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## The Influence of Price Perception and Product Quality on Repurchase Intention

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## Abstract

The decline in the Top Brand Index during the 2021–2025 period, which indicates a potential decrease in consumer preference and repurchase interest. The decline highlights the need to identify factors that may influence consumers' decisions to repurchase the product, particularly price perception and product quality. The purpose of this study is to examine how price perception and product quality affect Sukabumi City consumers' intentions to make additional purchases. The study used a quantitative methodology, gathering information from 150 customers chosen through purposive selection using questionnaires. To ascertain the separate and combined effects of price perception and product quality on repurchase intention, the gathered data were examined using multiple linear regression with the aid of SPSS. The findings show that repurchase intention is positively and significantly impacted by both price perception and product quality, both partially and simultaneously. These results suggest that consumers' propensity to make repeat purchases might be boosted by positive price perceptions and consistently great product quality. Therefore, in order to increase repurchase intention and ensure long-term competitiveness, businesses need to maintain competitive pricing while consistently increasing product quality.

## Keywords

Competitive Pricing, Price Perception, Product Quality, Repurchase Intention.

## 1. Introduction

Increasingly dynamic lifestyles have driven demand for practical, easy-to-prepare, and long-shelf-life food products, including frozen processed foods such as chicken sausages. According to BPS (2023), Indonesia's processed food industry offers significant market potential, with 4.85 million culinary and beverage enterprises generating IDR 998.37 trillion in sales in 2023, while Statista (2024) projects the Indonesian frozen food market to grow at a Compound Annual Growth Rate (CAGR) of approximately 8.1% during 2024–2028. This growth is expected to intensify competition, requiring companies to retain existing customers and encourage repeat purchases. One major player is PT Charoen Pokphand Indonesia Tbk through its Fiesta product line, whose established position in the Indonesian frozen sausage market makes customer retention increasingly important, particularly as retaining customers generally costs less than acquiring new ones.

**Table 1.** Top Brand Index

| Brand   | 2021   | 2022   | 2023   | 2024   | 2025   |
|---------|--------|--------|--------|--------|--------|
| Champ   | 25.40% | 22.50% | 22.60% | 19.90% | 21.00% |
| Fiesta  | 18.90% | 22.90% | 19.80% | 17.30% | 16.40% |
| Kanzler | -      | -      | -      | 16.00% | 18.90% |
| So Good | 11.60% | 13.20% | 9.30%  | 12.30% | 7.50%  |
| So Nice | 20.10% | 16.90% | 16.20% | 11.40% | 11.30% |

Table 1 shows an interesting trend in Fiesta's Top Brand Index (TBI) during 2021–2025. According to the Top Brand Award (2025), Fiesta's TBI increased from 18.90% in 2021 to 22.90% in 2022, before declining to 19.80% in 2023, 17.30% in 2024, and 16.40% in 2025. This downward trend indicates weakening brand competitiveness. Three factors are used to quantify TBI: top of mind, last usage, and future intention. The latter is directly linked to repurchase intention since it indicates customers' propensity to select the brand again (Aulia & Herawati, 2023). Thus, the decline in Fiesta's TBI may signal weakening repurchase intention, highlighting the need to examine factors that encourage customer retention and repeat purchases.

Repurchase intention is the propensity of a customer, based on past consumption experiences, to buy the same good or service again. Positive experiences increase the likelihood of repeat purchases, while unmet expectations may encourage consumers to switch brands (Hellier et al., 2003). Price perception is one factor influencing repurchase intention and reflects consumers' evaluations of price fairness, affordability, and its suitability to the benefits received (Kotler & Keller, 2016). Consumers may perceive prices as high, low, or reasonable based on individual evaluations (Darmansah & Yosepha, 2020). Product quality also influences repurchase intention by reflecting a product's ability to meet consumer needs through durability, consistency, accuracy, and added value (Febrini et al., 2019). For sausages, consistent taste, texture, freshness, safety, and raw material quality can strengthen trust and encourage repeat purchases.

Previous research has shown that cost evaluation is linked to recurring purchase intent. Cost evaluation has a positive and significant impact on the likelihood of repeat purchases, according to Syahrizal and Sigarlaki (2024) and Saputra and Saladin (2025). However, an investigation by Ardian and Prabandari (2022) yielded dissimilar findings, signifying that price perception failed to exert a meaningful impact on repurchase inclination. These differences in research findings suggest that the role of cost evaluation in shaping repeat buying tendency requires further testing with different research subjects. Moreover, price perception and product quality are likewise important components affecting repurchase intention. Previous studies by

Trihudyatmanto (2023) and Ediansyah et al. (2024) have also confirmed that product quality positively influences repurchase intention. Product quality constitutes the capability of an item to fulfill buyer requirements and expectations through aspects of operation, dependability, taste, safety, longevity, and quality consistency. A product with good quality will provide a positive consumption experience, thereby increasing consumer satisfaction and trust. If product quality declines or is inconsistent, consumers will more easily switch to competitors' products.

This research was conducted among consumers of Fiesta brand sausages in Sukabumi City. Sukabumi City was chosen due to its rapid growth in modern retail trade, making frozen food products, including Fiesta brand sausages, readily available and readily consumed by the public. Furthermore, research regarding the role played by cost evaluation and item standard on repeat buying propensity for Fiesta brand sausages in Sukabumi City is relatively limited. Therefore, this investigation is expected to furnish an empirical synopsis of the elements influencing buyers' recurring purchase inclination in the local market and enrich the marketing literature. The purpose of this study is to examine how pricing perception and product quality affect Sukabumi City Fiesta sausage customers' intentions to make additional purchases.

## **2. Literature Review and Hypothesis Development**

### ***2.1. The Effect of Price Perception on Repurchase Intention***

This study utilizes the Stimulus-Organism-Response (S-O-R) Theory as its grand conceptual framework, which explains that individual behavior results from environmental stimuli that are processed through internal conditions before generating a response (Mehrabian & Russell, 1974). In the marketing context, price perception and product quality function as Stimuli (S), while the Organism (O) represents consumers' internal processes in evaluating these stimuli through cognitive and emotional aspects, reflected in the dimensions of pleasure, arousal, and dominance. Consumer perceptions are shaped by subjective evaluations of price and product quality, influenced by experience, knowledge, and available information, as well as marketing stimuli (Zeithaml, 1988; Kotler & Armstrong, 2016). This study positions price perception and product quality as Stimuli (S) and repurchase intention as the Response (R), with consumers' internal evaluation serving as the underlying Organism (O) (Bagozzi, 1992).

Customers' evaluations of price fairness, affordability, and suitability in relation to the advantages obtained are referred to as price perception (Kotler & Armstrong, 2016). Consumers tend to evaluate whether the price paid is reasonable compared with the quality and benefits of the product. Positive price perception can boost customer happiness, improve perceived value, and motivate repeat business (Tan & Le, 2023; Kulsum & Nurmansyah, 2025). Price perception has a favorable and considerable impact on repurchase intention, according to research by Andini and Soliha (2023) and Saputra and Saladin (2025). Therefore, the more favorably consumers perceive the price of Fiesta sausages, particularly in terms of fairness, affordability, and value received, the stronger their intention to repurchase the product.

H1: Price perception has a positive effect on repurchase intention.

### ***2.2. The Effect of Product Quality on Repurchase Intention***

Kotler and Armstrong (2016) and Yue (2023) define product quality as a product's ability to fulfill consumers' needs and expectations through its functional features, reliability, performance, and benefits. In food products, quality can be

reflected through attributes such as taste, texture, freshness, aroma, appearance, safety, nutritional value, and consistency. These attributes are particularly important for processed food products such as Fiesta sausages because consumers expect a satisfying consumption experience and consistent quality in every purchase. High product quality can create positive consumption experiences, strengthen consumer confidence, and increase the perceived value of a product. When consumers perceive that a product consistently meets or exceeds their expectations, they are more likely to develop trust and maintain their preference for the brand. Poor or inconsistent quality may reduce satisfaction and encourage consumers to switch to competing products. Thus, maintaining consistent product quality is essential for encouraging consumer loyalty and repeat purchasing behavior (Rizan & Andika, 2011; Anjellia & Herawati, 2024).

The association between product quality and repurchase intention is further supported by empirical data. Repurchase intention is positively and significantly impacted by product quality, according to research by Rizki et al. (2021) and Hindratna and Suryono (2025). According to Alfredo and Martawijaya (2025), product quality has an impact on consumer perceptions, which in turn affect the intention to make repeat purchases, hence strengthening its influence on future purchasing behavior. These findings indicate that consumers who perceive Fiesta sausages as having good taste, texture, freshness, safety, and consistent quality are more likely to purchase the product again. Therefore, improving and maintaining product quality can strengthen consumers' willingness to repurchase Fiesta sausages and support the sustainability of the brand in an increasingly competitive market.

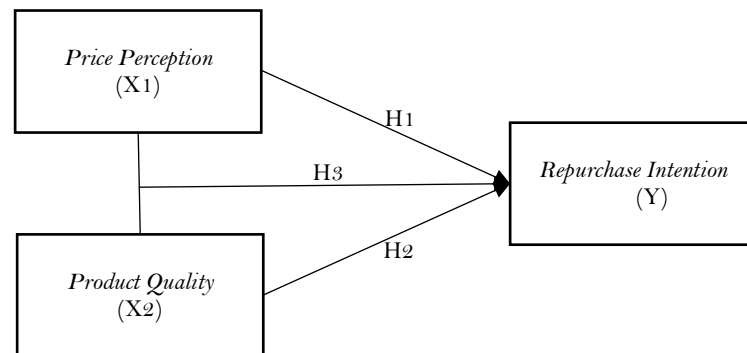
H2: Product quality has a positive effect on repurchase intention.

### ***2.3. The Simultaneous Effect on Repurchase Intention***

According to Hellier et al. (2003), repurchase intention describes a customer's propensity or readiness to buy the same goods again based on prior purchasing and consuming experiences. This intention generally develops when consumers perceive that the product has successfully met their expectations and provided a satisfactory experience. A positive evaluation of the product can strengthen consumers' confidence in the brand and increase their willingness to repurchase it in the future (Andriani & Nurtjahjadi, 2025). In the context of Fiesta sausages, repurchase intention may be influenced by consumers' perceptions of the price they pay and the quality they receive. Customers' overall assessment of the product is likely to improve when they believe that the pricing is reasonable, affordable, and consistent with the advantages received while also believing that the product quality is satisfactory and consistent. Thus, price perception and product quality can work together in shaping consumers' decisions to repurchase.

Empirical evidence supports the simultaneous relationship between these factors and repurchase intention. Price-related assessments and product quality together have a favorable and significant impact on repurchase intention, according to research by Al Jaisy and Hafidh (2025) and Kulsum and Nurmansyah (2025). These results imply that when consumers believe there is a good balance between the price paid and the quality received, they are more likely to make another purchase. Therefore, maintaining competitive pricing alongside consistent product quality is important for strengthening consumer repurchase intention toward Fiesta sausages.

H3: Price perception and product quality have a positive simultaneous effect on repurchase intention.



**Figure 1.** Conceptual Model

The conceptual model suggests that consumers' propensity to repurchase is influenced by price perception and product quality, as shown in Figure 1. The model makes the assumption that consumers' propensity to repurchase Fiesta sausages can be strengthened by positive pricing perceptions and high-quality products. Furthermore, it is anticipated that the two criteria would work together to influence buyers' intention to repurchase, suggesting that both product quality and pricing are crucial factors in promoting repeat business.

### 3. Methods

In order to investigate the impact of price perception and product quality on repurchase intention among Fiesta brand sausage consumers in Sukabumi City, this study used a quantitative approach utilizing a survey method (Sugiyono, 2020; Abdullah et al., 2022). Customers who had bought and eaten sausage under the Fiesta brand served as the research subjects. The predictors in this inquiry comprised price perception (X1) and product quality (X2), whereas the outcome factor was repurchase intention (Y). The study assessed each factor using parameters derived from Hellier et al. (2003) and Kotler and Keller (2016). The study population was all Fiesta brand sausage consumers in Sukabumi City. Non-randomized selection with targeted sampling was applied. A minimum age of 17, having bought and eaten Fiesta brand sausage at least once in the previous month, and living in Sukabumi City were prerequisites for eligibility. Based on Hair et al. (2013), a sample size of 150 respondents was chosen, which is 10 times the number of research measures used.

Three variables price perception, product quality, and repurchase intention were included in the questionnaire, and each was assessed using five indicators. Price perception was measured through affordability, price stability, price suitability to the quantity received, price competitiveness compared with similar products, and price suitability to the benefits obtained. Product quality was assessed based on taste, texture, practicality of consumption, product safety, and clarity of information provided on the packaging. Meanwhile, repurchase intention was measured through consumers' desire to repurchase, willingness to seek information about Fiesta sausage products, preference for making Fiesta their first choice, tendency to choose Fiesta over similar brands, and willingness to recommend the product to others.

The data used consisted of firsthand and supplementary information. A five-level Likert scale, ranging from 1 (total disagreement) to 5 (full agreement), was used in a digital survey that was distributed via Google Forms to collect primary data. Books, scientific publications, prior study findings, and Top Brand Index data relevant to this investigation were the sources of secondary data. Before conducting assessments, the measurement tools underwent soundness verification with

Pearson's Product-Moment correlation and consistency evaluation utilizing Cronbach's Alpha indicator.

IBM SPSS Statistics version 26 was used for data interpretation. The analytical process stage comprised multifactorial regression computation to ascertain the influence of price perception and product quality on repurchase intention, as well as summary-based assessment to highlight the characteristics of the study variables. Prior to hypothesis testing, foundational assumption verifications were carried out, encompassing checks for normality, collinearity, and variance inconsistency. Hypotheses were evaluated via the t-test to determine the isolated influence of each predictor and the F-test to determine the impact exerted by both independent variables simultaneously on repurchase intention with a significance level of 5%.

#### 4. Results

This study involved 150 respondents, all of whom were consumers of Fiesta brand sausages in Sukabumi City and had purchased and consumed the product at least once in the past two months. According to demographic attributes, most survey participants fell within the age group 17–25 years (51.3%), were female (62.9%), and were students (46.6%). In terms of earnings bracket, most participants reported revenue of less than IDR 3,192,807 (46.0%). These characteristics offer a broad synopsis of the profile of the respondents who served as informational sources for this investigation.

**Table 2.** Validity and Reliability Test Results

| Variable                 | Indicator | R count | Cronbach's Alpha |
|--------------------------|-----------|---------|------------------|
| Price Perception (X1)    | X1.1      | 0.741   | 0.732            |
|                          | X1.2      | 0.685   |                  |
|                          | X1.3      | 0.665   |                  |
|                          | X1.4      | 0.699   |                  |
|                          | X1.5      | 0.689   |                  |
| Product Quality (X2)     | X2.1      | 0.620   | 0.603            |
|                          | X2.2      | 0.596   |                  |
|                          | X2.3      | 0.568   |                  |
|                          | X2.4      | 0.702   |                  |
|                          | X2.5      | 0.623   |                  |
| Repurchase Intention (Y) | Y1.1      | 0.688   | 0.704            |
|                          | Y1.2      | 0.644   |                  |
|                          | Y1.3      | 0.723   |                  |
|                          | Y1.4      | 0.689   |                  |
|                          | Y1.5      | 0.644   |                  |

Referring to Table 2, all statement elements within the cost evaluation, product quality, and repurchase intention variables have a Pearson correlation coefficient surpassing the reference threshold of 0.3061, thus qualifying all statements as credible. The highest correlation value is found in the price perception indicator at 0.741, while the lowest value is 0.568 in the product quality variable. Furthermore, consistency assessments indicate that every factor features a Cronbach's Alpha exceeding 0.60, specifically price perception at 0.732, product quality at 0.603, and repurchase intention at 0.704. Thus, all research instruments are declared valid and reliable, so they are suitable for use as data collection tools and can be continued to the next stage of analysis.

**Table 3.** Results of the Classical Assumption Test

| No | Types of Classical Assumption Tests | Acceptance Criteria                    | Test Results                                                                                                                  | Interpretation                                                                                  |
|----|-------------------------------------|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 1  | Normality Test                      | (Sig) $\geq 0.05$                      | (Sig) = 0.200                                                                                                                 | Normally Distributed Data                                                                       |
| 2  | Multicollinearity Test              | Tolerance value $> 0.1$ and VIF $< 10$ | Price Perception<br>Tolerance value = 0.650 and VIF = 1.539<br><br>Product Quality<br>Tolerance value = 0.650 and VIF = 1.539 | There is no correlation between the independent variables                                       |
| 3  | Heteroscedasticity Test             | (Sig) $\geq 0.05$                      | Price Perception<br>(Sig) = 0.633<br><br>Product Quality<br>(Sig) = 0.621                                                     | There is no difference in the variance of the regression model residuals or heteroscedasticity. |

Based on the results of the basic assumption checks, Table 3 shows that the regression model satisfies all analytical requirements. A p-value of 0.200 ( $>0.05$ ) was obtained from the normality evaluation, indicating that the data exhibits a normal pattern. Additionally, the price perception and product quality predictors each showed a tolerance statistic of 0.650 ( $>0.10$ ) and a VIF metric of 1.539 ( $<10$ ), according to the collinearity assessment results, suggesting that there is no significant correlation between the predictors. Additionally, the variance inconsistency assessment results revealed a significant value of 0.621 for the product quality variable and 0.633 for the pricing perception variable, both of which are higher than 0.05.

**Table 4.** Descriptive Analysis

| Variable             | Indicator | N   | Minimum | Maximum | Mean | Std. Deviation |
|----------------------|-----------|-----|---------|---------|------|----------------|
| Price Perception     | X1.1      | 150 | 1.00    | 5.00    | 4.23 | 0.760          |
|                      | X1.2      | 150 | 1.00    | 5.00    | 4.20 | 0.678          |
|                      | X1.3      | 150 | 1.00    | 5.00    | 4.26 | 0.729          |
|                      | X1.4      | 150 | 1.00    | 5.00    | 4.22 | 0.850          |
|                      | X1.5      | 150 | 1.00    | 5.00    | 4.23 | 0.745          |
| Product Quality      | X2.1      | 150 | 1.00    | 5.00    | 4.31 | 0.704          |
|                      | X2.2      | 150 | 1.00    | 5.00    | 4.21 | 0.797          |
|                      | X2.3      | 150 | 1.00    | 5.00    | 4.29 | 0.727          |
|                      | X2.4      | 150 | 1.00    | 5.00    | 4.22 | 0.755          |
|                      | X2.5      | 150 | 1.00    | 5.00    | 4.25 | 0.744          |
| Repurchase Intention | Y1.1      | 150 | 1.00    | 5.00    | 4.18 | 0.705          |
|                      | Y1.2      | 150 | 1.00    | 5.00    | 4.11 | 0.807          |
|                      | Y1.3      | 150 | 1.00    | 5.00    | 4.06 | 0.864          |
|                      | Y1.4      | 150 | 1.00    | 5.00    | 4.11 | 0.798          |
|                      | Y1.5      | 150 | 1.00    | 5.00    | 4.18 | 0.705          |

Price perception had a mean score of 4.23, which is considered very acceptable based on the descriptive analysis results shown in Table 4. This indicates positive customer views of affordability, consistency, perceived value, competitiveness, and price-benefit appropriateness. The highest score was perceived value (4.26), while the lowest was price consistency (4.20). Product quality achieved a mean of 4.26, also classified as very good, showing positive evaluations of performance, characteristics,

usability, conformity to specifications, and aesthetics and information. Performance recorded the highest score (4.31), while characteristics had the lowest (4.21). Meanwhile, repurchase intention obtained a mean of 4.13, categorized as Good, indicating a strong tendency to repurchase. Transactional interest and word-of-mouth marketing had the highest scores (4.18), while brand preference recorded the lowest (4.06). Consumers perceived Fiesta's price and product quality very positively, accompanied by a good level of repurchase intention.

**Table 5.** Multiple Regression Test Results

| Variable              | B     | Std. Error | Beta  | t-statistics | Sig.  |
|-----------------------|-------|------------|-------|--------------|-------|
| Constant              | 1.841 | 1.354      | —     | 1.360        | 0.176 |
| Price Perception (X1) | 0.595 | 0.065      | 0.593 | 9.110        | 0.000 |
| Product Quality (X2)  | 0.291 | 0.074      | 0.256 | 3.934        | 0.000 |

The multiple linear regression analysis yielded the following equation, which is shown in Table 5:  $Y$  is equal to  $1.841 + 0.595X_1 + 0.291X_2$ . When price perception and product quality are held equal, the constant of 1.841 shows that repurchase intention is 1.841. Repurchase intention is positively and significantly impacted by price perception, with a regression coefficient of 0.595,  $t = 9.110$ , and  $p = 0.000 < 0.05$ . As a result, H1 is accepted, suggesting that stronger repurchase intention is linked to a more positive opinion of Fiesta's price. Similarly, product quality supports H2 with a coefficient of 0.291,  $t = 3.934$ , and  $p = 0.000 < 0.05$ , indicating a positive and significant influence. According to this research, customers who think Fiesta sausages are consistently of high quality are more inclined to buy them again. The findings show that consumers' inclination to buy Fiesta sausages again is strengthened by both positive pricing perceptions and improved perceived product quality.

**Table 6.** Results of Simultaneous F-test Hypothesis Test

| Hypothesis   | Results                                                     |
|--------------|-------------------------------------------------------------|
| H3           | Product Quality and Price Perception → Repurchase Intention |
| F-count      | 108.438                                                     |
| Significance | 0.000                                                       |

Table 6 shows that at a significant level of 0.000 ( $<0.05$ ), the computed F value was 108.438, exceeding the F table (3.07). These results show that both item quality and cost assessment have a positive and significant simultaneous impact on the propensity to make additional purchases. The third hypothesis (H3) is supported, indicating that the combination of both predictor factors can explain the variety of repurchase intentions among Sukabumi City buyers of Fiesta brand sausages.

## 5. Discussion

The findings of this study demonstrate that price perception has a positive and significant effect on repurchase intention among Fiesta sausage consumers in Sukabumi City. This result indicates that the more favorable consumers perceive the price of Fiesta sausages in terms of affordability, consistency, competitiveness, perceived value, and suitability to the benefits received, the stronger their intention to repurchase the product. The descriptive results further support this finding, as price perception obtained a mean score of 4.23, indicating a very good consumer assessment. In particular, perceived value recorded the highest mean score, suggesting that consumers consider the benefits obtained from Fiesta sausages to be appropriate relative to the price paid. From the perspective of consumer behavior, a price that is considered reasonable and proportional to the value received can reduce

consumers' perceived risk and strengthen their willingness to purchase the same product again. This finding is consistent with Saputra and Saladin (2025), who found that price perception has a positive effect on repurchase intention. Similarly, Syahrizal and Sigarlaki (2024) demonstrated that when consumers perceive the price as appropriate relative to the benefits offered, their willingness to repurchase increases. Thus, the findings confirm that maintaining an affordable and competitive price while ensuring that consumers perceive sufficient value is important for encouraging repeat purchases of Fiesta sausages.

The findings also show that product quality has a positive and significant effect on repurchase intention. This means that the better consumers perceive the quality of Fiesta sausages, the stronger their desire to purchase the product again. Product quality in this study encompasses performance, characteristics, usability, conformity to specifications, as well as aesthetics and product information. The descriptive analysis shows that product quality obtained a mean score of 4.26, which falls into the very good category. The highest mean was recorded for performance, indicating that consumers generally consider Fiesta sausages capable of fulfilling their expected functions as a practical food product. Good and consistent quality can provide a positive consumption experience, strengthen consumer trust, and encourage consumers to maintain their preference for the brand. This result is in line with Permana and Dhameria (2025), who found that product quality has a positive effect on repurchase intention. It is also consistent with Kulsum and Nurmansyah (2025), whose findings demonstrate that good product quality can increase consumers' intention to repurchase. Therefore, maintaining taste, texture, safety, usability, and consistent product performance is important for sustaining consumers' willingness to repurchase Fiesta sausages.

Furthermore, the results indicate that price perception and product quality simultaneously have a positive and significant effect on repurchase intention. This finding suggests that consumers' decisions to repurchase are not determined solely by how they evaluate the price or product quality independently, but also by the overall balance between the price paid and the quality and benefits received. When Fiesta sausages are perceived as reasonably priced while also providing satisfactory and consistent quality, consumers are more likely to develop a stronger intention to repurchase. This finding supports Andriani and Nurtjahjadi (2025), who found that price perception and product quality collectively influence repurchase intention. Likewise, Al Jaisy and Hafidh (2025) indicate that both variables are factors affecting consumers' repeat purchase behavior. These findings reinforce the S-O-R perspective, in which price and product quality function as external stimuli that shape consumers' evaluations and ultimately encourage behavioral responses in the form of repurchase intention. The practical implication is that Fiesta should maintain competitive pricing while consistently improving product quality to strengthen consumer repurchase intention and sustain its position in the competitive processed-food market.

## **6. Conclusion**

Based on the study's findings, it can be said that Sukabumi City customers of Fiesta sausages typically have highly positive opinions of the product's quality and pricing, along with a high degree of repurchase intention. Price perception has a positive and significant impact on repurchase intention, according to hypothesis testing, suggesting that customers' propensity to repurchase can be strengthened by views of price justice, affordability, and suitability to the benefits obtained. Good flavor, texture, usefulness, safety, and unambiguous packaging information all have a positive and substantial impact on product quality. Additionally, repurchase intention is positively and significantly impacted by both price perception and

product quality, demonstrating the importance of both criteria in promoting recurrent purchases of Fiesta sausages.

These findings provide empirical support for consumer behavior research by confirming the role of price perception and product quality as important determinants of repurchase intention, particularly in the processed food industry. The findings suggest that manufacturers should maintain competitive and reasonable pricing while ensuring consistent product quality to strengthen consumer repurchase intention and long-term relationships. The results of this study may not be as applicable to other areas because it is restricted to Sukabumi City's Fiesta sausage consumers. Furthermore, repurchase intention may be influenced by other factors, however only price perception and product quality were investigated. The cross-sectional design also limits the ability to capture changes in customer behavior over time. Therefore, while broadening the research scope to include more locations, future studies should take into account additional factors such customer happiness, brand image, perceived value, promotion, e-WOM, and customer trust. For further in-depth understanding of shifts in customer repurchase behavior, longitudinal or mixed-method techniques are also advised.

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