

THE INFLUENCE OF MENU DIVERSITY, PRICE PERCEPTION, SOCIAL MEDIA ON REPURCHASE INTEREST THROUGH CUSTOMER SATISFACTION OF MSMES IN GADO-GADO, KETOPRAK, KAREDOK TRADITIONAL FOODS IN SOUTH TANGERANG, INDONESIA

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ABSTRACT

This study examines the influence of menu diversity, price perception, and social media on repurchase interest, mediated by customer satisfaction, among traditional food MSMEs specializing in Gado-Gado, Ketoprak, and Karedok in South Tangerang. Primary data were collected through questionnaires distributed to 85 respondents, selected using purposive sampling based on their frequency of purchasing from these MSMEs. The data were analyzed using Partial Least Squares (PLS) with the SmartPLS 3.0 application. The results indicated that, partially, menu diversity and customer satisfaction significantly affect repurchase interest. Social media positively and significantly influences both customer satisfaction and repurchase interest. However, price perception insignificantly impacts customer satisfaction, though it does affect repurchase interest. Interestingly, while menu diversity enhances customer satisfaction, it does not directly influence repurchase interest. These findings highlight the complex interplay of factors driving repurchase behavior and provide valuable insights for MSMEs aiming to enhance customer retention and satisfaction through strategic menu offerings, social media engagement, and competitive pricing.

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play a pivotal role in the economic development of South Tangerang City, with over 90,000 MSMEs operating across various sectors, including food and beverages, handicrafts, and services, as reported by the South Tangerang City Cooperatives and Small and Medium Enterprises Office (Dinkopukm) in 2021. These businesses are distributed across 54 urban villages and seven sub-districts, supported by government initiatives such as the development of traditional markets, industrial centers, and special economic zones (Bidik Tangsel, 2021). Despite these efforts, the sustainability and growth of MSMEs, particularly in the food sector, remain contingent on their ability to attract and retain customers. Consumer satisfaction, a critical determinant of business success, significantly influences repurchase interest, which in turn drives long-term profitability and market competitiveness (Widiana, 2010). However, achieving high levels of customer satisfaction requires a nuanced understanding of the factors that shape consumer behavior, including menu diversity, taste preferences, price perception, and the role of social media in shaping customer engagement.

The relationship between customer satisfaction and repurchase interest is well-documented in the literature. Widiana (2010) emphasizes that increased customer satisfaction leads to a significant rise in repurchase interest, highlighting the positive correlation between these two variables. Similarly, Hermanto and Cahyadi (2015) argue that repurchase interest serves as a key metric for evaluating a company's ability to retain customers. However, the mechanisms through which satisfaction is achieved and sustained remain underexplored, particularly in the context of traditional food MSMEs. For instance, while taste is widely recognized as a critical factor influencing purchase decisions (Drummond & Brefere, 2010; Njoto, 2016), its interplay with other variables such as menu

diversity and price perception remains poorly understood. Furthermore, the role of social media in enhancing customer satisfaction and repurchase interest, though increasingly relevant in the digital age, has not been sufficiently examined within the context of traditional food MSMEs.

This study seeks to address these gaps by investigating the influence of menu diversity, price perception, and social media on repurchase interest, mediated by customer satisfaction, among traditional food MSMEs specializing in Gado-Gado, Ketoprak, and Karedok in South Tangerang. By focusing on these specific food products, which hold cultural and economic significance in the region, this research aims to provide actionable insights for MSMEs to enhance customer retention and drive sustainable growth. The findings contributes to the broader literature on consumer behavior by elucidating the complex interplay of factors that shape repurchase interest in the context of traditional food MSMEs, offering a foundation for future research and practical strategies for business development.

LITERATURE REVIEW

Menu Diversity

According to Kotler (2003), product completeness/diversity of goods is the availability of all types of products offered to be owned, used or consumed by consumers produced by a producer. Meanwhile, the definition of product diversity according to Engel (1995), product diversity is the completeness of products that concern the depth, breadth and quality of the products offered as well as the availability of the product at any time in the store. It can be concluded that product diversity is a variety of products in the sense of product completeness starting from the brand, size, and quality as well as the availability of the product at any time in the store. This is supported by Uswatun (2012). The indicators used to represent product diversity

was based on the study by Benson, (2016) and Marinda et al (2017). It ranges from diverse menu sizes, diverse menu types, diverse menu ingredients, diverse menu quality, and diverse menu flavors.

Price Perception.

Perception, as defined by Pardede (2017) in Ayu (2020), is a cognitive process that begins with exposure to stimuli and culminates in interpretation by consumers. This process plays a critical role in shaping consumer behavior, particularly in relation to price perception. According to Septano et al. (2018), price perception refers to an individual's tendency to use price as a key criterion when evaluating a product. This evaluation is inherently subjective, as it depends on individual perceptions and interpretations. Kotler, as cited in Ratnasari (2017), identifies two primary indicators of price perception: affordability, which reflects whether the prices offered are within the consumer's financial reach, and competitive pricing, which indicates whether the prices are comparable to those of similar products offered by competitors. These indicators highlight the importance of pricing strategies in influencing consumer perceptions and, ultimately, purchase decisions.

Social Media.

Social media, derived from the combination of "social" and "media," refers to digital platforms that facilitate communication, interaction, and content sharing among users. Linguistically, social media can be understood as a tool or medium that enables community engagement and networking. Often referred to as "social networks," these platforms allow users to create, share, and interact with content in various forms, including blogs, forums, wikis, and social networking sites (Daga et al., 2021; Andi et al., 2024). It can be concluded that social media encompasses online platforms where users can easily participate, collaborate, and generate content, making it a powerful tool for communication, marketing, and community

building. This definition underscores the transformative role of social media in modern consumer behavior, particularly in shaping perceptions, preferences, and engagement.

Social media is an internet-based application that facilitates online interaction and connectivity, enabling users to access and engage with content as long as they have an internet connection. Technically, social media is often categorized as social networking sites, which are platforms that allow users to create personal profiles, connect with others, and build networks through invitations or acceptances. These platforms serve as digital spaces where individuals can share information, communicate, and interact, making them integral to modern communication and information dissemination (Yusi, 2022). The widespread accessibility and user-friendly nature of social media have transformed it into a powerful medium for various purposes, including social interaction, information sharing, and marketing.

Given its broad reach and interactive capabilities, social media has emerged as an effective tool for product promotion and brand engagement. Evans and McKee (2010), as cited in Tia (2023), identify three key indicators of social media effectiveness: *Consumption*, which refers to the extent to which users consume or engage with content; *Collaboration*, which involves user participation and interaction in creating or sharing content; and *Curation*, which pertains to the organization and sharing of relevant content by users. These indicators highlight the multifaceted role of social media in fostering engagement, building communities, and amplifying brand visibility, making it a critical component of contemporary marketing strategies.

Customer Satisfaction.

Kotler (2005) defines customer satisfaction as the cognitive and affective response that arises from the comparison between the performance of a service and the customer's

expectations. This response can be either positive or negative, where a positive evaluation leads to satisfaction, while a negative evaluation results in dissatisfaction. Customer satisfaction is thus a dynamic construct that reflects the alignment or misalignment between what customers anticipate and what they actually experience. This alignment is influenced by various factors, including the quality-of-service delivery, the fulfilment of customer needs, and the overall experience provided by the service provider.

Building on this, Dharma (2017), as cited in Melisa and Soerjanto (2022), outlines several key indicators of customer satisfaction. These include the perceived convenience customers experience when accessing services, the level of trust they place in the service provider, their intention to continue using the service, and their satisfaction with the interpersonal attention they receive. These indicators highlight the multidimensional nature of customer satisfaction, emphasizing not only the functional aspects of service delivery but also the relational and emotional dimensions. Together, these elements provide a holistic framework for evaluating and enhancing customer satisfaction in service-oriented contexts.

Repurchase Interest.

The primary source of revenue for a trading company is derived from the sale of merchandise, commonly referred to as sales revenue or simply sales. These sales can be conducted either in cash or on credit, and they serve as a critical metric for evaluating the financial performance of a company. Profitability, often measured by the profits generated, is a key indicator of the success or failure of a company's management. As highlighted by Setiawati, Ira, Arini, and Retno (2017), the ability to generate consistent and growing profits reflects the effectiveness of a company's operational and strategic decisions, making it a central focus in assessing business performance.

Sales turnover, on the other hand, refers to the total volume of sales activities conducted over a specific period, encompassing the sale of products, goods, and services. According to Swastha (1993), as cited in Jatmika Sunu (2017), sales turnover represents the cumulative outcome of sales efforts within a defined timeframe, whether continuously or within a single accounting cycle. Chabib (2016) further elaborates on the indicators of sales turnover, which include achieving sales targets, generating profits, and supporting sales growth. These indicators collectively provide a comprehensive framework for evaluating the efficiency and effectiveness of a company's sales operations, underscoring the importance of turnover as a measure of business vitality and market presence.

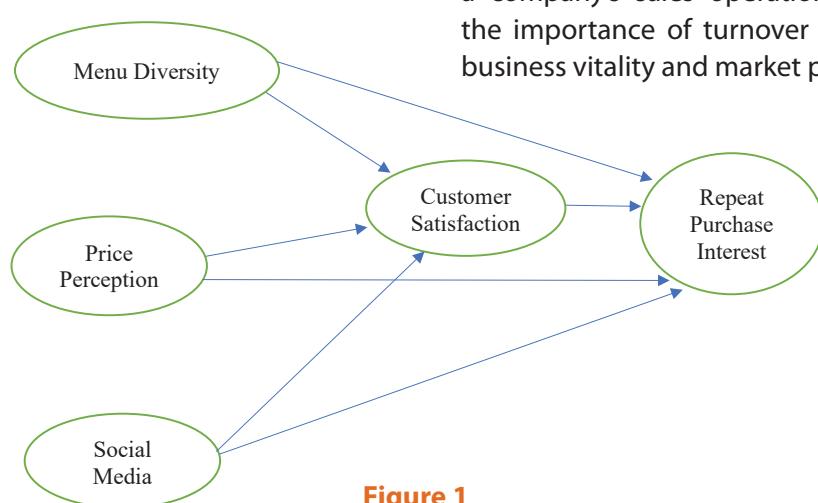


Figure 1
Research Conceptual Framework

Hypothesis.

- H1: Menu diversity has a positive and significant influence on customer satisfaction
- H2: Price perception has a positive and significant influence on customer satisfaction
- H3: Social media has a positive and significant influence on customer satisfaction
- H4: Menu diversity has a positive and significant influence on repurchase interest
- H5: Price perception has a positive and significant influence on repurchase interest
- H6: Social media has a positive and significant influence on repurchase interest
- H7: Customer satisfaction has a positive and significant influence on repeat purchase interest

METHODOLOGY

This study employs a quantitative research approach to examine the factors influencing repurchase intention among customers of food micro, small, and medium enterprises (MSMEs) in the South Tangerang region. The research focuses on primary data collected from respondents who meet specific criteria, namely, individuals who purchase food from MSMEs at least once a week. Using purposive sampling, a total of 85 eligible respondents were selected as the study sample. Data collection was conducted through the distribution of questionnaires, with responses measured using a positive Likert scale, where higher scores indicate stronger agreement with the statements regarding the state of food MSMEs. This methodological

design ensures that the data collected is both targeted and representative of the population under investigation.

The analysis of the data collected involves two main approaches: descriptive analysis and quantitative analysis. The quantitative analysis utilizes Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique, specifically employing PLS version 4.0. This advanced analytical method allows for the examination of complex relationships between variables, providing insights into the factors that drive repurchase intention among customers of food MSMEs. By combining descriptive and SEM-PLS analyses, this study aims to offer a comprehensive understanding of customer behavior and its implications for the sustainability and growth of food MSMEs in the South Tangerang area.

RESULTS AND DISCUSSION

A. Research Results

1. Analysis of Measurement Results or Outer Model.

In this study, there are criterias for testing indicators using data analysis techniques with SmartPLS 3.0 to assess the validity and reliability with the Outer Model through convergent validity, discriminant validity, composite reliability, and average variance extracted

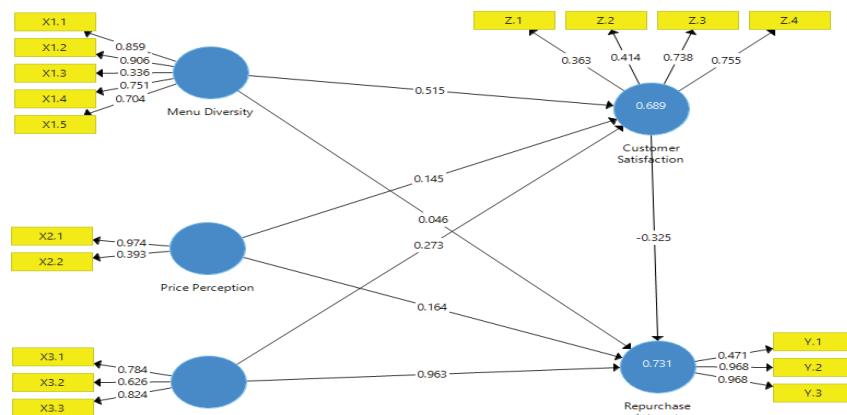


Figure 1
Outer Model Test Results

Source: Data Output from SmarPLS 3.30, 2024

2. Results of Structural Model Inner Test.

Table 1
Inner Test Model Structural

	R-Square	R-Square Adjusted
Customer Satisfaction	0.689	0.678
Repeat Purchase Interest	0.731	0.718

Source: Data Output from SmarPLS 3.30, 2024

Based on Table 1, it can be concluded that the testing of the inner structural model is with good conclusions. R-Square (Coefficient Determination) can be used to measure how much endogenous variables are affected by other variables.

Table 1 shows that the customer satisfaction variable is influenced by product diversity and price perception variables as well as social media by 68.9% and the remaining 31.1% is influenced by other factors that are not included in the model. Meanwhile, repurchase interest was influenced by product diversity, price perception, social media and customer satisfaction by 73.1% and the remaining 26.9% was influenced by other factors that were not included in the model.

3. Goodness-of-Fit Test.

The assessment of goodness of fit is known from the Q-Square predictive relevance value. The value of Q-Square has the same meaning as coefficient determination (R-Square) in regression analysis, where the higher the Q-Square, the better or fitter the model can be said to be with the data. The calculation of Q-Square is as follows:

$$\begin{aligned}
 Q2 &= 1 - (1-R1^2)(1-R2^2) \\
 &= 1 - (1 - 0.689^2)(1 - 0.731^2) \\
 &= 1 - (1 - 0.47)(1 - 0.53) \\
 &= 1 - (0.53)(0.47) \\
 &= 1 - 0.25 \\
 &= 0.75
 \end{aligned}$$

Based on the result of the calculation, a Q-Square (Q^2) value of 0.75 was obtained. These result show that the amount of diversity in research that can be explained by the research model is 75%. While the remaining 25% is explained by other factors that are outside the model of this study. Thus, from these result, this research model can be stated to have a good goodness of fit.

4. P-Value

All variables in the study were declared to have a significant influence because they had a P-Value < 0.05 (significant 5%).

Table 2
Path Coefficient

	Original Sample	Sample Mean	Standard Deviation	t-Statistics	P-Values
Menu Diversity \rightarrow Customer Satisfaction	0.515	0.512	0.104	4.970	0.000
Menu Diversity \rightarrow Repurchase Interest	0.046	0.041	0.158	0.239	0.773
Customer Satisfaction \rightarrow Repurchase Interest	-0.325	-0.305	0.117	2.778	0.006
Social Media \rightarrow Customer Satisfaction	0.273	0.278	0.134	2.046	0.041
Social Media \rightarrow Repurchase Interest	0.963	0.953	0.119	8.113	0.000
Price Perception \rightarrow Customer Satisfaction	0.145	0.143	0.117	1.245	0.214
Price Perception \rightarrow Repurchase Interest	0.164	0.168	0.072	2.270	0.024

Source: Data Output from SmarPLS 3.30, 2024

Based on Table 2, menu diversity has an effect on customer satisfaction, menu diversity has no effect on repurchase interest but customer satisfaction has an effect on repurchase interest. Social media has a positively significant effect on customer satisfaction meanwhile social media has an effect on repurchase interest. Price perception has no effect on customer satisfaction. Similarly, menu diversity has no effect on repurchase interest. Price perception positively and significantly affects repurchase interest.

B. Research Discussion.

1. The effect of menu diversity on customer satisfaction.

The findings of this study demonstrate that menu diversity significantly influences customer satisfaction among traditional food MSMEs specializing in Gado-Gado, Ketoprak, and Karedok in South Tangerang. This indicates that customers value the variety of menu options available, as it enhances their dining experience and provides them with greater choice, thereby increasing satisfaction. For MSMEs, maintaining and expanding menu diversity is essential to prevent customer monotony and sustain engagement. These results align with the research of Hommy et al. (2024), which found that product completeness significantly affects customer satisfaction, and Ake et al. (2023), who highlighted that menu diversity partially has a significant impact on consumer satisfaction at Rumah Makan Bebek H. Slamet in Kediri City. However, the findings contrast with Elisa et al. (2022), who concluded that product diversity does not significantly influence consumer satisfaction at Viva Bakery Total Persada in Tangerang, suggesting that the impact of menu diversity may vary depending on context, customer preferences, and market dynamics. This study underscores the importance of menu diversity as a strategic factor in enhancing customer satisfaction, particularly in the traditional food sector, while acknowledging the need for context-specific approaches.

2. The effect of price perception on customer satisfaction.

The findings of this study indicate that price perception does not significantly affect customer satisfaction among traditional food MSMEs specializing in Gado-Gado, Ketoprak, and Karedok in South Tangerang. This suggests that customers' perceptions of pricing do not contribute to their satisfaction, with some respondents viewing the prices as relatively high and not commensurate with the value received. These results contrast with studies such as Yunita and Edi (2024), which found that price perception positively and significantly influences consumer satisfaction for White Koffie Luwak in Bandung, and research on Scarlett skincare products in Yogyakarta, which similarly demonstrated a positive relationship between price perception and satisfaction. The divergence in findings may stem from contextual differences, such as product type, regional market dynamics, or customer expectations, highlighting the need for MSMEs to consider factors beyond pricing, such as product quality and service, to enhance customer satisfaction in specific markets.

3. The influence of social media on customer satisfaction.

The results of this study show that social media has an effect on customer satisfaction of MSMEs with traditional food Gado-Gado, Ketoprak, and Karedok in South Tangerang. This means that customers feel information from several social media that they often use to provide their own satisfaction to choose, buy and enjoy traditional food. The role of social media is believed to make the media communicate and seek information. The results of the study are in line with the Leony et al. (2024). It shows that social media promotion has a positive and partially significant effect on consumer satisfaction. The results by the study of Indra (2022) show that social media and service quality have a significant effect on customer satisfaction partially and simultaneously.

4. The effect of menu diversity on repurchase interest.

The results of this study show that the diversity of menus has no effect on the interest in repurchasing traditional food MSMEs in Gado-Gado, Ketoprak, and Karedok in South Tangerang. This means that customers make repeat purchases due to other factors outside the diversity of the menu that they think always want to make a purchase. For example, the taste, price, and quality of the product make other reasons for them to buy back. The results of the study are not in line with the study by Komang and Made (2023) that product diversity affects repurchase interest in UD Santia II which is marked positively significant. The results on the study by Hommy (2024), show that product diversity and completeness have a significant effect on repurchase interest through customer satisfaction as an intervening variable.

5. The effect of price perception on repurchase interest.

The findings of this study indicate that price perception significantly influences the repurchase intention of traditional food MSMEs specializing in Gado-Gado, Ketoprak, and Karedok in South Tangerang. Specifically, the affordability and perceived value of the prices, which align with the quality of the traditional food products offered, play a crucial role in encouraging customers to repeatedly purchase from these MSMEs. This suggests that when customers perceive the prices as reasonable and commensurate with the product value, they are more likely to develop a sustained interest in repurchasing. These results are consistent with prior research, such as Yunita and Edi (2024), which found that price perception positively and significantly affects consumer repurchase intention for White Koffie civets in Bandung. Similarly, Mufilah et al. (2023) demonstrated that price perception has a significant impact on consumer repurchase interest, further validating the findings of this study.

The alignment of these results with existing literature underscores the importance of pricing strategies in shaping consumer behavior, particularly in the context of traditional food MSMEs. By maintaining affordable and value-aligned pricing, MSMEs can enhance customer satisfaction and foster loyalty, ultimately driving repeat purchases. This study contributes to the growing body of evidence highlighting the critical role of price perception in influencing repurchase intention, offering valuable insights for MSMEs aiming to sustain and grow their customer base in competitive markets.

6. The influence of social media on repurchase interest.

The findings of this study reveal that social media significantly influences the repurchase intention of traditional food MSMEs specializing in Gado-Gado, Ketoprak, and Karedok in South Tangerang. This suggests that the strategic use of social media by MSME actors provides customers with essential information about their products, including details about offerings and other relevant updates, thereby fostering a desire to repurchase. Social media serves as a vital platform for engagement, enabling MSMEs to communicate effectively with their target audience and build a loyal customer base. These results align with the study by Yusi (2022), which highlights the critical role of social media promotion in cultivating consumer buying interest and enhancing the profitability of culinary businesses. Similarly, Yulia and Edi (2024) found that social media marketing, alongside product innovation, has a substantial and positive impact on repurchase intention, further corroborating the findings of this research.

The consistency of these results with existing literature underscores the transformative role of social media in shaping consumer behavior and driving business growth, particularly for traditional food MSMEs. By leveraging social media platforms, MSMEs can effectively communicate their value proposition, engage

with customers, and create a compelling narrative that encourages repeat purchases. This study contributes to the growing body of evidence emphasizing the importance of social media as a strategic tool for enhancing customer retention and sustaining business success in competitive markets.

7. The effect of customer satisfaction on repeat purchase interest.

The findings of this study demonstrate that customer satisfaction significantly influences the repurchase intention of traditional food MSMEs specializing in Gado-Gado, Ketoprak, and Karedok in South Tangerang. This indicates that customers' positive experiences and satisfaction with the traditional food products offered by MSMEs serve as key drivers for their desire to repurchase. Satisfaction arises from various factors, such as product quality, taste, and overall service, which align with customer expectations and create a compelling reason for repeat purchases. These results are consistent with the study by Kadek et al. (2023), which found that customer satisfaction enhances the impact of product quality and service quality on repurchase intention. Similarly, Hommy et al. (2024) confirmed that customer satisfaction has a significantly positive effect on repurchase interest, further validating the findings of this research.

The alignment of these results with existing literature underscores the critical role of customer satisfaction in fostering loyalty and driving repeat purchases, particularly in the context of traditional food MSMEs. By ensuring high levels of customer satisfaction, MSMEs can build strong relationships with their customers, enhance their reputation, and secure a sustainable customer base. This study contributes to the growing body of evidence highlighting the importance of customer satisfaction as a pivotal factor in influencing repurchase behavior, offering valuable insights for MSMEs aiming to thrive in competitive markets.

DISCUSSION AND CONCLUSION

The analysis highlights the significant role of menu diversity in enhancing customer satisfaction among traditional food MSMEs. By offering a wide variety of menu options, MSMEs can cater to diverse tastes and preferences, thereby enriching the dining experience and fostering customer loyalty. This variety not only satisfies a broader customer base but also encourages repeat visits, as customers are motivated to explore different offerings. However, while menu diversity positively impacts consumer satisfaction, it does not directly influence repurchase interest, suggesting that other factors, such as food quality and service, may play a more decisive role in driving repeat purchases. This nuanced relationship underscores the importance of balancing menu variety with consistent quality to maximize customer retention.

Customer satisfaction emerges as a pivotal factor in shaping repurchase interest. Positive experiences with food quality, service, and overall dining ambiance build trust and reinforce a favorable perception of the brand, increasing the likelihood of repeat visits. Satisfied customers are also more likely to recommend the establishment to others, amplifying its reputation and potential for growth. Social media further amplifies this effect by providing a platform for customers to share their experiences, engage with the brand, and stay informed about promotions and updates. A strong social media presence not only enhances customer satisfaction but also directly influences repurchase interest by keeping the brand top-of-mind and facilitating seamless interactions, such as reservations and feedback.

Interestingly, price perception insignificantly affect customer satisfaction, indicating that customers prioritize value and overall experience over cost alone. However, price perception does influence repurchase interest, as customers are more likely to return

when they perceive prices as fair and aligned with the value received. This suggests that while affordability is not the primary driver of satisfaction, competitive pricing remains as a crucial factor in encouraging repeat purchases. These findings highlight the complex interplay of factors influencing repurchase behavior and emphasize the need for MSMEs to adopt a holistic strategy that integrates menu diversity, service quality, social media engagement, and competitive pricing to enhance customer retention and sustain long-term success.

SUGGESTIONS FOR FUTURE RESEARCH

Future research should explore the contextual factors that moderate the relationship between menu diversity, customer satisfaction, and repurchase interest, particularly in different cultural or regional settings, to better understand how these dynamics vary across markets. Additionally, investigating the role of emerging technologies, such as AI-driven personalized recommendations or digital loyalty programs, in enhancing customer satisfaction and repurchase behavior could provide valuable insights for MSMEs. Further studies could also examine the long-term effects of social media engagement strategies on customer loyalty and brand perception. Finally, exploring the interplay between sustainability practices, such as eco-friendly packaging or locally sourced ingredients, and customer satisfaction could offer new avenues for differentiation and growth in the competitive food industry. For example, recent studies by Hommy et al. (2024) and Ake et al. (2023) have laid the groundwork for understanding these relationships, but more comprehensive and longitudinal studies are needed to validate and expand upon their findings.

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