



The Influence of Brand Image, Product Uniqueness, and Customer Satisfaction on Repurchase Intentions in the Culinary Business

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Abstract. Culinary development presents promising job demands. However, as one of the fast growing businesses, culinary entrepreneurs are demanded to continue to improve services. This study aims to determine the effect of Brand Image, Uniqueness and Satisfaction on Repurchase Intention. The number of samples in this study were 200 respondents, namely consumers noodles restaurant. The analysis technique uses Structural Equation Modeling (SEM) from AMOS 24 software in the model and hypothesis testing. The results showed that Uniqueness had a significant effect on Satisfaction, brand image had no effect on Satisfaction, whereas Uniqueness, Brand Image and Satisfaction had a significant effect on Repurchase Intention. The results of this study have implications for the development of culinary companies in Indonesia in implementing marketing strategies.

Keywords: Culinary · Brand Image · Uniqueness · Satisfaction · Repurchase Intention

1 Introduction

Culinary is one type of tourism business that is currently growing rapidly in society. Many people prefer culinary business than other businesses. Because in this case the existence of culinary tourism presents promising demands for a job such as the culinary profession. The culinary profession is viewed as a labor-intensive and dynamic profession in a diverse career market. Science in culinary can contribute to better competence in the professional field. A culinary profession can include companies combining both competencies in culinary and scientific aspects. Professional culinary artists must have extensive knowledge of various cooking techniques as well as the knowledge behind food creation [1].

The development of an increasingly advanced era requires every culinary entrepreneur to continue to improve in order to survive. Maintaining an existing culinary business is not an easy matter. Especially if you look at it, there are many new

competitors that are far more creative and innovative. These competitors compete in the culinary field to mutually defend their businesses. Competition itself is a combination of observable and applicable knowledge, skills and behaviors that can create a competitive advantage for an organization. Art in culinary is innovation in products and services [2].

In the field of tourism management, the development of innovative new products and services is an important source of generating competitive advantage [3]. Burgelman (1983) explained that innovation is the result of induced strategic behavior which is the result of the company's official strategic behavior, whose existence can strengthen, challenge, influence, or expand the company's strategy [4]. Improving the best service provided to consumers, providing complete products that are in accordance with the wishes of consumers today can provide separate satisfaction for consumers. Consumer satisfaction is the condition of consumers who are both satisfied and dissatisfied after achieving the desires and expectations of the menu, prices, facilities, and services provided.

Brand image of a restaurant that has been formed in the eyes of the public as a comfortable place to enjoy the dishes available, is also one of the things in retaining consumers. Consumers can spend time together with family, friends, or relations in an informal setting. Brand Image is a consumer's perception of a brand that is formed from experiences about a product and sources of information which are then remembered in the minds of consumers about the product [5]. Consumer ratings of product and service characteristics are influenced by consumer perceptions of brands and branding. A strong brand image must be built precisely as a goal of brand and product management because it can generate enormous short-term or long-term benefits [6].

2 Objectives

The Contemporary factor or having unique power is an added value to attract its own consumers. This is a manifestation of the attributes of a product. The attributes of a product are descriptive features that characterize a product or service. What consumers think of the product or service and what is involved in their purchasing or consumption activities. In this study, the authors conducted research related to the influence of Brand Image, Product Uniqueness, Satisfaction on Repurchase Intention in the culinary world. The research object that will be used as a place to test the concept offered in this study is the consumers of the Indonesia noodles restaurant.

3 Theoretical Review

3.1 Brand Image

Brand Image is very influential for consumers to pay for products at affordable prices. A brand image that appears that is different from other brands will make it easier for consumers to become more familiar with the brand, which will automatically increase a company's income. The brand image that is built in the minds of consumers is expected to be able to compete with other companies in similar products [7]. Brand image gives the first impression of the perceived quality of a product or service.

Perceived brand image can appear through brand attributes, brand name, packaging, price, reputation, and prestige. These five things are factors that can influence the brand. Image is the basis of the brand; therefore, it is important for a company or entrepreneurs to pay attention to the image of the brand [8]. Brand image is one of the most important factors influencing consumer purchase intentions in the business world [9]. *Brand image is something that can be recognized by consumers from a brand. This relates to how a consumer thinks about a brand.*

Keller (1993) argues that brand equity consists of brand knowledge, which consists of brand awareness and brand image where in a company's marketing activities can affect their brand image [9]. The brand image that is already embedded in the minds of consumers becomes a benchmark in a product purchase.

3.2 Uniqueness Product

Uniqueness or uniqueness can be defined as something in a product that is different from other products both in image, emotional, functional, sensory basis and good characteristics that can be recognized by the public. Van Trijp and Van Kleef explain that the perspective of "uniqueness" is because product differentiation is essential for the existence of the product itself as well as the brand of the product to be successful in consumer.

Product differentiation must meet several criteria such as easy to understand by consumers both in function, image, sensory basis, and emotion. In addition, product differentiation must also pay attention to whether the existence of differentiation can add positive value to the product or not. The characteristics of "uniqueness" as described above can have a good influence on consumer desires in making a purchase of a product [10].

The consumer's need for uniqueness can be shown through the following behavior [11]: first, Counter-conformity creative choices that show how consumers seek social difference from most other people by making choices that others expect are good choices. Second, Counter-conformity unpopular choice. This refers to the use of products and brands that deviate from group norms thereby risking consumers social disapproval while displaying differences from others. Third, Simonson and Nowlis (2000) explain that the need for uniqueness can produce a significant effect on consumers in making purchasing decisions. The success of consumers in creating a unique self-image and social image is often only short-lived causing the disposition and use or purchase of products to be discontinued to avoid similarities with others [12].

3.3 Satisfaction

Consumer satisfaction can be interpreted as a psychological concept which involves feelings of well-being and feelings of pleasure that are obtained because of something that is expected of a product or service that can be obtained by a consumer or customer for the purchase the consumer has made [13]. Along with the rapid development of information and communication technology today, the competition in this industrial world is also increasing. The company can be said to be successful if the company can

meet the needs and desires of consumers by satisfying or even exceeding the expectations of its consumers.

Conformity between the needs and expectations of consumers with the products they sell will greatly affect the success of a company in selling the products/services it provides. Therefore, it is important to determine precisely the market segmentation that will be controlled because a product or service cannot meet the level of customer satisfaction that varies between one consumer and another [13].

Satisfaction is the final state of the cognitive process in which consumers compare their expectations with the subjectively perceived value they receive from their own consumption [3]. Satisfaction can emerge from a beneficial agreement between consumer expectations and the perceived consumption experience [14].

3.4 Repurchase Intention

Repurchase intention is an individual assessment of the reassessment of services by the same company where consumers have experienced them by considering the circumstances that allow [15]. Consumer purchase intention occurs when the consumer has purchased a product or service before, when the consumer feels that a positive response to the product seller's actions will lead to a strengthening of the consumer's mind to make a repurchase. [16]. Repurchase intention can be influenced by the basis of loyalty, the availability of money to pay due to affordable prices, word of mouth conversations, and complaining representatives [17].

Repurchase intention is highly expected in achieving the success of a company. Repurchase intention represents the possibility that consumers plan and are willing to purchase a product in the future [18]. Repeat purchases usually arise when consumers begin to feel satisfied or consumers have positive purchase intentions in buying our products. If consumers are satisfied or have positive purchase intentions for consumer products, this is a positive commitment that will encourage consumers to make actual purchases [19].

Repurchase intention is usually identified through brand commitment. There is little difference between brand commitment and repeat purchase, brand commitment is more to the customer friendship relationship to develop a brand. Meanwhile, repurchase intention tends to buy the brand because it is cheaper or that brand is the only one on the market [20].

According to the literature review above, an empirical research model can be built as shown in Fig. 1.

Based on the development of the Empirical Research Model above, the hypothesis formulation is as follows:

- H1: The Uniqueness has a positive influence on Repurchase Intention (repurchase) of the product
- H2: The Uniqueness variable also has a positive influence on the consumer satisfaction variable
- H3: The Brand Image variable has a positive influence on consumer satisfaction
- H4: The Brand Image variable also has a positive influence on the product Repurchase Intention variable
- H5: The Satisfaction variable has a positive effect on product repurchase intentions

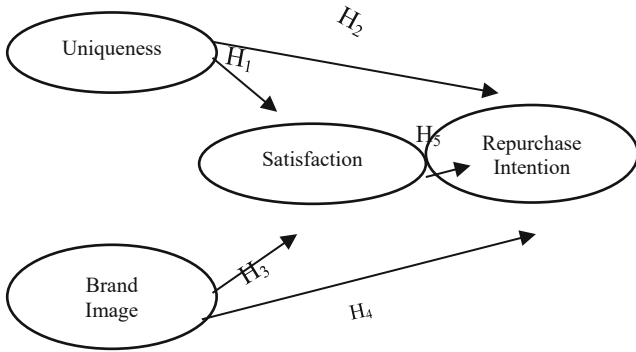


Fig. 1. Empirical Research Model

4 Methods

This study used a type of research in the form of quantitative research with associative methods to determine the influence between variables. Quantitative research is included in the type of research that is of great interested in completing a process that allows to build hypotheses and empirically test the hypotheses that are built [21]. Data collection in this method uses research instruments, data analysis is in the form of quantitative with the aim of testing the hypotheses that have been set.

Population refers to the entire group of interesting people, events or things that the research wants to investigate, it is the group of interesting people, events or things that the research wants to conclude [15]. In this study, the population used was consumers from noodles restaurant. The sample is part of the number and characteristics possessed by the population. The sample in this study were 200 respondents or consumers of noodles restaurant. In this study, researchers used primary data obtained directly from respondents or direct objects of research by asking respondents to fill out a given questionnaire. The scale used in this study is a scale of 1–10 [22].

5 Findings and Discussion

5.1 Respondent Demographics

Data were processed as many as 200 respondents from 204 data obtained in the field. Primary data of respondents based on gender is 27 persons or 13,5% male and 173 person or 86,5 female. Based on age, under 20 years of 82 peoples or 41%, 20–29 years old is 117 people or 58,5%, and above 30 years old is one person. by profession is 4 people or 2% student, 11 people or 5,5% employee, and 185 peoples or 92,5 college students. Based on marital status is 195 peoples or 97,5 singles and 5 persons or 2,5% marriage.

5.2 Results of Data Analysis

The data in this study were obtained by distributing questionnaires to consumers of noodles restaurant who were taken randomly. There were 200 questionnaires distributed

Table 1. Goodness of Fit Index

Goodness of fit Index	Cut off Value	Results	Model Evaluation
Chi Square	df = 164 is 190 (table)	551,157	Fit
Probability	$\geq 0,05$,000	Fit
CMIN/DF	$\leq 2,00$	3,361	Fit Marginal
CFI	$\geq 0,95$,873	Fit Marginal
RMSEA	$\leq 0,08$,109	Fit
TLI	$\geq 0,95$,852	Fit Marginal

and all of them answered the questionnaire completely. The questionnaire given to the respondents was aimed at testing the brand image, uniqueness, satisfaction and repurchase intention that occurred at noodles restaurant. The results of data collection showed that 25 respondents were male and 175 respondents were female with various age groups.

The occupational group consists of 185 college students, 11 employee, and 4 students. as explained in the demographics of the respondents above. The analysis technique used in this research is structural equation modeling (SEM). In this study, there are 5 indicators for Brand Image, 5 indicators for Uniqueness, 5 indicators for Satisfaction, and 5 indicators for Repurchase Intention. Then the total indicators of the four variables are 20 indicators with a sample of 200 respondents.

5.3 Evaluation of Goodness of Fit Index Criteria

The criteria used as a reference in this assessment are Chi Square, Probability, CMIN/DF, CFI, RMSEA, and TLI. The results of the goodness of fit index data processing are shown in the Table 1.

Based on the goodness of fit test, the model used in this study shows that it is fit and can be well accepted. This can be seen from the Chi Square, Probability, CMIN/DF, CFI, RMSEA, and TLI values which have fit and fit marginal results.

5.4 Validity and Reliability Test

5.4.1 Validity Test

Validity test using CFA Test or Construct Validity Test (indicator). In this validity test, it can be said that it meets the criteria if the Critical Ratio (CR) value is > 1.96 with Probability (P) < 0.05 . If there is a *** sign, it can be said to be significant with a value < 0.001 . The validity test can also be seen from the results of the Critical Ratio (CR) which is 2x greater than the Standard Error (SE). In this study, results were obtained that met the criteria where the CR value was > 1.96 with Probability *** which means it has a significant influence, as shown in Table 2.

Validity test can also be done using the Convergent Validity test. In this convergent test, results were obtained that met the criteria because in this study the value of the loading factor or Standardized Loading for each indicator showed > 0.5 .

Table 2. Regression Weights

			Estimate	S.E.	C.R.	P
UN1	<--	Uniqueness	1,000			
UN2	<--	Uniqueness	1,114	,093	11,977	***
UN3	<--	Uniqueness	1,069	,087	12,225	***
UN4	<--	Uniqueness	1,083	,091	11,935	***
UN5	<--	Uniqueness	1,067	,085	12,585	***
SA1	<--	Satisfaction	1,000			
SA2	<--	Satisfaction	1,037	,140	7,393	***
SA3	<--	Satisfaction	1,302	,154	8,442	***
SA4	<--	Satisfaction	1,234	,140	8,833	***
SA5	<--	Satisfaction	1,165	,129	9,062	***
RI1	<--	Repurchase_Intention	1,000			
RI2	<--	Repurchase_Intention	1,167	,085	13,787	***
RI3	<--	Repurchase_Intention	1,275	,077	16,524	***
RI4	<--	Repurchase_Intention	1,310	,079	16,618	***
RI5	<--	Repurchase_Intention	1,255	,093	13,535	***
BI1	<--	BrandImage	1,000			
BI2	<--	BrandImage	1,013	,094	10,833	***
BI3	< --	BrandImage	,714	,088	8,098	***
BI4	<--	BrandImage	,919	,094	9,752	***
BI5	<--	BrandImage	,897	,093	9,644	***

5.4.2 Reliability Test

In this study the reliability test was carried out using the construct reliability test, namely to test the reliability and consistency of the data obtained. Reliability measures the consistency of data from an indicator of a construct which shows the degree to which the indicator indicates a general construct. It can be said that it meets the criteria if the construct reliability results are >0.7. Formula

$$\text{Construct Reliability} = \frac{(\sum \text{Std. Loading})^2}{(\sum \text{Std. Loading})^2 + \sum \varepsilon_j}$$

Table 3. Standardized Regression Weights

			Estimate
UN1	<---	Uniqueness	,752
UN2	<---	Uniqueness	,827
UN3	<---	Uniqueness	,829
UN4	<---	Uniqueness	,824
UN5	<---	Uniqueness	,860
SA1	<---	Satisfaction	,631
SA2	<---	Satisfaction	,621
SA3	<---	Satisfaction	,747
SA4	<---	Satisfaction	,789
SA5	<---	Satisfaction	,790
RI1	<---	Repurchase_Intention	,809
RI2	<---	Repurchase_Intention	,828
RI3	<---	Repurchase_Intention	,935
RI4	<---	Repurchase_Intention	,937
RI5	<---	Repurchase_Intention	,817
BI1	<---	BrandImage	,775
BI2	<---	BrandImage	,758
BI3	<---	BrandImage	,586
BI4	<---	BrandImage	,703
BI5	<---	BrandImage	,717

Standard loading:

$$\text{Uniqueness} = 0,860 + 0,824 + 0,829$$

$$+ 0,827 + 0,752 = \mathbf{4,092}$$

$$\text{Satisfaction} = 0,790 + 0,789 + 0,747$$

$$+ 0,621 + 0,631 = \mathbf{3,578}$$

$$\text{Repurchase Intention} = 0,817 + 0,937 + 0,935 + 0,828 +$$

$$0,809 = \mathbf{4,326}$$

$$\text{Brand Image} = 0,717 + 0,713 + 0,586$$

$$+ 0,758 + 0,775 = \mathbf{3,549}$$

The standard number of loading for each variable is obtained from Table 3 which is then added up for each indicator to obtain the standard loading amount.

Number of measurement errors: 1 – indicator reliability (Squared number of standard loadings)	
<i>Uniqueness</i>	$= (1-0,7396) + (1-0,678976) + (1-0,687241) + (1-0,683929) + (1-0,565504)$ $= 1,64475$
<i>Satisfaction</i>	$= (1-0,6241) + (1-0,622521) + (1-0,558009) + (1-0,385641) + (1-0,398161)$ $= 2,411568$
<i>Repurchase Intention</i>	$= (1-0,667489) + (1-0,877969) + (1-0,874225) + (1-0,685584) + (1-0,654481)$ $= 1,240252$
<i>Brand Image</i>	$= (1-0,514089) + (1-0,494209) + (1-0,343396) + (1-0,574564) + (1-0,600625)$ $= 2,475117$

Construct Reliability:

- a. $Uniqueness = (4,902)^2 = 0,910 (4,902)^2 + (1,64475)$
- b. $Satisfaction = (3,578)^2 = 0,841 (3,578)^2 + (2,411568)$
- c. $Repurchase Intention = (4,326)^2 = 0,937 (4,326)^2 + (1,240252)$
- d. $Brand Image = (3,549)^2 = 0,835 (3,549)^2 + (2,475117)$

From the calculation above, the data obtained in this study can be accepted because it meets the criteria and passes the reliability test. This can be seen in the results of calculating the construct reliability of each variable which shows the result >0.7.

5.5 Hypothesis Test

In testing the hypothesis using the AMOS version 24 test tool with output in the Regression Weights table. In this hypothesis test it can be said that it is significant if the CR value is > 1.96 and the probability value is <0.05 (Fig. 2).

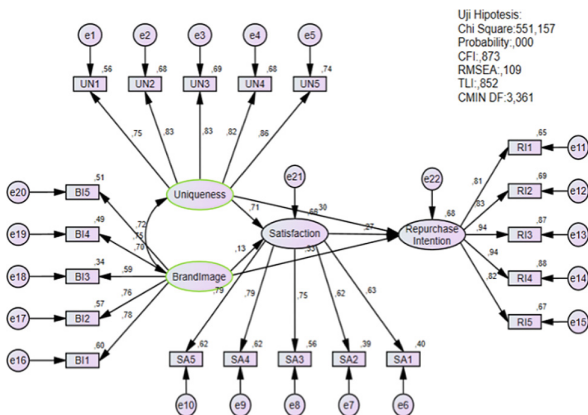


Fig. 2. Empirical Research Model Test

Table 4. Regression Weights

			Estimate	S.E.	C.R.	P	Label
Uniqueness	<input type="checkbox"/>	Satisfaction	,612	,108	5,651	***	supported
BrandImage	<input type="checkbox"/>	Satisfaction	,115	,095	1,212	,226	rejected
Uniqueness	<input type="checkbox"/>	Repurchase_Intention	,357	,141	2,530	,011	supported
BrandImage	<input type="checkbox"/>	Repurchase_Intention	,401	,113	3,561	***	supported
Satisfaction	<input type="checkbox"/>	Repurchase_Intention	,365	,148	2,466	,014	supported

In Table 4, only the Brand Image variable has no significant effect on the Satisfaction variable. Meanwhile, other variables have a significant influence because meet the criteria.

- H1: The Uniqueness Variable has a positive effect on the Repurchase Intention Variable. In the test, the results of C.R. of 2.530 with Probability 0.011 so it can be concluded that Hypothesis 1 is supported.
- H2: Uniqueness variable has a positive effect on satisfaction. Results on the Table test. 7 shows that the value of C.R. Uniqueness to Satisfaction is 5.651 significant at the *** probability level. So it can be concluded that hypothesis 2 is supported.
- H3: The Brand Image variable has no effect on the Satisfaction variable because it is in the table. 7 shows the value of C.R. Brand Image for Satisfaction is 1.212 with a Probability of 0.226. This does not meet the criteria so that hypothesis 3 is not supported.
- H4: The Brand Image variable has a positive effect on the Repurchase Intention Variable. The test results show the value of C.R. Brand Image on Repurchase Intention is 3.561 with Probability *** so it can be concluded that hypothesis 4 is supported.
- H5: The Satisfaction Variable has a positive effect on the Repurchase Intention Variable where the results of the C.R. Satisfaction show 2.466 with a probability of 0.14 which means that hypothesis 5 is supported.

6 Conclusion

Based on the results of the research above related to the influence of Brand Image, Uniqueness, and Satisfaction on Repurchase Intention, it can be concluded that the Uniqueness variable has a significant influence on the Satisfaction and Repurchase Intention variables, while the Brand Image variable has no effect on the Satisfaction variable. In contrast to Repurchase Intention, Brand Image has a significant effect and the Satisfaction variable has a significant effect on the Repurchase Intention variable.

This research contributes to knowledge about the repurchase decision of a product. This study confirms that the role of a good brand image in the eyes of consumers will create purchase satisfaction which then has a positive influence on repurchasing the product. In addition, the importance of creating a unique product will increase consumer repurchase decisions.

For entrepreneurs, especially in the culinary field, this research has implications that can help in developing their business. The influence between the variables studied can be input and evaluation. Entrepreneurs are starting to pay attention to Brand Image and the Uniqueness of their business in order to be able to create consumer satisfaction which will be followed by repurchasing intentions for the products produced.

Based on the above conclusions, this research submit several suggestions to the parties involved in this study. The variables used in this study are several variables that are proven to influence repurchase decisions. It is recommended for further research to be able to examine using variables other than the variables that have been studied to obtain more varied results and enrich existing theory.

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