

The Role of Customer Satisfaction in Mediating the Relationship between Service Quality, Price, and Repurchase Intention: Evidence from an Indonesian Traditional Restaurant

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Abstract

This study aims to examine the effect of service quality and price on repurchase intention through customer satisfaction at Soto Cak Har Menganti Branch, Gresik. A quantitative research approach was employed using a survey of customers who had purchased products from the restaurant. The sample was selected using incidental sampling, and data were collected through a structured questionnaire measured on a five-point Likert scale. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The findings reveal that both service quality and price have positive and significant effects on repurchase intention and customer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on repurchase intention and significantly mediates the relationships between service quality, price, and repurchase intention. These findings indicate that improving service quality and implementing an appropriate pricing strategy enhance customer satisfaction, which subsequently encourages customers to make repeat purchases. The study provides practical implications for restaurant managers by emphasizing the importance of delivering superior service quality and customer-oriented pricing strategies to strengthen customer loyalty and business sustainability. The novelty of this study lies in examining the mediating role of customer satisfaction in the relationship between service quality, price, and repurchase intention within the context of a traditional Indonesian restaurant, which has received limited attention in previous studies.

Keywords: service quality; price; customer satisfaction; repurchase intention; PLS-SEM.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan harga terhadap minat beli ulang melalui kepuasan pelanggan pada Soto Cak Har Cabang Menganti Gresik. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap konsumen yang pernah melakukan pembelian di Soto Cak Har Cabang Menganti Gresik. Teknik pengambilan sampel menggunakan incidental sampling, sedangkan data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert. Analisis data dilakukan dengan Partial Least Squares-Structural Equation Modeling (PLS-SEM) menggunakan aplikasi SmartPLS 3.0. Hasil penelitian menunjukkan bahwa kualitas pelayanan dan harga berpengaruh positif dan signifikan terhadap minat beli ulang maupun kepuasan pelanggan. Selain itu, kepuasan pelanggan juga terbukti berpengaruh positif terhadap minat beli ulang serta memediasi secara signifikan pengaruh kualitas pelayanan dan harga terhadap minat beli ulang. Temuan ini mengindikasikan bahwa peningkatan kualitas pelayanan yang didukung oleh strategi penetapan harga yang sesuai akan meningkatkan kepuasan pelanggan dan mendorong pelanggan untuk melakukan pembelian ulang. Implikasi penelitian ini memberikan masukan bagi pelaku usaha kuliner agar lebih berfokus pada peningkatan kualitas pelayanan dan penetapan harga yang berorientasi pada nilai pelanggan sebagai strategi mempertahankan loyalitas konsumen. Kebaruan penelitian ini terletak pada pengujian peran mediasi kepuasan pelanggan dalam hubungan

antara kualitas pelayanan, harga, dan minat beli ulang pada rumah makan tradisional, yang masih relatif terbatas dalam konteks industri kuliner lokal di Indonesia.

Kata kunci: kualitas pelayanan; harga; kepuasan pelanggan; minat beli ulang; PLS-SEM.

1. Introduction

The development of the culinary industry in Indonesia in recent years has shown very dynamic growth in line with the increasing number of food and beverage business actors and changes in consumer behavior after the pandemic. Consumers no longer only consider the taste of food, but also pay attention to the quality of service, convenience, speed of presentation, price, and overall consumption experience. This shift in behavior causes competition in the culinary sector to become more competitive so that every business actor is required to be able to create added value that can differentiate his business from competitors. In increasingly competitive market conditions, the success of a restaurant is not only determined by its ability to attract new customers, but also by its ability to retain customers through the formation of satisfaction that leads to repurchase interest. Therefore, understanding the factors that affect customer satisfaction and the intention to make a repeat purchase is a strategic issue in culinary business development ([Konuk, 2022](#); [Rather & Hollebeek, 2021](#)).

One of the traditional culinary that has a wide market share in Indonesia is Soto Lamongan. Soto Cak Har is one of the legendary culinary brands that has managed to grow from a small business to a restaurant chain with various branches, including the Menganti Gresik Branch. The brand's popularity is built through the distinctive flavors that have been known to the public for many years. However, the increasing number of similar restaurants offering similar products with more competitive price variations causes the level of competition to be higher. In such a situation, taste excellence alone is no longer enough to retain customers. Customers tend to evaluate the overall consumption experience which includes service quality, price perception, and satisfaction after consuming the product before deciding to return to purchase. Thus, companies need to manage all aspects of the customer experience in an integrated manner in order to be able to create long-term relationships with their consumers ([Ali et al., 2022](#); [Nuseir & Elrefae, 2022](#)).

Theoretically, repurchase interest is a form of behavioral intention that arises after consumers evaluate their previous purchase experience. This interest is influenced by consumers' perception of the quality of services received, the fairness of the price paid, and the level of satisfaction felt after consuming the product or service. Consistent service quality is able to increase positive customer perception through fast, friendly, responsive, and able to meet customer expectations. On the other hand, price fairness will increase perceived value, so that customers feel that the benefits received are proportional to the sacrifices made. Various cutting-edge studies show that service quality and price have a direct influence on customer satisfaction and repurchase interest, while customer satisfaction plays a mediating variable that strengthens these relationships ([Cuong, 2021](#); [Dam & Dam, 2021](#); [Konuk, 2022](#)).

This phenomenon is also seen in Soto Cak Har Menganti Gresik Branch. Based on initial observations, this restaurant is known to have a relatively fast serving process and consistent taste quality. However, there are still several aspects of service that require

attention, such as employee friendliness, communication to customers, and the provision of clearer menu information. In addition, the price of Soto Cak Har products of IDR 25,000 is relatively higher than several competitors in the same region, such as Soto Cak Wanto of IDR 15,000 and Soto Cemara Wangi of IDR 20,000. In such conditions, customers will evaluate the suitability between service quality, product quality, price paid, and satisfaction obtained before deciding to make a repurchase. In other words, customer satisfaction is a factor that determines whether customers remain loyal or switch to competitors (Hanaysha, 2022; Cuong, 2021).

Although the relationship between service quality, price, customer satisfaction, and repurchase interest has been extensively researched, the results of previous research still show inconsistencies, especially related to the direct influence of service quality and price on repurchase interest in the local culinary industry. In addition, research examining the role of customer satisfaction as a mediating variable in traditional culinary businesses, especially Soto Lamongan restaurants, is still relatively limited. Therefore, this study has an urgency to fill the research gap by analyzing the influence of service quality and price on repurchase interest through customer satisfaction at Soto Cak Har Menganti Gresik Branch. The results of the research are expected not only to contribute to the development of service marketing literature, but also to become the basis for culinary business actors in formulating strategies to improve service quality, setting competitive prices, and creating customer satisfaction to increase repeat purchases sustainably.

Table 1. Comparison of Soto Menu Prices at Several Restaurants in Menganti Gresik

Restaurant	Price per Serving (Rp)
Soto Cak Har	25.000
Soto Cak Wanto	15.000
Soto Cemara Wangi	20.000

Source: Researcher observation (2025).

2. Literature Review and Hypothesis Development

2.1 Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT) developed by Richard L. Oliver (1980) is one of the most widely used theories in explaining post-purchase consumer behavior, especially in the context of customer satisfaction and repurchase intent. This theory explains that customer satisfaction is formed through the evaluation process between the initial expectations before consuming a product or service and the actual performance (*perceived performance*) felt after consumption. If the actual performance is able to meet or even exceed customer expectations (*positive confirmation*), then customers will feel high satisfaction. On the other hand, if the actual performance is below expectations (*negative confirmation*), customers will experience dissatisfaction that has the potential to reduce loyalty and reduce the desire to make a repeat purchase. Therefore, ECT places customer satisfaction as a consequence of the evaluation of consumption experience as well as a key determinant of consumer behavior in the future.

In the service industry, especially the culinary sector, Expectation Confirmation Theory provides a strong conceptual basis to explain how service quality and price affect customer satisfaction. Customers will evaluate whether the service received has met

expectations related to service speed, employee friendliness, environmental comfort, and quality of interaction during the consumption process. In addition, customers will also compare the price paid with the benefits obtained so as to form a perception of price *fairness*. When the quality of service and price are able to meet customer expectations, satisfaction will be formed which further encourages the emergence of behavioral *intentions*, such as making repeat purchases, giving recommendations to others, and maintaining long-term relationships with the company. Thus, ECT is the most relevant grand theory in explaining the relationship between service quality, price, customer satisfaction, and repurchase interest in this study (Konuk, 2022; Hanaysha, 2022).

2.2 Theory of Planned Behavior (TPB)

In addition to using the Expectation Confirmation Theory as the grand theory, this research is also supported by the Theory of Planned Behavior (TPB) developed by Ajzen (1991). TPB explained that a person's intention to carry out a behavior is influenced by three main constructs, namely *attitude toward behavior*, *subjective norms*, and *perceived behavioral control*. From a consumer behavior perspective, a positive attitude towards a product or service will increase consumers' tendency to take the same action in the future. Therefore, a pleasant consumption experience will form a positive perception of the company thus strengthening the customer's intention to make a repeat purchase.

In the context of this study, service quality and price are stimuli that shape the customer experience during the consumption process. If the customer receives satisfactory service and assesses the price paid according to the benefits received, then the customer will have a positive attitude towards the company. This attitude will increase customer satisfaction which further strengthens the intention to make a repurchase. Thus, the Theory of Planned Behavior complements the Expectation Confirmation Theory in explaining the psychological mechanisms that link service quality and price with repurchase interest through customer satisfaction as a mediating variable.

2.3 Service Quality and Customer Satisfaction

Service quality is a company's ability to provide services that are able to meet or even exceed customer expectations through the dimensions of *reliability*, *responsiveness*, *assurance*, *empathy*, and *tangible*. In the culinary industry, service quality is one of the factors that determine the company's success in creating a positive customer experience. Customers not only evaluate the quality of the food served, but also the speed of service, employee friendliness, employee ability to provide information, environmental comfort, and the company's attention to customer needs. The better the quality of service provided, the higher the customer's perception of the company's overall quality.

Based on the Expectation Confirmation Theory, customers will feel satisfied if the service received meets or even exceeds initial expectations. Fast, accurate, responsive, and empathetic service will result in *positive confirmation* thereby increasing customer satisfaction. The results of research by Hanaysha (2022), Dam and Dam (2021), and Cuong (2021) show that service quality has a positive and significant effect on customer satisfaction in the service and restaurant industry. These findings indicate that improving service quality is an

important strategy for companies in building customer satisfaction as the basis for forming long-term relationships.

H1: The quality of service has a positive effect on customer satisfaction.

2.4 Price and Customer Satisfaction

Price is a number of economic sacrifices that customers must make to benefit from a product or service. In the perspective of modern marketing, price is not only seen as monetary value, but also reflects the customer's perception of value (*perceived value*) and price fairness (*price fairness*). Customers will compare the price paid with the quality of the product, the quality of service, and the benefits received before giving an assessment of the company. Therefore, the right pricing strategy is one of the important factors in creating customer satisfaction.

Expectation Confirmation Theory explains that customer satisfaction is influenced by the compatibility between the benefits received and the customer's expectations of the price paid. If the customer considers the price paid to be commensurate with the benefits obtained, a positive perception of value will be formed so as to increase customer satisfaction. On the other hand, if the price is perceived to be too high compared to the benefits received, customers tend to experience dissatisfaction. Research by Konuk (2022), Hanaysha (2022), and Ali et al. (2022) shows that prices have a positive and significant effect on customer satisfaction in the service and restaurant sectors.

H2: Price has a positive effect on customer satisfaction.

2.5 Service Quality and Repurchase Intention

Repurchase *intention* is the tendency of consumers to return to buy the same product or service after gaining previous consumption experience. In the service industry, a customer's decision to make a repeat purchase is not only influenced by the quality of the product, but also by the quality of service provided by the company. Fast, responsive, friendly, and able to provide solutions to customer needs will create a positive consumption experience thereby increasing customer trust in the company. These positive experiences are the main capital in building customer loyalty and encouraging the formation of long-term relationships between customers and companies.

Based on the Theory of Planned Behavior (TPB), the positive experience obtained by customers during the consumption process will form a better attitude towards the company. This positive attitude further increases the intention of customers to return to purchase in the future. Thus, the improved quality of service will increase the likelihood of customers maintaining a relationship with the company through repurchase behavior. The research findings of Konuk (2022), Cuong (2021), Dam and Dam (2021), and Hanaysha (2022) show that service quality has a positive and significant influence on customer repurchase interest in the restaurant industry and the service sector.

H3: The quality of service has a positive effect on the interest in rebuying.

2.6 Price and Repurchase Intention

Price is one of the elements of the marketing mix that has an important role in shaping consumer purchasing decisions. In a competitive business environment, customers tend to compare the price of a product with alternatives offered by competitors before deciding to make a repeat purchase. Therefore, companies need to set competitive prices without

reducing the quality of products and services provided. Price *fairness* will increase the perception of perceived *value* so as to strengthen customers' desire to continue buying products from the same company.

Based on Perceived Value Theory, customers will make a repurchase if the benefits received are considered greater or at least proportional to the costs that have been incurred. The perception of price fairness will increase customer trust in the company and reduce the likelihood of customers switching to competitors. Research by Konuk (2022), Hanaysha (2022), and Nuseir and Elrefae (2022) shows that prices that are perceived as fair have a positive effect on customer repurchase interest because they are able to increase value perception and customer satisfaction.

H4: Price has a positive effect on repurchase interest.

2.7 Customer Satisfaction and Repurchase Intention

Customer satisfaction is a thorough evaluation of the consumption experience obtained after using a product or service. Satisfaction arises when customers feel that the products or services received have met or even exceeded initial expectations. In the culinary industry, customer satisfaction is an indicator of a company's success in creating a quality consumption experience because customers not only evaluate the taste of food, but also the service, comfort, cleanliness, and value obtained from the price paid.

Expectation Confirmation Theory explains that customer satisfaction is a consequence of positive confirmation of customer expectations which further forms behavioral *intention*. Satisfied customers will be more likely to return to buy the same product, give recommendations to others, and build long-term relationships with the company. Previous studies have proven that customer satisfaction is the main predictor of repurchase interest in various service sectors, including the restaurant industry (Rather & Hollebeek, 2021; Hanaysha, 2022; Cuong, 2021). Therefore, increasing customer satisfaction is a key strategy in maintaining customer loyalty.

H5: Customer satisfaction has a positive effect on repurchase interest.

2.8 Customer Satisfaction as a Mediating Variable in the Relationship between Service Quality and Repurchase Intention

Good service quality does not always directly generate repurchase interest if customers have not felt satisfaction with the experience they receive. In this context, customer satisfaction acts as a psychological mechanism that explains how the quality of service translates into repurchase behavior. Service that is fast, friendly, accurate, and able to meet customer needs will increase positive evaluations of the company so as to create higher satisfaction. This satisfaction then strengthens the desire of customers to return to make purchases in the future.

According to the Expectation Confirmation Theory, satisfaction is a direct consequence of positive confirmation between expectations and the actual experience of customers. The higher the level of satisfaction felt, the greater the tendency of customers to maintain a relationship with the company through repurchases. A number of empirical studies show that customer satisfaction is able to mediate the relationship between service quality and repurchase interest so that service quality not only has a direct influence, but also

an indirect influence through increasing customer satisfaction (Dam & Dam, 2021; Rather & Hollebeek, 2021; Ali et al., 2022).

H6: Customer satisfaction mediates the effect of service quality on repurchase interest.

2.9 Customer Satisfaction as a Mediating Variable in the Relationship between Price and Repurchase Intention

A price that is perceived to be fair will increase the positive evaluation of the customer towards the company because the customer feels that the benefits received are in accordance with the sacrifices that have been made. However, the influence of price on repurchase interest does not always occur directly. In many conditions, customers first evaluate the level of satisfaction they feel after comparing the price with the quality of the product and the service received. Therefore, customer satisfaction becomes an important mechanism that explains the relationship between price perception and repurchase decisions.

Expectation Confirmation Theory explains that customers will be satisfied if the actual benefits received are able to meet expectations for the price paid. This satisfaction further increases customer trust, loyalty, and intention to return to purchase. Research by Hanaysha (2022), Konuk (2022), and Nuseir and Elrefae (2022) shows that customer satisfaction mediates the influence of price on repurchase interest, so companies need to implement a competitive pricing strategy and provide added value through superior service quality in order to be able to retain customers in the long term.

H7: Customer satisfaction mediates the influence of price on repurchase interest.

3. Research Method

This study uses a quantitative approach with an explanatory research design, which aims to test the causal relationship between service quality and price on repurchase interest through customer satisfaction as a mediating variable. The quantitative approach was chosen because it was able to objectively measure the relationship between variables based on numerical data and test the hypotheses that had been formulated previously. The research was carried out at Soto Cak Har Menganti Branch, Gresik Regency, East Java, which was chosen as the location of the study because it faced increasingly fierce competition with similar restaurants, so it was important to identify factors that affect customer satisfaction and repurchase interest. The independent variables in this study consisted of service quality (X1) and price (X2), while customer satisfaction (Z) played a role as a mediating variable, and repurchase interest (Y) as a dependent variable. The relationship between these variables was developed based on Expectation Confirmation Theory (ECT) and Theory of Planned Behavior (TPB) as the conceptual basis of the research.

The research population included all consumers who had made purchases at Soto Cak Har Menganti Gresik Branch. Because the population is unknown, this study uses a non-probability sampling technique with an incidental sampling method, namely selecting respondents who happen to come and make purchases during the research period and meet the criteria as customers who have consumed Soto Cak Har products. This technique is considered suitable for consumer behavior research because it provides an opportunity for researchers to obtain direct data from customers who have actual experience with the products and services received. Primary data were obtained through the distribution of

questionnaires using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree, to measure respondents' perception of each research indicator. Before the analysis, the research instruments are tested through validity tests and reliability tests to ensure that each indicator is able to measure the research construct accurately and consistently (Hair et al., 2022).

Data analysis was carried out using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with the help of SmartPLS software version 3.0. The PLS-SEM method was chosen because it was able to analyze the simultaneous relationships between latent variables, test models involving mediating variables, and still provide good estimates of relatively small sample sizes and data that are not fully normally distributed. The analysis stage includes the evaluation of the outer model through *convergent validity*, *discriminant validity*, *Average Variance Extracted (AVE)*, *Composite Reliability*, and *Cronbach's Alpha testing*. Furthermore, an internal evaluation of the model was carried out using the R-Square (R^2), Predictive Relevance (Q^2), and Goodness of Fit (GoF) values to assess the model's ability to explain endogenous variables. Hypothesis testing was carried out using a bootstrapping procedure, with the hypothesis declared acceptable if the t-statistical value > 1.96 and the p-value < 0.05 , so that both direct and indirect influences can be known through customer satisfaction variables (Hair et al., 2022; Henseler, 2021; Sarstedt et al., 2022).

4. Results

4.1 Description of Research Variables

Table 2. Description of Repurchase Interest (Y)

Indicator	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Have a positive perception of the price of Soto Cak Har	26	34	14	20	6
Visiting experience drives repeat purchases	30	38	28	4	0

Source: Data processed using SmartPLS 3.0 (2025).

The majority of respondents showed a positive perception of repurchase interest. As many as 60% of respondents stated that they agreed or strongly agreed that the price of Soto Cak Har gave a positive impression, while 68% of respondents admitted that a satisfactory consumption experience encouraged them to make a repurchase. These results indicate that customer experience is an important factor in shaping repurchase intent.

Table 3. Customer Satisfaction Description (Z)

Indicator	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Intend to make a repurchase	44	36	20	0	0
Willing to recommend to others	34	56	10	0	0
Trust in product quality	32	56	12	0	0

Source: Data processed using SmartPLS 3.0 (2025).

Most respondents gave a positive assessment of customer satisfaction. As many as 80% of respondents stated that they intend to make a repurchase, while more than 88% of respondents are willing to recommend Soto Cak Har to others and believe in the quality of the products presented. This shows that customers have obtained a satisfactory consumption experience.

Table 4. Description of Service Quality (X1)

Indicator	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Reliable service	20	50	22	8	0
Adequate facilities	20	50	24	6	0
Employees are ready to serve	20	50	18	12	0
Providing quality assurance	46	40	14	0	0
Showing empathy	52	38	10	0	0

Source: Data processed using SmartPLS 3.0 (2025).

Respondents gave a good assessment of the quality of service. The dimensions of empathy and quality assurance received the highest appreciation, while employee readiness still showed room for improvement. Overall, the quality of service is considered to be able to meet customer expectations.

Table 5. Price Description (X2)

Indicator	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Affordable price	26	30	32	12	0
Competitive price	28	32	32	8	0
Prices according to the quality of the product	26	22	30	22	0
Price-to-Benefit	22	30	32	16	0

Source: Data processed using SmartPLS 3.0 (2025).

The perception of the price shows quite good results, but it is not as strong as the quality of service. The percentage of neutral responses is still relatively high across all indicators, indicating that some customers are still considering the compatibility between price and benefit.

4.2 Evaluation of Measurement Models (Outer Model)

Table 6. Construct Validity and Reliability Test Results

Variable	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha	Remarks
Quality of Service	0,830–0,916	0,775	0,945	0,927	Valid and Reliable
Pricing	0,850–0,965	0,820	0,948	0,926	Valid and Reliable
Customer Satisfaction	0,875–0,963	0,858	0,948	0,916	Valid and Reliable
Interest in Repurchase	0,883–0,922	0,816	0,898	0,776	Valid and Reliable

Source: Data processed using SmartPLS 3.0 (2025).

All indicators have a loading factor value above 0.70 so that they meet the convergent validity criteria. The Average Variance Extracted (AVE) value on the entire construct also exceeds 0.50

indicating good convergent validity. In addition, the Composite Reliability (>0.70) and Cronbach's Alpha (>0.70) values indicate that the entire construct has excellent internal consistency.

The results of cross loading showed that each indicator had a higher correlation to its own construct compared to the other constructs. Thus, discriminant validity has been fulfilled so that the measurement model is declared feasible to continue in the evaluation of the structural model.

4.3 Evaluation of Structural Models (Inner Model)

Table 7. R-Square Value

Endogenous Variable	R ²	Adjusted R ²
Customer Satisfaction	0,476	0,454
Interest in Repurchase	0,499	0,467

Source: Data processed using SmartPLS 3.0 (2025).

The R² value indicates that the quality of service and price are able to explain 47.6% of the variation in customer satisfaction. Meanwhile, service quality, price, and customer satisfaction were simultaneously able to explain 49.9% of the variation in repurchase interest. The rest are influenced by other variables outside the research model.

Furthermore, a Q² value of 0.737 indicates that the model has high predictive relevance. A Goodness of Fit (GoF) value of 0.612 also indicates that the research model has an excellent level of suitability so it is suitable for explaining the relationship between variables.

4.4 Hypothesis Testing

Table 8. Hypothesis Testing Results

Hypothesis	Coefficients	T-Statistics	p-value	Verdict
H1 Quality of Service → Interest in Repurchase	0,210	1,811	0,035	Accepted
H2 Price → Repurchase Interest	0,247	1,773	0,038	Accepted
H3 Service Quality → Customer Satisfaction	0,486	4,937	0,000	Accepted
H4 Price → Customer Satisfaction	0,335	2,882	0,002	Accepted
H5 Customer Satisfaction → Repurchase Interest	0,390	2,673	0,004	Accepted
H6 Service Quality → Satisfaction → Repurchase Interest	0,189	2,305	0,011	Accepted
H7 Price → Satisfaction → Repurchase Interest	0,131	1,862	0,032	Accepted

Source: Data processed using SmartPLS 3.0 (2025).

All research hypotheses were accepted because they had a p-value of < 0.05 . The quality of service and price have been proven to have a positive effect on customer satisfaction and repurchase interest. Among all direct relationships, the influence of service quality on customer satisfaction was the strongest relationship ($\beta = 0.486$), indicating that improving service quality is the main factor in building customer satisfaction.

In addition, the results of the mediation effect test showed that customer satisfaction was able to mediate the relationship between service quality and price on repurchase interest. These findings confirm that improving service quality and appropriate pricing not only affect

repurchase intentions directly, but also through increased customer satisfaction as a mediation mechanism.

5. Discussion

5.1 The Effect of Service Quality on Repurchase Interest

The results of the study show that the quality of service has a positive and significant effect on customer repurchase interest in Soto Cak Har Menganti Gresik Branch. These findings indicate that the better the quality of service provided, the higher the tendency of customers to return to purchase. Fast service, responsive employees, friendly attitude, and the ability to provide quality assurance create a positive consumption experience that encourages customers to maintain relationships with the company. In the culinary industry, the quality of service is one of the factors that determine the success of the business because customers not only assess the taste of the food, but also the overall experience during the service process.

These findings are in line with the Expectation Confirmation Theory ([Oliver, 1980](#)) which explains that customers will form repurchase intent when the experience received is able to meet or even exceed their initial expectations. In addition, the results of this study also support the Theory of Planned Behavior ([Ajzen, 1991](#)) which states that positive experiences will form a better attitude towards a brand so as to increase the intention to do the same behavior in the future. The results of this study are consistent with the research of Dam and Dam ([2021](#)), Cuong ([2021](#)), and Hanaysha ([2022](#)) which found that service quality has a positive effect on customer repurchase interest in the service and restaurant sectors.

5.2 Effect of Price on Repurchase Interest

The results of the study show that price has a positive and significant effect on customer repurchase interest. This shows that customers not only consider the price level, but also evaluate the suitability between the price paid and the quality of the product and the service received. Even though the price of Soto Cak Har is relatively higher than some competitors in the Menganti Gresik area, customers still have the desire to make a repurchase if they feel that the benefits obtained are worth the costs incurred.

The findings support the concept of Perceived Value in Expectation Confirmation Theory, which explains that the perception of value is formed through a comparison between the benefits received and the sacrifices made by customers. If customers value the price as something reasonable (price fairness), then the perception of the value of the product will increase and encourage the formation of interest in buying again. The results of this study are in line with the research of Konuk ([2022](#)) and Hanaysha ([2022](#)) which proves that fair price perception has a positive effect on customer repurchase behavior in the food and beverage industry.

5.3 The Effect of Service Quality on Customer Satisfaction

The results of the analysis show that the quality of service has a positive and significant influence on customer satisfaction. The relatively high line coefficient shows that service quality is the most dominant factor in shaping customer satisfaction at Soto Cak Har Menganti Gresik Branch. Customers are satisfied when they get fast service, employees show empathy, adequate facilities, and quality assurance for the products and services provided.

These findings support the Expectation Confirmation Theory, which explains that satisfaction is the result of a customer's evaluation of the compatibility between expectations before purchasing and the actual experience after consuming a product or service. When the service received meets or even exceeds expectations, customers will experience positive confirmation that results in satisfaction. The results of this study are consistent with the research of Dam and Dam (2021), Ali et al. (2022), and Cuong (2021) which show that service quality is the main determinant of customer satisfaction in the service industry.

5.4 The Influence of Price on Customer Satisfaction

The results of the study show that price has a positive and significant effect on customer satisfaction. These findings show that Soto Cak Har customers are not solely looking for cheap prices, but rather focus on the compatibility between price and the quality of food, service, and experience obtained. The perception of a fair price increases the customer's assessment of the value of the product, resulting in higher satisfaction.

In the perspective of Expectation Confirmation Theory, satisfaction arises when the actual benefits a customer receives match or exceed the expectations formed before the purchase. Therefore, a pricing strategy that is competitive and reflects product quality will increase the perception of customer value. These findings support the research of Hanaysha (2022) and Konuk (2022) who found that price fairness is an important determinant in shaping customer satisfaction in the food service sector.

5.5 The Influence of Customer Satisfaction on Repurchase Interest

The results of the study prove that customer satisfaction has a positive and significant effect on repurchase interest. This shows that customers who are satisfied with the consumption experience have a greater tendency to return to buy products at Soto Cak Har. In addition, satisfied customers are also more willing to recommend restaurants to their families and relatives so that they have the potential to increase the number of new customers through word of mouth communication.

The findings are in line with the Expectation Confirmation Theory, which explains that satisfaction is a key determinant in shaping loyalty and post-purchase behavior. Customers who gain positive experiences will have a higher commitment to maintaining relationships with the company. The results of this study support the research of Rather and Hollebeek (2021), Hanaysha (2022), and Cuong (2021) who concluded that customer satisfaction is the main predictor of repurchase interest in the service and restaurant industry.

5.6 The Mediating Role of Customer Satisfaction on the Relationship of Service Quality to Repurchase Interest

The results of the mediation test showed that customer satisfaction was able to significantly mediate the influence of service quality on repurchase interest. This shows that good service quality does not automatically increase customer desire to buy again, but first creates customer satisfaction which then encourages the formation of interest in buying again. In other words, customer satisfaction becomes a psychological mechanism that explains how the service experience translates into repurchase behavior.

These findings reinforce the Expectation Confirmation Theory, which states that service experiences that meet or exceed expectations will result in satisfaction, and that satisfaction is the basis for the formation of customer loyalty behavior. The results of this study are also in line with the research of Ali et al. (2022), Rather and Hollebeek (2021), and Dam and Dam (2021) which showed that customer satisfaction plays a mediating role in the relationship between service quality and repurchase intention.

5.7 The Mediating Role of Customer Satisfaction on the Relationship of Price to Repurchase Interest

The results show that customer satisfaction also significantly mediates the relationship between price and repurchase interest. This indicates that the customer's perception of a reasonable price will increase satisfaction first before finally driving the desire to make a repeat purchase. Thus, customers not only consider price as an economic factor, but also evaluate the benefits gained from the overall consumption experience.

These findings support the Expectation Confirmation Theory, which explains that satisfaction is a consequence of a positive evaluation of the compatibility between the benefits received and the customer's expectations. When customers feel that the price paid is proportional to the quality of food and service, they will have higher satisfaction and are more motivated to return to purchase. The results of this study are consistent with the research of Konuk (2022), Hanaysha (2022), and Rather and Hollebeek (2021) which found that customer satisfaction strengthens the relationship between price perception and repurchase behavior.

6. Implications

6.1 Theoretical Implications

This research contributes to the development of the service marketing literature, especially in explaining customer repurchase behavior in the culinary industry through the Expectation Confirmation Theory (ECT) approach. The results of the study prove that service quality and price are important factors that are able to shape customer satisfaction, which further increases the interest in re-buying. These findings reinforce Oliver's (1980) argument that customers will evaluate the suitability between initial expectations and actual performance received. When service and prices are perceived to meet or exceed expectations, customers will experience a higher level of satisfaction, which encourages the formation of an intention to make a repurchase.

In addition, this study expands the application of the Theory of Planned Behavior (TPB) in the context of the local culinary industry. TPB explains that a person's intention to perform a behavior is influenced by attitudes formed based on previous experiences (Ajzen, 1991). The results of the study show that customer satisfaction is an important mechanism that bridges the influence of service quality and price on repurchase interest. Thus, this study provides empirical evidence that customer satisfaction not only plays a role as a consequence of service quality and price, but also as a mediating variable that strengthens the formation of repurchase behavior.

This study also enriched the literature on the relationship between service quality, price, customer satisfaction, and repurchase interest in the micro and traditional culinary sectors in Indonesia. Most of the previous research still focused on the hotel, fast food restaurant, and e-commerce industries, while this study shows that the theoretical mechanism

is still relevant applied to traditional restaurants such as Soto Cak Har. Therefore, the results of this study provide empirical support that the combination of service quality and the right price strategy is the main determinant in building satisfaction and maintaining customer loyalty in the culinary business.

6.2 Practical Implications

The practical implications of this study show that the management of Soto Cak Har Menganti Gresik Branch needs to make service quality a top priority in marketing strategy. Although the results of the study show that the quality of service has received a good assessment, several aspects such as the speed of service during peak hours, consistency of employee friendliness, the ability to handle customer complaints, and personal attention to consumers need to be continuously improved. Service excellence training, periodic employee performance evaluation, and the preparation of standard operating procedures (SOP) can be strategic steps to maintain consistent service quality.

Furthermore, the results of the study indicate that price also has a significant effect on customer satisfaction and repurchase interest. However, based on the descriptive results, some respondents still gave a neutral assessment of the affordability and suitability of the price with the benefits received. Therefore, management needs to evaluate the pricing strategy while still considering the perception of customer value (perceived value). Promotional programs, budget menu packages, discounting at certain times, or customer loyalty programs can be alternative strategies to increase the perception that the price paid is proportional to the quality of the products and services received.

The findings of the study also show that customer satisfaction is a very important mediating variable in increasing repurchase interest. Therefore, the company not only focuses on improving service quality and adjusting prices separately, but also needs to create a positive customer experience as a whole. The experience can be built through consistent taste quality, restaurant cleanliness, facility comfort, speed of food delivery, and good interaction between employees and customers. With increasing customer satisfaction, the opportunity for customers to make repurchases and provide recommendations to others will be greater so that it can increase the competitiveness of Soto Cak Har in the midst of increasingly competitive culinary business competition.

7. Limitations and Future Research Directions

7.1 Limitations

This study has several limitations that need to be considered in interpreting the research results. First, this research was only carried out on one research object, namely Soto Cak Har Menganti Gresik Branch. This condition causes the results of the research to be more representative of the characteristics of customers in the location so that the level of generalization of the culinary industry as a whole is still relatively limited. Differences in customer characteristics, business locations, market segmentation, and business strategies in other restaurants have the potential to produce relationships between different variables.

Second, this study only uses two independent variables, namely service quality and price, with customer satisfaction as a mediating variable in explaining repurchase interest. Although the research model was able to explain the variation in repurchase interest by 49.9%,

there was still about 50.1% variation influenced by factors other than the research model. This shows that customer repurchase behavior is not only influenced by service quality and price, but also influenced by various other factors that have not been analyzed in this study.

Third, this study uses a quantitative approach with a survey method through the distribution of questionnaires, so that all data is obtained based on the subjective perception of respondents in one observation period (cross-sectional). This approach has not been able to dynamically describe changes in customer perception over time or provide a deeper understanding of the psychological reasons behind customer decisions to make a repeat purchase.

7.2 Future Research Directions

Based on these limitations, further research is suggested to expand the scope of research by involving several Soto Cak Har branches and similar restaurants in various regions so that the results of the study have a higher level of generalization. Comparisons between regions or between types of culinary businesses can also provide a more comprehensive picture of the factors that affect customer repurchase interest in the food and beverage industry in Indonesia.

Future research is also recommended to develop a research model by adding other relevant variables, such as product quality, brand image, perceived value, customer experience, customer trust, food quality, restaurant atmosphere, and digital marketing. The addition of these variables is expected to improve the model's ability to explain customer repurchase behavior more comprehensively.

In addition, subsequent research can use more diverse methodological approaches, such as longitudinal methods to observe changes in customer behavior over a period of time or mixed methods approaches that combine quantitative and qualitative methods. This approach will provide a deeper understanding of the process of forming customer satisfaction and repurchase interest, while enriching the empirical evidence on consumer behavior in an increasingly competitive culinary industry. The use of more complex analysis techniques, such as Multi-Group Analysis (MGA), Importance-Performance Map Analysis (IPMA), or covariance-based Structural Equation Modeling (SEM), can also be considered to gain a broader understanding of the relationships between research variables.

8. Conclusion

This study aims to analyze the influence of service quality and price on repurchase interest through customer satisfaction at Soto Cak Har Menganti Gresik Branch. The results of the study show that the quality of service and price have a positive and significant influence on customer repurchase interest. In addition, service quality and price have also been proven to have a positive and significant effect on customer satisfaction. Other findings show that customer satisfaction has a positive effect on repurchase interest and is able to mediate the influence of service quality and price on repurchase interest. Thus, all hypotheses proposed in this study are accepted.

The findings of this study reinforce the Expectation Confirmation Theory (ECT) which explains that customer satisfaction is formed when the actual experience received is able to

meet or even exceed customer expectations. In the context of the culinary industry, customers will show a tendency to make repeat purchases if they get quality service, fair prices, and a satisfying consumption experience. Therefore, customer satisfaction is an important mechanism that connects service quality and price with the formation of interest in rebuying.

Practically, this study implies that the management of Soto Cak Har Menganti Gresik Branch needs to maintain and improve the quality of service through fast, responsive, friendly, and consistent service, accompanied by a competitive pricing strategy that is proportional to the benefits received by customers. These efforts will increase customer satisfaction, strengthen loyalty, and encourage repurchases amid increasingly competitive culinary business competition. From the academic side, this study provides empirical evidence regarding the role of customer satisfaction as a mediating variable in the relationship between service quality, price, and repurchase interest in the culinary industry in Indonesia, so that it can be a reference for future research in developing consumer behavior models in the food and beverage sector.

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