The effect of product quality and price toward repurchase intention at Taco Casa Bali during Covid-19 pandemic

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Abstract

Due to Covid-19 pandemic, sales and the number of visitors to Taco Casa Bali have decreased. In this changing situation, repurchase intention is very important for the continuity of the culinary business, so it is important to find out the factors that influence it. The research aimed to determine the effect of product quality and price in influencing customer satisfaction on customer repurchase intentions at Taco Casa Bali during Covid-19 pandemic. Although variables in this research are not new, there is still inconsistency in the findings and also this paper factors in Covid-19 pandemic situation. Sample size consisted of 97 respondents. Using Smart-PLS version 3.9, results showed that product quality does not affect the customer repurchase intention. Price and customer satisfaction affect the customer repurchase intention. Product quality and price affect customer satisfaction. Customer satisfaction does not act as a mediator for product quality and price on customer repurchase intention. Implications of practice for this paper are discussed in the end of section.

Introduction

The culinary business is one of the businesses that never ending trend. One of the basic human needs that must be met is food, so the culinary business will continue to develop and grow. A restaurant is a public place for everyone who sells food and beverages ("What is Restaurant," n.d.). At the beginning of 2020, there was a horrendous situation with the emergence of the Corona Virus. As a result of this situation, many business sectors are affected, one of which is the culinary business which has experienced a decline
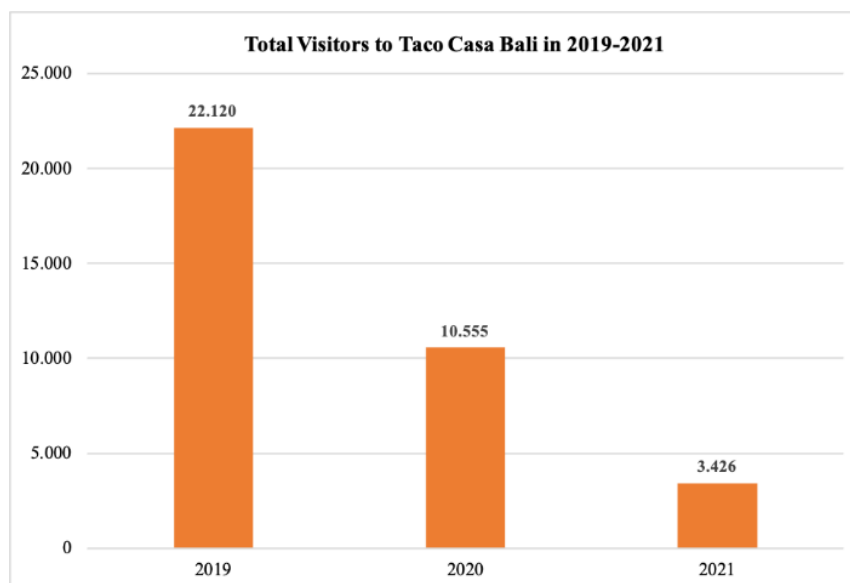

Figure 1. Total Visitors to Taco Casa Bali in 2019-2021 (source: Taco Casa, 2022)

The culinary business has a connection with tourism so the culinary business can contribute by helping to promote destinations more effectively. The best destination in Indonesia with its famous natural beauty is Bali. Bali is ranked sixth out of ten regions in Indonesia, with the highest number of restaurants. In this situation, many culinary businesses are closed in Bali, but not for Taco Casa Bali. Taco Casa Bali is a special restaurant that only provides Mexican food and drinks with a fast-food service concept that offers quick and friendly service. Taco Casa Bali has three branches are Taco Casa Ubud, Taco Casa Canggu, and Taco Casa Petitenget. During this pandemic, Taco Casa Bali experienced a decrease in the total number of visitors and total income.

This research conducted a preliminary survey to determine the factors influencing customer repurchase intention during the pandemic at Taco Casa Bali. According to a preliminary survey conducted at Taco Casa Bali, two factors influencing consumers' willingness to repurchase during Covid-19 are product quality and price. Consumers choose these factors because they have reasons and compare them to similar competitors. One of Taco Casa Bali's competitors is JLPN. The reason consumers choose two factors that influence consumer repurchase intention at Taco Casa Bali compared to JLPN is because the product quality at Taco Casa Bali is guaranteed freshness, appearance, and taste. The second is the price; although it has almost the same price, the portion of food at Taco Casa Bali is more considerable than JLPN. Taco Casa Bali is well known, so it becomes one of the leading choices if consumers want to eat Mexican cuisine in Bali.
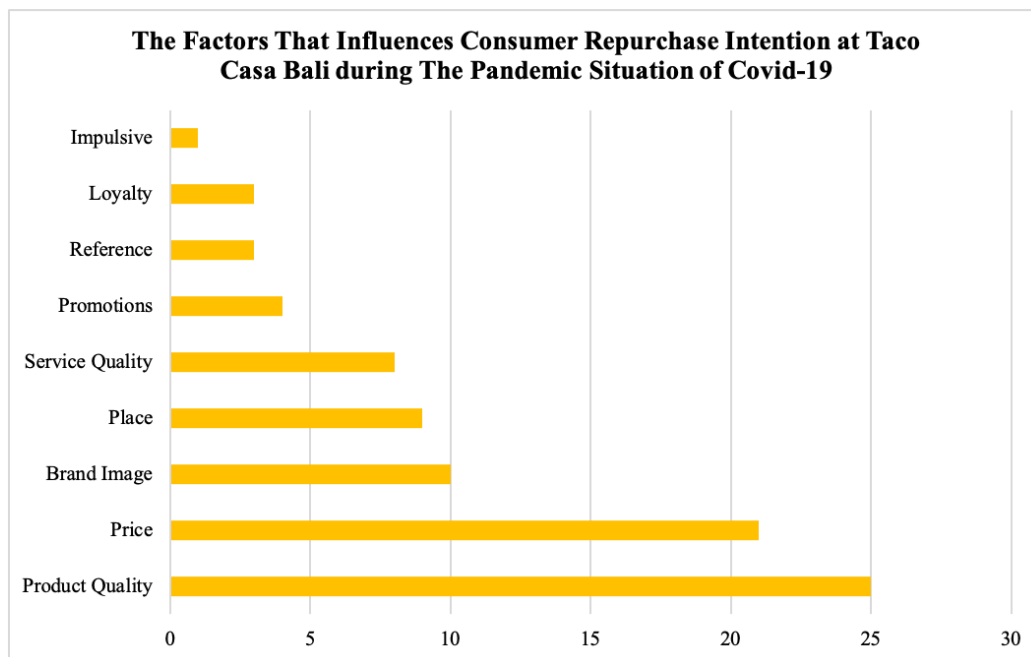

Figure 2. Factors That Influences Consumer Repurchase Intention at Taco Casa Bali during Pandemic Situation

Retaining new and attractive customers is considered the company's goal. The company does not only focus on getting new customers but also on maintaining existing customers. Customer repurchase intention is part of consumer behavior related to consumer attitudes and the tendency to act before making a purchase (Aydin & Hasiloglu, 2017). Customer repurchase intention is important during the pandemic of Covid-19 because many restaurants were closed as they could not cover operational costs and consumers will change their behavior patterns in determining repurchase intentions during pandemic situation. In this research, the problem faced by Taco Casa Bali during Covid-19 pandemic was the decrease in total visitors which would have an impact on total sales, which fell as well. In previous research conducted by Fungai (2017), the factors influencing customer repurchase intention are customer satisfaction, service quality, the attractiveness of alternatives, product quality, physical design, and price. According to the pre-survey in this research that impacts customer repurchase intention at Taco Casa Bali, there are two influencing factors product quality and price. From the explanation that has been mentioned, the

researchers conducted this study with the aim of investigating the factors that influence repurchase at Taco Casa Bali, especially during the pandemic. Based on the pre-survey and initial observations that have been made, the researchers suspect that the variables of product quality and price are the determining factors that need to be considered in compiling the modeling of this research.

Literature Review and Hypothesis Development

Repurchase intention is an essential factor that refers to the tendency of consumers to buy services or products from the same business (Yuliantoro et al., 2019). Previous research, customer repurchase intention is the act of purchasing services or products back from consumers in the future. According to (Girsang et al., 2020), repurchase intention can be carried out through four indicators are (1) Transactional interest, someone who has the desire to repurchase a product that has been consumed; (2) Referential interest, someone recommending a product that has been purchased to others; (3) Preferential interest, someone who has the primary choice on the product that has been consumed; (4) Explorative interest, the behaviour of consumer by always looking for information that supports positive characteristics of the product that consumers subscribe to.

Customer satisfaction is one of the important goals in the company that must achieve in bridging the quality of a product or service in increasing repurchase intentions in the company (Sari & Giantari, 2020). The performance is below expectations, if the customer is not satisfied. the customer is delighted if the performance exceeds expectations (Then & Johan, 2020). In the food industry, there are three indicators of customer satisfaction (Dwaikat et al., 2019): (1) Satisfied with restaurant, customers are satisfied with restaurant following their expectations; (2) Puts me in good mood, the customers get the products they really want, it can help delight their moods; (3) Interesting experience, the customer's perception of the restaurant that can provide an interesting experience for customers.

A research was conducted by Waluya et al. (2019) explain the effect of product quality on consumer satisfaction and consumer repurchase intentions. Using purposive sampling with 105 respondents who are consumers of Berrybenka.com in Denpasar City, this research uses statistical analysis, that is PLS. The results of this research indicate that product quality has a significant positive effect on repurchase intention. Product quality has a significant positive impact on customer satisfaction. Customer satisfaction has a significant positive effect on consumer repurchase intention. Customer satisfaction acts as a mediating variable in the relationship between product qualities and repurchase intention.

Product quality is the totality of characteristics and features provided through a product or service that depends on its ability to satisfy expressed or implied needs (Wantara & Tambrin, 2019). From the results of a preliminary survey conducted where product quality dramatically influences the repurchase intention of Taco Casa Bali consumers during the pandemic situation of Covid-19. Petrescu et al., (2020) mention that indicator of products quality are (1) Freshness, which is related to the freshness of the products provided by the company; (2) Taste, is the sensation that can be enjoyed when eating the food; (3) Appearance, the freshness and cleanliness of a product is a very important example of whether the appearance of a product can be enjoyed or not.

Previous research conducted by Girsang et al. (2020), shows results that there was a positive influence on product quality with customer repurchase intention. Product quality illustrates how well the product can explain the product to consumers, increasing the meaning of a more favorable for consumers when the quality of the product is further improved (Wibowo et al., 2021). A different result was concluded by Gupta (2020) where product quality does not significantly affect customer repurchase intention, because if the product quality is poor, the repurchase intention will be below standard and expectation. Customer sometime prioritize on other aspect of the product in deciding a repurchase a product. Based on the description above, the first hypothesis of this research is:

H1: Product quality affects customer repurchase intention.

Price is the value of money spent to obtain the benefits of a product or service (Gani & Oroh, 2021). Judging from the preliminary survey results conducted, the price came in second and greatly

influenced Taco Casa Bali consumers' willingness to repurchase during the Covid-19 pandemic. The prices at Taco Casa Bali are high but customer get a large portions, and during the pandemic, Taco Casa Bali has never lowered the price of the products they offer. In comparison, the prices at JLPN (the main competitor) are almost the same but get a smaller portion compared to Taco Casa Bali. Previous research conducted by Susanto et al. (2021), shows the results that there is a positive influence on the price variable with customer repurchase intention. According to Gani & Oroh (2021), there are 4 indicators of prices: (1) Affordability; (2) Price competitiveness; (3) Match price with product quality; (4) Price compatibility with product benefits.

Competitive prices can cause consumers to want to make repeat purchases. In other research, Arif (2019) conclude that the price cannot affect consumers' repurchase intentions. Consumers can consider the compatibility of the desired price so that when the desired price is not appropriate, the consumer becomes not interested in repurchasing the product. Base the description, the second hypothesis of this research is:

H2: Price affects customer repurchase intention.

The results of the previous research showed inconsistent results between product and price on repurchase intention, so other variables could influence through other variables. According to Wibowo et al. (2021), customer satisfaction or dissatisfaction is the gap between expectations after buying and perceived results after purchase. Saputra et al. (2020) also argue that customer satisfaction is a characteristic of a product or service, and it provides a level of the customer the pleasure associated with consumption needs. Customer satisfaction is how customers need, want, and need their expectations through transactions that occur and are expected to result in the repurchase intention. Customer satisfaction is a crucial thing that encourages consumers to buy and consume products that have been destroyed, it is known that product quality depends on customer satisfaction (Rivai, 2021). Customer satisfaction is a feeling of pleasure that can arise after reaching a product with the desired performance (de Fatima Carvalho et al., 2020). Customers will be reluctant to buy if they judge the product's price as not commensurate with the benefits obtained. The customers can feel that customers can get the same benefits with similar products at the same price but get a larger portion. Based the description, the following hypothesis will be tested:

H3: Product quality affects customer satisfaction.
H4: Price affects customer satisfaction.
H5: Customer satisfaction affects customer repurchase intention.
H6: Product quality affects customer repurchase intention with mediating variable of customer satisfaction.
H7: Price affects customer repurchase intention with mediating variable of customer satisfaction.

Research Methods

The research is a quantitative research. According to Mngadi (2012), the quantitative research method to analyze variables is measured by numbers with statistical tools. This research only focuses on product quality and price with customer satisfaction as mediation variable towards customer repurchase intention at Taco Casa Bali during the pandemic situation of Covid-19. The researcher collects survey data using google form and conducts a survey directly to consumers by distributing questionnaires through paper containing the questions. The research period runs from April 2022 until 2 months later.

The sampling technique used is purposive sampling. Purposive sampling determines the criteria by taking several samples that have been selected by the researcher (Bougie & Sekaran, 2019). The criteria in this research are respondents who have purchased products at Taco Casa Bali at least once, and the age of the respondent is at least 17 years. The sample size in this research used the Lemeshow formula (Lemeshow et al., 1991) to obtain the results of 97 respondents needed by the researcher. Data was collected using a 5-point Likert scale questionnaire. The series of tests with Smart-PLS are testing the outer model, inner model, bootstrapping, and conducting mediation testing.

Results and Discussion

The distribution questionnaire used a hybrid of Google Forms and direct surveys to Taco Casa Bali consumers during the Covid-19 pandemic. The results of distributing the questionnaires were able to collect 101 respondents and used 97 respondents according to the sample formula statement used by Lemeshow et al. (1991) following the sample criteria determined by the researcher. The percentage of respondents who filled out Google Forms was 42.3%, and the direct survey was 57.7%. The results showed that the highest majority of visitors who came by age were 27-31 years, with 38.1% as many as 37 people. Based on gender, the highest majority was male, with a percentage of 52.6%, as many as 51 people. During the pandemic, the highest visitors were local, with 55.7% as many as 54 people. The highest majority classified based on product purchases at Taco Casa Bali during the pandemic was IDR 150,000 - 500,000, as many as 68 people with 70.1%. The analytical tool used in this research is Smart-PLS version 3.9.

Convergent Validity

This research is used to measure convergent validity using two measurements. The first is to measure the outer loading value, the outer loading in convergent must be 0.7 or higher can be acceptable (Hult et al., 2016). Second, by measuring AVE, the AVE in convergent validity must be ≥ 0.5.

On Table 1, the results of the first testing conducted by researchers to measure the outer loading value. In the first testing results, it was found that there were two indicators are PR1 and CRI4, which received a red or bold is below standard of outer loading value. According to Hult et al. (2016), the outer loading in convergent must be 0.7 or higher can be acceptable. In this research, the first testing results contained two indicators that had an outer loading value of < 0.7, so they were not valid. After removing those two indicators, the model was run again.

Table 1. Outer Loading Value First Testing

Variables	Items/indicators	Outer loading	AVE
Product Quality (PQ)	PQ1	0.853	0.740
	PQ2	0.779	
	PQ3	0.904	
	PQ4	0.898	
Price (PR)	PR1	**0.663**	0.600
	PR2	0.721	
	PR3	0.867	
	PR4	0.823	
Customer Satisfaction (CS)	CS1	0.809	0.720
	CS2	0.865	
	CS3	0.785	
Customer Repurchase Intention (CRI)	CRI1	0.852	0.600
	CRI2	0.775	
	CRI3	0.859	
	CRI4	**0.590**	

Source: Primary data processed, 2022

In Table 2, calculating convergent validity using outer loading and AVE obtained the results that the other loading value of the four variables with each indicator shows a value > 0.7. The AVE value also shows results greater than 0.5 so that in this research, it can meet convergent validity requirement.

Discriminant validity is calculated using the cross-loading value and the Fornell-Larcker criteria. The Fornell-Larcker criteria compare the value of the square root of the AVE in each variable. The square root of each AVE must have a greater value than the correlation with other latent constructs. The results obtained indicate that the validity criteria are considered valid with the correlation value according to the second testing in Table 3. All indicators have a higher cross-loading value than the other latent variables in this research. The results obtained with the Fornell-

Larcker standards show that the validity criteria are considered valid with the correlation value.

Table 2. Outer Loading and AVE Second Testing

Variable	Items/Indicators	Outer Loading	AVE
Product Quality (PQ)	PQ1	0.854	0.740
	PQ2	0.780	
	PQ3	0.903	
	PQ4	0.897	
Price (PR)	PR2	0.708	0.600
	PR3	0.899	
	PR4	0.838	
Customer Satisfaction (CS)	CS1	0.812	0.670
	CS2	0.868	
	CS3	0.778	
Customer Repurchase Intention (CRI)	CRI1	0.864	0.770
	CRI2	0.818	
	CRI3	0.869	

Source: Primary data processed, 2022

Table 3. Fornell-Larcker – Second Testing

	Product Quality (X1)	Price (X2)	Customer Satisfaction (Y)	Customer Repurchase Intention (Z)
Product Quality (X1)	**0.860**	0.415	0.633	0.850
Price (X2)		**0.819**	0.605	0.609
Customer Satisfaction (Y)			**0.820**	0.698
Customer Repurchase Intention (Z)				**0.850**

Source: Primary data processed, 2022

Reliability Test

Reliability test is a test that can show that the variable can be used to measure repeatedly. There are two methods that can be used to measure the reliability test using Cronbach's Alpha and Composite Reliability with a value of > 0.7. The reliability test, in Table 4, results of the second testing show that all variables in this research have Cronbach's Alpha and Composite Reliability values > 0.7, so it can be implied that all indicators in this research are precise and accurate, it has been reliable.

Table 4. Reliability Test

	Cronbach's Alpha	Composite Reliability
Product Quality (X1)	0.870	0.900
Price (X2)	0.750	0.850
Customer Satisfaction (Z)	0.750	0.850
Customer Repurchase Intention (Y)	0.800	0.890

Source: Primary data processed, 2022

Hyphotesis Testing

In hypothesis testing, the value of R^2 is used to measure exogenous variables' effect on endogenous variables. If the Coefficient of Determination (R^2) is more than 0.75 means substantial, a value at 0.50 means moderate, and a value of 0.25 means weak. The result from Table 5 shows that the effect of endogenous variable the was moderate.

In this research, product quality (X1) and price (X2) are endogenous variables, while customer repurchase intention (Y) is an exogenous variable. According to Sarstedt and Mooi (2014), effect size (f^2) value of 0.02 has a small effect, 0.15 has a moderate impact, and 0.35 has a

large effect on exogenous variables. Table 6 shows the magnitude of the effect of endogenous variables on exogenous.

Table 5. Coefficient of Determination (R^2)

	R-Square	R-Square Adjusted
Customer Satisfaction (Z)	0.570	0.560
Customer Repurchase Intention (Y)	0.592	0.579

Source: Primary data processed, 2022

Table 6. Effect Size (F2)

	Product Quality (X1)	Price (X2)	Customer Satisfaction (Z)	Customer Repurchase Intention (Y)
Product Quality (X1)			0.473	0.121
Price (X2)			0.307	0.128
Customer Satisfaction (Z)			-	0.114
Customer Repurchase Intention (Y)			-	-

Source: Primary data processed, 2022

Table 6 effect size or F2 values above based on F2 criteria shows that the effect of product quality (X1) on customer satisfaction (Z) has a large effect with a value of 0.437. The result of price (X2) on customer satisfaction (Z) has a moderate effect with a value of 0.307. The effect of product quality (X1) on customer repurchase intention (Y), price (X2) on customer repurchase intention (Y), and customer satisfaction (Z) on customer repurchase intention (Y) has a small effect because the F2 value is in the range of 0.02 until 0.15.

According to Grover and Vriens (2006), the value of cross-validated redundancy or Q2 is used to calculate the missing elements in the research. The effect size of Q2 when certain exogenous constructs were omitted from the model with Q2 values of 0.02, 0.15, and 0.35, which indicated that the exogenous construct had small, medium, and large constructs towards certain endogenous constructs (Nykiel, 2007).

Table 7. Q-Square

	SSO	SSE	Q² (= 1 - SSE/SSO)
Product Quality (X1)	388.000	388.000	-
Price (X2)	291.000	291.000	-
Customer Satisfaction (Z)	291.000	185.615	0.362
Customer Repurchase Intention (Y)	291.000	175.016	0.399

Source: Primary data processed, 2022

Q-Square formulation explained below:

$$Q^2 = \frac{Q^2 included - Q^2 excluded}{1 - Q^2 included}$$

$$Q^2 = \frac{0.3999 - 0.362}{1 - 0.3999}$$

$$Q^2 = \frac{0.037}{0.601} = 0.0616$$

Based on Table 7, the formula for calculating the value of Q2 from Ringle et al. (2021) show that the result of Q2 in the second testing is 0.0616. It shows the result from Q2 is small constructs towards certain endogenous constructs in this research.

Bootstrapping Test

Direct effect

Table 8. Path Coefficient

Original Sample	Sample Mean	Standard Deviation	t-Statistics	P-Value
X1 Y → 0.296	0.288	0.154	1.925	**0.055**
X2 Y → 0.287	0.281	0.107	2.692	0.007**
X1 Z → 0.496	0.510	0.113	4.385	0.000***
X2 Z → 0.399	0.383	0.127	3.147	0.002**
Z Y → 0.328	0.348	0.161	2.043	0.042*

X1 = product quality; X2 = price; Z = customer satisfaction, Y = customer repurchase intention
*p < 0.05; **p < 0.01; *** p < 0.000
Bold value means slightly significant
Source: Primary data processed, 2022

Based on the result on Table 8 of the path coefficient the majority between variables has a t-statistics value > 1.96 which is considered influential. The result of the research found that product quality (X1) did not have a significant effect on customer repurchase intention (Y). This is because the variable has a t-statistic value of 1.925 which is < 1.96.

Indirect effect

The value used to show and measure the significance level was to test the hypothesis with the t-statistics value for the two-tailed hypothesis. The two-tailed value must be > 1.96 to be considered significant.

Table 9. t-Statistics

	Original Sample	Sample Mean	Standard Deviation	t-Statistics	p-Value
X1 → Z → Y	0.163	0.179	0.101	1.617	**0.107**
X2 → Z → Y	0.131	0.134	0.080	1.645	**0.101**

X1 = product quality; X2 = price; Z = customer satisfaction, Y = customer repurchase intention
*p < 0.05; **p < 0.01; *** p < 0.000
Bold value means it doesn't significant at all
Source: Primary data processed, 2022

In Table 9, the results of the t-statistics calculation show that product quality (X1) on consumer satisfaction (Z) does not mediate customer repurchase intention (Y), with t-statistics results of 1.617. Price (X2) on consumer satisfaction (Z) does not mediate customer repurchase interest (Y) with t-statistics results of 1.645. In this research, it can be concluded that consumer satisfaction (Z) does not mediate because of the value of t-statistics < 1.96.

Total effects

Total effects are the total effects obtained through direct and indirect effects. In total effects, the value must have score of t-statistics are >1.96.

Table 10. Total Effects

Original Sample	Sample Mean	Standard Deviation	t-Statistics	p-Value
X1 Y → 0.459	0.467	0.106	4.316	0.000***
X2 Y → 0.418	0.415	0.091	4.605	0.000***
X1 Z → 0.496	0.510	0.114	4.385	0.000***
X1 Z → 0.399	0.383	0.127	3.147	0.002**
Z Y → 0.328	0.348	0.161	2.043	0.042*

X1 = product quality; X2 = price; Z = customer satisfaction, Y = customer repurchase intention
*p < 0.05; **p < 0.01; *** p < 0.000
Source: Primary data processed, 2022

In Table 10, the result of the calculation of the total effects showed that all t-statistic values are > 1.96. It can be explained that there is an influence on each of the researched constructs. Based on these results, it can be concluded that the customer satisfaction variable is not a mediating variable in the research conducted at Taco Casa Bali. It shows that from Tabel 9, the influence of product quality variable on customer repurchase intention through customer satisfaction has a p-value greater than 0.05. Similar result happens for the influence of price variable on customer repurchase intention through customer satisfaction that has a p-value also greater than 0.05

Product Quality toward Customer Repurchase Intention

The results of the hypothesis show that p-value > 0.05 and t-statistics > 1.96, so this hypothesis has no effect. The results show that respondents tend not to repurchase because of the taste of the products offered by Taco Casa Bali. The survey results show that visitors who come during the pandemic are mostly local tourists. According to Indonesian writers, n.d., survey results say that 93.6% of Indonesians prefer spicy food compared to non-spicy. During the pandemic, product quality does not affect customer repurchase intentions because local customers prioritize taste over other factors. According to (Cho & Park, 2016) and (Tuinesia et al., 2022), product quality does not affect repurchase intention. The products offered are not unique, so they don't want to make repeat purchases (Amini & Wiranatakusuma, 2020).

Price toward Customer Repurchase Intention

The results obtained through hypothesis testing indicate that price affects customer repurchase intentions during a pandemic situation. Through the prices offered at Taco Casa that match the quality of the product, customers tend to make repurchase intentions during a pandemic situation. These results align with the research of (Susanto et al. 2021), that price affects customer repurchase intention.

Product Quality toward Customer Satisfaction

The results obtained through testing show that the relationship between product quality affects customer satisfaction. Respondents' results show that the product quality of Taco Casa Bali is very high. In the pandemic situation in the culinary industry, the products offered must be of high quality to ensure the health and safety of customers without compromising the taste of the products. According to the survey, respondents are more likely to be satisfied if their expectations are in line with reality and the customer receives the desired product that can improve their mood at the restaurant. These results are supported by (Devi & Yasa, 2021) and (Samir et al., 2021), product quality affects customer satisfaction. According to (Al Amin et al., 2021), product quality affects customer satisfaction in restaurants during the Covid-19 pandemic. The Covid- 19 pandemic has changed the way people think about activities such as food selection. High-quality restaurants can increase customer satisfaction in pandemic situations (Al Amin et al., 2021).

Price toward Customer Satisfaction

The results of the obtained hypothesis indicate the influence of prices towards customer satisfaction. Customers are satisfied because the quality of the product obtained follows the costs incurred by the customer at Taco Casa Bali during the pandemic of Covid-19. This result is in line with the support of research conducted by Khoironi et al. (2018) and Prasilowati et al. (2021), the price affects customer satisfaction. The customers don't mind a price increase as long as they consider still worth it with what the customers get (Limakrisna & Ali, 2016).

Customer Satisfaction toward Customer Repurchase Intention

The results obtained through the hypothesis test show that the relationship of customer satisfaction as mediation influences the customer's repurchase intention during a pandemic. According to the survey, respondents are more satisfied because they are satisfied with the restaurant, and tend to

be more willing to buy back due to priority factors. As Taco Casa Bali meets customer expectations, customer satisfaction will increase and customer will be repurchasing Taco Casa Bali. The products offered are more attractive than competing products during a pandemic. These results are consistent with the work of de Fatima Carvalho et al. (2020) and Sari and Giantari (2020), customer satisfaction influences customer repurchase intention. According to Yuliantoro et al. (2019), during the Covid-19 pandemic, customer satisfaction influences a customer's repurchase intent. Through the experience of customers who have tried the product, they can know their satisfaction and generate interest in repurchasing (Paais & Pattiruhu, 2020).

Customer Satisfaction Mediates Product Quality toward Customer Repurchase Intention

Based on the results of hypothesis testing, it is known that the p-value > 0.05 and t-statistics > 1.96, which means that the customer satisfaction variable as mediation does not affect product quality on customer repurchase intentions. Customer satisfaction does not mediate the effect of product quality on customer repurchase intentions during the pandemic. Based on the respondents' responses, product quality can create customer satisfaction. This customer satisfaction does not always make customers want to recommend to other customers so that there is no decision to repurchase intention. According to Syed et al. (2021), product quality does not affect repurchase intention. The product received by the customer is different from the product given, so customers do not want to make repeat purchases (Atulkar, 2021). Based on the research results, respondents tend to have no intention to repurchase because of the taste of the products offered at Taco Casa Bali. According to Lesmana et al. (2020) and Muhajir and Indarwati (2021), product quality research shows that taste has more dominant results than other factors. In previous. research, taste was the dominant factor in repurchase intention. The quality of the product does not affect the intent of the repurchase. In other words, the product is of high quality, but it does not evoke the customer intention to buy back.

Customer Satisfaction Mediates Price toward Customer Repurchase Intention

Based on the results of hypothesis testing, the p-value > 0.05 and t-statistic > 1.96, which means that the customer satisfaction variable as mediation does not affect the price of the customer's repurchase intention. Based on the respondents' results, the exceptionally high price indicator lies in price competitiveness. The price of the products offered by Taco Casa Bali is high compared to its competitors. Respondents' results also show that the product quality at Taco Casa Bali is high. Taco Casa Bali has high product quality, so it can affect the product price at Taco Casa Bali, which is high compared to its competitors. Customers are dissatisfied, but that is not reported in this survey. In a pandemic situation, grocery shopping and restaurant meals are secondary need, so they are sensitive to reasonably high prices, especially when it comes to reduced income.

According to McLeod (n.d.), Maslow's five hierarchy of needs theory supports the above statement that physiology and safety are two of Maslow's hierarchy of needs. Physiological needs are the physical needs of human survival, such as food. This means that food can create physiological needs during a pandemic, but it reduces income and disrupts the need for financial security. When finances are disrupted, grocery shopping is disrupted and customers are more sensitive to their choices. According to de Fatima Carvalho et al. (2020), customer satisfaction as mediation does not affect the price. The prices offered frustrate customers as they combine the prices of the products offered by them with other competitors. According to Arif (2019), price does not affect a customer's willingness to repurchase. Customers will not buy the same product again because they feel the price is incorrect.

Implication and Conclusion

The researchers tested product quality variables and showed that product quality does not affect repurchase intentions during the pandemic. The lowest result for measuring product quality lies in taste during a pandemic. Suggestions for Taco Casa Bali are to survey consumers on the product quality they want. In addition, to maintain a consistent taste, Taco Casa Bali must provide training

for human resources. Research advice for culinary business owners and entrepreneurs in improving product quality is to identify target consumers according to consumer needs and desires. The quality of the products provided to consumers must follow their needs and desires. When consumers need cheap products, there is no need to modify the same product by increasing production costs. If the target consumer wants a product that exceeds the price with good performance, they can plan the product by consumer expectations. Consumer judgments on food quality can influence consumer decisions to repurchase the food (Amini & Wiranatakusuma, 2020). When the culinary business owners and entrepreneurs have been able to maintain the quality of the product, it will be able to affect the integrity of its business. Product quality is good, so the intention to repurchase will increase too and significantly.

The variables tested by the researchers using price indicate that price affects customer repurchase intentions during the pandemic. The lowest result for measuring price lies in price competitiveness. Suggestions for Taco Casa Bali by monitoring competitors' prices and conducting a survey of consumers after purchasing so that the company knows the consumer's assessment of the price of its product. Research suggestions for culinary business owners and entrepreneurs in increasing company sales must be able to have better strategies such as competitor analysis in pricing strategy and market demand research and doing feedback, asking prices, and other suggestions from consumers.

The variables tested by the researchers using consumer satisfaction as a mediation showed results that were not in previous research. Customer satisfaction variable as mediation does not affect product quality to customer repurchase intention in a pandemic situation. The lowest result for measuring customer satisfaction is an interesting experience (Devi & Yasa, 2021). Suggestions for Taco Casa Bali to innovate products so that consumers do not get bored by issuing new products so that consumers feel new experiences when visiting Taco Casa Bali. Research advice for culinary business owners and entrepreneurs to create an interesting experience in one way is product innovation by following trending food developments. The customers feel the new experiences offered to make consumers want to try the product, and after consumers try the product, the survey consumers to find out their satisfaction with the new product so that later it will make consumers want to buy again (Prasilowati et al., 2021).

The researchers wish that Taco Casa Bali can implement it with various considerations of respondents to make repurchase intentions. There are four suggestions that researchers can give to companies (1) The lowest indicator of product quality is taste. Taco Casa Bali already has a predetermined SOP, but the results of this research show that taste gets a low score, so companies must provide training to human resources so that they can maintain taste consistently, (2) The lowest indicator to measure price lies in competitiveness price, advice that can be given by surveying customers after purchasing so that companies know consumer research on the price of the product (Samir et al., 2021), (3) The lowest indicator in measuring customer satisfaction is an interesting experience, suggestions that can be given are that companies must be able to innovate products by issuing new products to attract consumers to create new experiences when visiting Taco Casa Bali, (4) The lowest indicator in measuring customer repurchase intention lies in referential interest, suggestions that can be given to companies by creating brand experiences that can make identical values in the minds of customers about Taco Casa Bali (Then & Johan, 2020).

Future research is expected to add other variables that are thought to influence customer repurchase intentions. Future research can use more samples to get more accurate results. Researchers can examine further as to why the hypotheses on the effect of product quality on customer repurchase intention was rejected and also try to find other variables as mediating or moderating variables (Tuinesia et al., 2022).

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