications, the higher the customer's perception of the quality of the product provided.

Meanwhile, in the variable of repurchase decision, the indicators of repurchase intention and repeat purchase commitment are the indicators with the highest loading factor value, which is 0.968. These results indicate that customers' decision to return to use Catering Prames services is primarily determined by a strong desire to continuously use the service again and a commitment to continue choosing Catering Prames over other catering service providers. Thus, the decision to choose again not only reflects the act of repurchasing but also indicates the development of behavioral loyalty as a result of positive customer experiences.

If these two dominant indicators are analyzed together, it becomes clear that product conformity with specifications is the main factor driving the emergence of repurchase intention and commitment to repeat purchases. Customers who consistently receive products that meet their expectations will have confidence that Catering Prames can fulfill their needs on every occasion. That trust then develops into an intention to use the service again and a commitment to continue making Catering Prames the primary choice. Conversely, if the product quality is inconsistent or does not meet the promised specifications, the customer's intention to make a repeat purchase will decrease.

The results of this study are consistent with various recent empirical studies. Hanaysha's (2022) research shows that product quality has a positive and significant impact on repurchase intention through increased customer trust and experience. Amin et al. [2] also found that product quality is the main factor driving customers to make repeat purchases in the food industry because consistent quality can build customer confidence in the service provider. Additionally, the research by Slack and Singh [14] explains that high product quality increases repurchase intention by forming perceptions of value and customer satisfaction, thereby making customers more committed to maintaining their relationship with the company.

In the context of Catering Prames, the results of this study indicate that customers tend to decide to use the service again when they feel that the quality of the food always meets the promised specifications. Consistency of taste, freshness of ingredients, cleanliness, portion size, menu variety, and accuracy of presentation are the main reasons customers maintain their relationship with Catering Prames. This condition shows that customers prefer to reduce the risk of uncertainty by continuing to use a service provider that has proven capable of consistently delivering product quality, rather than trying another service provider whose quality is unknown.

The practical implication of this research is that Catering Prames needs to maintain quality control standards at every stage of the production process, from the selection of raw materials, food processing, packaging, to distribution to customers. Additionally, the company needs to implement standard

operating procedures (SOP) that ensure all orders are produced according to the specifications agreed upon with the customers. The consistency of quality will strengthen customers' intention to reuse Catering Prames services while also increasing the commitment to repeat purchases in the long term.

Overall, the results of this study prove that product quality has a positive and significant impact on the decision to choose Catering Prames again. The higher the company's ability to produce products that meet the promised specifications, the stronger the intention for repeat use and the customer's commitment to making repeat purchases. These findings indicate that product quality is not only a factor that shapes customer satisfaction but also serves as the foundation for the creation of behavioral loyalty thru customers' decisions to continue using Prames Catering services in the future.

3.2.4 The Influence of Price Perception on Repurchase Decisions Prames Catering Services

Based on the hypothesis testing results using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, a path coefficient value (original sample) of 0.202, a T-statistic value of 3.695, and a P-value of 0.000 (<0.05) were obtained. The results indicate that price perception has a positive and significant effect on the decision to repurchase Prames Catering services, thus Hypothesis 4 (H4) is accepted. The positive path coefficient confirms that the better the customers' perception of the prices set by Prames Catering, the greater the tendency for customers to return to use the service. However, compared to the product quality variable which has a coefficient of 0.384, the influence of price perception on the decision to repurchase is relatively smaller. This indicates that in the catering service industry, price is an important factor, but not the sole basis for customers in making repeat purchase decisions.

The results of this study indicate that Catering Prames customers do not only consider the nominal price, but place more emphasis on the alignment between the price paid and the benefits received. If customers assess that the offered price is still within their financial capability and commensurate with the quality of food, service, and experience received, they will tend to use Catering Prames' services again on the next occasion. On the other hand, if the price is considered not in line with the benefits received, the customer's decision to make a repeat purchase may decline even if the product quality is deemed good.

Based on the results of the measurement model evaluation (outer model), the price affordability indicator is the indicator with the highest loading factor value on the price perception variable, which is 0.939. This finding indicates that the aspect of affordability is the most dominant dimension in shaping customer perceptions of the price of Catering Prames. Customers believe that affordable prices provide a sense of security in making purchases because they align with their financial capabilities without compromising their expectations regarding the quality of the received products. Thus, price affordability becomes one of the main considerations influencing customers' decisions to continue using Catering Prames services.

Meanwhile, in the variable of repurchase decision, the indicators of repurchase intention and repeat purchase commitment are the indicators with the highest loading factor value, which is 0.968. This indicates that the repurchase decision is more reflected in the customers' desire to return to using Catering Prames services and their commitment to making the company their primary choice when needing catering services. The intention to reuse and the commitment to repeat purchases indicate that customers have confidence in the value provided by the company, thus tending to maintain a long-term relationship.

When both dominant indicators are analyzed together, it is evident that price affordability plays an important role in shaping the intention to reuse and the commitment to repeat purchases. Customers who view the price of Catering Prames as fair, affordable, and commensurate with the benefits received will be more confident in returning to use the service. A positive price perception also reduces the perception of risk in making repeat purchases because customers have experienced that the costs

incurred provide benefits in line with their expectations. Therefore, an appropriate pricing strategy becomes one of the factors that can strengthen the decision to repurchase.

The results of this study are consistent with various recent empirical studies. Konuk's research [8] found that price fairness has a positive influence on repurchase intention, especially when customers feel that the price paid is in line with the quality of the product and service received. Hanaysha's research [5] also shows that a positive price perception increases repurchase intention because customers feel they obtain a balanced value between cost and benefit. Additionally, the research by Amin et al. [2] explains that a good price perception increases the perceived value for customers, which in turn strengthens their commitment to make repeat purchases in the food and service industry.

In the context of this research, Catering Prames customers tend to decide to use the service again when they feel that the offered price is still competitive compared to other catering service providers and is in line with the quality of food and service received. This shows that customers do not always seek the cheapest price, but rather prioritize a price that offers the best value for money. Thus, a positive price perception can create the belief that reusing Catering Prames' services is the right and beneficial decision.

However, when compared to product quality, the influence of price perception on the decision to repurchase is relatively lower. These findings confirm that Catering Prames customers prioritize food quality over price considerations when deciding to make a repeat purchase. In other words, customers are still willing to pay a slightly higher price as long as the quality of the product, service, and experience meets their expectations. This condition indicates that the pricing strategy implemented by the company should be oriented toward value creation (value-based pricing), rather than solely on price competition.

The practical implication of this research is that Catering Prames needs to maintain competitive, transparent prices that align with the quality of the products offered. The company can provide a variety of service packages based on customer needs and budgets, offer transparent pricing information, and ensure that any price changes are accompanied by improvements in product quality and service. This strategy will strengthen customers' perception that the price paid provides commensurate benefits, thereby encouraging the intention to reuse and the commitment to repeat purchases.

Overall, the results of this study prove that price perception has a positive and significant impact on the decision to choose Prames Catering services again. The higher the customers' perception of affordability and fairness of the price, the stronger the intention to reuse and the customers' commitment to make repeat purchases. However, the lower influence compared to product quality indicates that customers prioritize quality as the main basis for their decision to choose again, while the perception of price serves as a supporting factor that reinforces that decision.

3.2.5 The Influence of Customer Satisfaction on Repurchase Decisions Prames Catering Services

Based on the hypothesis testing results using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, a path coefficient (original sample) value of 0.403, a T-statistic value of 5.988, and a P-value of 0.000 (<0.05) were obtained. The results indicate that customer satisfaction has a positive and significant effect on the decision to choose Catering Prames again, thus Hypothesis 5 (H5) is accepted. The positive path coefficient value indicates that the higher the level of customer satisfaction after using Catering Prames services, the greater the tendency for customers to return to using those services in the future.

A path coefficient of 0.403 indicates that customer satisfaction is one of the factors that has a strong influence on the decision to choose again. In fact, when compared to price perception, which only has a coefficient of 0.202, customer satisfaction has a much greater influence on the decision to repurchase. These findings indicate that satisfied customers are more likely to maintain their relationship with the company because they have had experiences that meet or even exceed their expectations. Thus,

customer satisfaction becomes an important foundation in building customer behavioral loyalty toward Prames Catering services.

Based on the results of the measurement model evaluation (outer model), the user experience indicator is the indicator with the highest loading factor value on the customer satisfaction variable, which is 0.959. This finding indicates that customer satisfaction in this study is largely shaped by the real experiences felt during the use of Prames Catering services. These experiences include an easy ordering process, responsive communication, timely delivery, consistent food quality, product cleanliness, and the service provided during the transaction process. The positive experience felt by customers will shape a comprehensive evaluation of the company and serve as the basis for the emergence of satisfaction.

On the other hand, the evaluation results of the measurement model show that the indicators of repurchase intention and repeat purchase commitment are the indicators with the highest loading factor value on the variable of repurchase decision, which is 0.968. This shows that the decision of customers to return to using Catering Prames services is reflected in a strong desire to repeatedly use those services and a commitment to continue choosing Catering Prames as their catering service provider over other alternatives. Thus, the decision to repurchase not only reflects the act of repeat buying but also illustrates the formation of customer loyalty toward the company.

Interestingly, the research results also show that in the product quality variable, the indicator of conformity with specifications has the highest loading factor value of 0.960. These findings illustrate that the customer experience, which is the main source of satisfaction, is greatly influenced by Catering Prames' ability to provide products that meet the specifications or orders of the customers. The suitability of the menu, taste, portion size, quality of raw materials, cleanliness, and food presentation are the main experiences that shape customer satisfaction. When customers receive products that meet the promised specifications, they have a positive experience, making them more inclined to use Catering Prames services again. Thus, product quality becomes the foundation for the formation of satisfaction, while satisfaction becomes the factor that drives the decision to choose again.

The results of this study are consistent with various recent empirical studies. The research by Slack and Singh [14] shows that customer satisfaction is the main predictor of repurchase intention in the service industry because satisfied customers have a higher level of trust in the company. Amin et al. [2] also found that customer satisfaction has a direct influence on repurchase intention thru the formation of a positive consumption experience. Additionally, Hanaysha's research [5] concluded that customers who experience high satisfaction tend to have a stronger commitment to repeat purchases compared to customers who are only moderately satisfied.

In the context of Catering Prames, the results of this study indicate that customers who have a positive experience while using the service, especially due to the product quality meeting the order specifications, are more likely to return to use Catering Prames' services. That experience creates a sense of trust that the company is capable of consistently providing quality food and service, so customers do not need to look for alternative catering service providers. This condition shows that customer satisfaction is a factor that strengthens the long-term relationship between the company and its customers.

The practical implication of this research is that Catering Prames needs to continuously improve the customer experience at every interaction point (customer touchpoint), starting from the menu consultation process, ordering, payment, production, to food delivery. In addition, the company must maintain product quality consistency to always meet the promised specifications, as this aspect has proven to be a key factor in shaping the customer experience. The company also needs to build a customer feedback management system so that every complaint can be promptly addressed and used as a basis for continuous service improvement.

Overall, the results of this study prove that customer satisfaction has a positive and significant impact on the decision to choose Catering Prames services again. The more positive the customer experience while using the service, especially when supported by product quality that meets specifications, the stronger the intention for repeat use and the customer's commitment to making repeat purchases. These findings emphasize that customer satisfaction is a strategic factor in building customer loyalty and maintaining the sustainability of Catering Prames amidst the increasingly competitive catering service industry.

3.2.6 The Influence of Product Quality on Repurchase Decisions thru Customer Satisfaction at Prames Catering

Based on the hypothesis testing results using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, an indirect effect coefficient (original sample) of 0.185, a T-statistic value of 4.573, and a P-value of 0.000 (<0.05) were obtained. The results indicate that customer satisfaction can positively and significantly mediate the influence of product quality on the decision to repurchase Catering Prames services. Therefore, Hypothesis 6 (H6), which states that product quality affects the decision to repurchase thru customer satisfaction, is accepted.

The results of this study indicate that the product quality possessed by Catering Prames not only directly encourages customers to reuse catering services but also first shapes customer satisfaction, which then enhances customers' decisions to make repeat purchases. In other words, the better the product quality received by customers, the higher the level of satisfaction felt, thus increasing the tendency of customers to choose Catering Prames again as their catering service provider.

The magnitude of the indirect influence coefficient of 0.185 confirms that customer satisfaction plays an important role as a mediating variable in the relationship between product quality and the decision to repurchase. However, when compared to the direct influence of product quality on the decision to repurchase, which has a coefficient of 0.384, it is evident that the direct influence is still greater. This condition indicates that customer satisfaction acts as a partial mediator. This means that product quality is still able to directly influence the decision to repurchase, but the effect becomes stronger when product quality is able to generate customer satisfaction first.

The results of the measurement model evaluation (outer model) show that the indicator of conformity with specifications is the most dominant indicator in forming the product quality variable, with a loading factor value of 0.960. This finding indicates that Prames Catering customers place a very high value on the company's ability to deliver products according to the agreed specifications or orders. The conformity includes the taste of the food, the quality of the raw materials, portion sizes, menu variations, cleanliness, and presentation appearance. The higher the level of product conformity with the promised specifications, the higher the customers' perception of the quality of Catering Prames' products.

Next, in the customer satisfaction variable, the user experience indicator has the highest loading factor value of 0.959. This indicates that customer satisfaction is primarily shaped by the real experiences felt during the use of Catering Prames services. These experiences include the ease of placing orders, the timeliness of presentation and delivery, consistent food quality, responsive communication, and the service provided by the company. Positive experiences felt by customers will form a comprehensive evaluation of the company, resulting in high satisfaction.

Meanwhile, in the variable of repurchase decision, the indicators of repurchase intention and repeat purchase commitment are the indicators with the highest loading factor value of 0.968. This result shows that customers' decision to return to using Catering Prames services is more reflected in a strong desire to repeatedly use those services and a commitment to continue making Catering Prames their primary choice when needing catering services. Thus, the decision to choose again not only indicates repeat purchasing behavior but also reflects the formation of customer loyalty toward the company.

If these three dominant indicators are analyzed in an integrated manner, a mechanism of interrelated relationships becomes apparent. The conformity of the product with the promised specifications creates a positive customer experience while using Catering Prames services. This positive experience subsequently forms customer satisfaction because customer expectations regarding product quality can be met. The satisfaction felt then encourages the emergence of the intention to reuse and the commitment of customers to continue using Catering Prames services in the future. Thus, customer satisfaction becomes an important mechanism that explains how product quality can enhance the decision to repurchase.

The findings of this study are consistent with various empirical studies in the food and service industries. Ongkowijoyo's research [11] shows that product quality has a positive effect on customer satisfaction, and customer satisfaction significantly increases repurchase intention in the culinary industry. The results indicate that product quality will be more effective in encouraging repeat purchases if it can first create customer satisfaction. Jeong et al. [7] also found that food quality is the main factor that enhances customer satisfaction, which in turn affects the repurchase intention of home meal replacement products. These findings show that food quality that meets consumer expectations can create a positive consumption experience, leading customers to desire to repurchase the same product.

Additionally, the research by Hernando and Nugroho [6] proves that customer satisfaction mediates the relationship between food service quality and customer loyalty among users of food delivery services. The research shows that the quality of products and services does not directly form loyalty, but first creates customer satisfaction which then encourages repeat purchase behavior. Similar results were also found by Dewiasih and Nainggolan [3], who concluded that customer satisfaction is a mediating variable that strengthens the influence of quality on repurchase intention in the restaurant industry. The similarity of these results further reinforces that customer satisfaction is an important mechanism that explains the relationship between product quality and repurchase intention.

In the context of Catering Prames, this research shows that customers who receive food according to the order specifications, in terms of taste, quality of raw materials, portion size, and presentation, will have a positive consumption experience. That experience then creates satisfaction because customers feel that the company is able to meet the expectations they had set before making the purchase. The satisfaction felt subsequently increases customers' confidence to return to using Prames Catering services for various event needs in the future. Therefore, consistent product quality not only provides short-term benefits in the form of customer satisfaction but also offers long-term benefits in the form of increased repeat purchase decisions and customer loyalty.

The practical implication of this research is that Catering Prames needs to maintain product quality consistency thru the implementation of a strict quality control system at every stage of production. The company also needs to ensure that all products served always meet the specifications promised to customers. In addition, customer satisfaction evaluations need to be conducted periodically thru surveys or customer feedback management as a basis for continuous improvement. Thus, high product quality will continue to generate positive customer experiences, increase customer satisfaction, and ultimately strengthen customers' decisions to continue using Prames Catering services.

Overall, the results of this study prove that customer satisfaction acts as a significant mediating variable in the relationship between product quality and the decision to repurchase Prames Catering services. The higher the product quality realized thru conformity with order specifications, the more positive the experience perceived by customers, thereby increasing customer satisfaction and ultimately strengthening the intention to reuse and the commitment to make repeat purchases. These findings affirm that strategies to improve product quality will yield more optimal results if directed toward creating customer satisfaction as the foundation for repeat purchase decisions.

3.2.7 The Influence of Price Perception on Repurchase Decisions thru Customer Satisfaction at Prames Catering

Based on the results of the indirect effect test using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, a path coefficient (original sample) value of 0.166, a T-statistic value of 3.802, and a P-value of 0.000 (<0.05) were obtained. The results indicate that customer satisfaction can positively and significantly mediate the effect of price perception on the decision to repurchase Catering Prames services, thus Hypothesis 7 (H7) is accepted. These findings confirm that a positive price perception not only directly influences customer decisions but also first enhances customer satisfaction, which then encourages customers to return to use Catering Prames services.

The indirect influence coefficient of 0.166 indicates that customer satisfaction plays a role as a mediating variable in the relationship between price perception and the decision to repurchase. When compared to the direct effect of price perception on the repurchase decision, which has a coefficient value of 0.202, it is evident that the direct effect is still greater than the indirect effect. This condition indicates that customer satisfaction functions as a partial mediator. Thus, price perception can influence the decision to repurchase both directly and thru the enhancement of customer satisfaction.

Based on the results of the measurement model evaluation (outer model), the price affordability indicator is the indicator with the highest loading factor value on the price perception variable, which is 0.939. This finding indicates that Catering Prames customers form their price perception more based on the affordability level of the prices offered by the company. Customers do not only consider the nominal price, but also assess whether the price is in line with their financial capability and comparable to the quality of food and service received. The higher the customers' perception that the offered price is affordable and reasonable, the more positive their perception of the value provided by Catering Prames. In the customer satisfaction variable, the user experience indicator has the highest loading factor value of 0.959. This indicates that customer satisfaction is largely shaped by the real experience during the use of Catering Prames services. This experience includes the ease of the ordering process, clarity of price information, quality of the food received, timeliness of delivery, friendly service, and the alignment between the price paid and the benefits obtained. When customers have a positive experience while using the service, they will evaluate that the purchase decision made was the right one, thereby increasing their level of satisfaction.

Meanwhile, in the variable of repurchase decision, the indicators of repurchase intention and repeat purchase commitment are the indicators with the highest loading factor value of 0.968. The results indicate that customers' decision to return to using Catering Prames services is primarily reflected in a strong desire to repeatedly use the service and a commitment to continue making Catering Prames their primary choice when needing catering services. The commitment arises because customers have confidence that the company is capable of providing benefits that meet their expectations.

The relationship between these three dominant indicators shows the mediation mechanism occurring in this study. Price affordability shapes a positive perception of the value received by customers. That perception results in a pleasant usage experience, making customers satisfied with Catering Prames' services. The satisfaction formed then increases the intention for repeat use and the commitment to repeat purchases, which ultimately encourages customers to choose Catering Prames again. Thus, customer satisfaction becomes a mechanism that explains how price perception can enhance the decision to choose again.

The results of this study are consistent with various previous empirical studies. Konuk's research [8] shows that the perception of price fairness increases customer satisfaction, which in turn positively impacts repurchase intention in the food industry. These findings indicate that customers do not only consider low prices, but also assess whether the price is commensurate with the quality received. Ongkowijoyo's research [11] also found that the perception of price and product quality increases customer satisfaction, which in turn strengthens the repurchase intention in the culinary industry. Similar

results were obtained by Sarjana, Farida, and Hermani [13], who proved that customer satisfaction mediates the relationship between perceived value and repurchase intention in the restaurant industry. The research shows that the perception of value received by customers is an important factor in shaping satisfaction and repurchase decisions.

In the context of Catering Prames, the results of this study indicate that customers are likely to return to use the service if they perceive that the price paid is still within their ability and corresponds to the quality of food and service received. Customers do not only consider the amount of the price, but place more emphasis on the benefits obtained from each transaction. When customers feel that the price paid provides commensurate value, they will have a positive experience, feel satisfied, and ultimately have a commitment to continue using Catering Prames' services.

The practical implication of this research is that Catering Prames needs to maintain a competitive and value-based pricing strategy. The company also needs to maintain price transparency, provide package variations according to customer needs, and ensure that any price changes are always accompanied by improvements in product quality and service. In addition, the company needs to periodically evaluate customer satisfaction levels to ensure that a positive price perception truly creates a pleasant customer experience and encourages repeat purchase decisions.

Overall, the results of this study prove that customer satisfaction acts as a significant mediating variable in the relationship between price perception and the decision to choose Catering Prames again. The higher the customers' perception that the offered price is affordable and commensurate with the benefits received, the more positive the experience felt by the customers, thus increasing satisfaction. That satisfaction further strengthens the intention to reuse and the commitment to repeat purchases. These findings confirm that a value-oriented pricing strategy not only enhances customer satisfaction but also becomes an important factor in retaining customers thru their decision to choose Catering Prames again.

4. CONCLUSION

This research proves that product quality and price perception have a positive and significant impact on customer satisfaction and consumer decisions to repurchase Catering Prames services. Customer satisfaction also positively affects the decision to repurchase and acts as a partial mediator in the relationship between product quality and price perception with consumer decisions. These findings indicate that consistent improvement in product quality and pricing that aligns with the benefits received by customers are the main factors in enhancing satisfaction and encouraging consumers to choose Catering Prames again. The results of this study provide implications for the management of Catering Prames to prioritize product quality improvement and pricing strategies as efforts to retain customers.

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