Factors That Influence Repurchase Interest At Chicken Pecel Restaurant In Jakarta

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Abstract: This research aims to analyze the influence of taste, service quality and shop atmosphere on repurchase interest among consumers of Warung Pecel Ayam Ibu Lasmi in South Jakarta. The method used in this research is descriptive quantitative and associative. The population in this study includes all consumers who make purchases at Warung Pecel Ayam Ibu Lasmi, the exact number of which is not known. The number of samples in this study was 100 respondents, with the criteria being consumers who had made purchases more than once. This research uses multiple linear regression analysis using IBM SPSS Statistics 26 software. The research results show that the better the taste, the greater the consumer's repurchase interest; the better the service quality, the higher the consumer's repurchase interest; The better the shop atmosphere, the greater the interest in repurchasing. These results indicate that there is a positive and significant influence on each variable partially on consumer repurchase interest.

Keyword: Taste, Service Quality, Shop Atmosphere, Consumer Repurchase Intention.

INTRODUCTION

The restaurant business is one of the business sectors with great potential, because food is one of the main aspects of human life. This can happen along with the increasing population in Indonesia, especially in urban areas. According to Ghani & Imansyah (2021), restaurants are a potential sector because they have significant advantages, therefore many entrepreneurs are turning to the restaurant sector. This can cause competition in the restaurant business to become increasingly tight. According to Reza et al. (2022), the number of restaurants that have emerged has resulted in more and more options for consumers. Therefore, it is very important for a restaurant entrepreneur to continue to evaluate and prepare strategies to maintain and increase their sales. Innovation in menus and services can also be an additional attraction that distinguishes one restaurant from another.

Warung Pecel Ayam Ibu Lasmi's restaurant business was established in mid-2021. Warung refers to a local restaurant that the words of it are always familiar to Indonesian

people. Pecel refers to Indonesian traditional sambal that very common among the locals. Ayam refers to a chicken that the main ingredients of the menu are always complemented with chicken proteins. The name of the restaurant was taken from the name of the owner, Mrs. Lasmi, with the aim of making it easy for the public to recognize the brand of the restaurant. So, the name of this restaurants in local ears are representative of the main menu that created by the owner. This restaurant has a strategic business location, which is located on Jalan Sasak RT/RW 013/005, South Cipete, Cilandak District, South Jakarta. This restaurant's location is surrounded by many offices, hospitals and boarding houses. There is public transportation that passes this restaurant, making it easier for visitors to reach this location other than by private vehicle. The location of the restaurant in the industrial and educational area makes it strategic. Therefore, the majority of buyers are employees, students, and housewives. This restaurant serves various kinds of chicken, duck, and fish dishes, as well as various types of drinks. In addition, there are two types of chili sauce choices that can be enjoyed by consumers, namely raw chili sauce and fried chili sauce. According to Darus & Silviani (2022), the success of a company in running its business can be seen from the sales results obtained. Sales results are key performance indicators that reflect how well a company's products or services are received by the market. High sales indicate that the company is able to meet customer needs and wants effectively, while low sales may indicate problems with the marketing strategy used. The sales results of Warung Pecel Ayam Ibu Lasmi in 2023 are presented in Table 1.
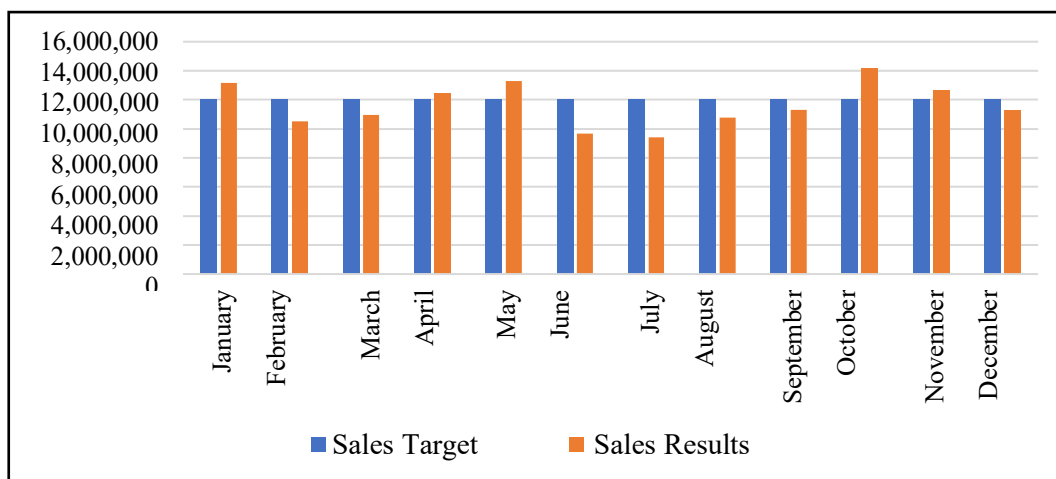
Source: Research Data, 2024
Table 1. Sales Data of Warung Pecel Ayam Ibu Lasmi in 2023

Table 1 shows that Warung Pecel Ayam Ibu Lasmi's sales results did not reach the expected target in several months, namely February, March, June, July, August, September, and December. Meanwhile, sales results that exceeded the sales target were only found in January, April, May, October, and November. The data also indicates that there are fluctuating sales results, meaning that they do not always experience stability every month in 2023. This is also supported by the results of observations showing that there are three competitors within a 5 km radius that offer similar products, namely Warung Ceu Mumun, Ayam Bakar Bumus, and Pecel Lele Sasak. Therefore, consumers feel that there is an option to determine where to eat within that radius.

Based on the above phenomenon, efforts to increase consumer repurchase interest need to be made to increase and maintain sales stability. According to Kotler & Keller (2016), repurchase interest is consumer awareness to repurchase the same product or service after making a previous purchase. When a consumer feels that the product or service that has been purchased is as expected, they will decide to repurchase from the same place or

company. According to Oktaviani (2022), high repurchase interest can increase company revenue and strengthen market position which has increasingly tight competition.

Consumer repurchase interest can be influenced by several factors, one of which is taste. When someone consumes food or drink, not only the tongue plays a role in sensing the taste, but also the nose that captures the aroma, and the mouth that feels the texture and temperature. According to Andreas & Unpapar (2021), taste includes basic tastes such as sweet, sour, salty, bitter, and umami, which are fundamental components of the eating experience. In addition, the texture of food, such as crunchy, soft, or chewy, also affects the perception of taste. Good taste in the restaurant industry can cause a consumer to tend to make it the main choice, thus contributing to increasing repeat purchase interest. Therefore, a restaurant needs to pay attention to its taste and always conduct periodic evaluations.

In addition to taste variables, factors that can increase consumer repurchase interest in the restaurant industry are service quality. According to Wilson et al., (2019), service quality is an indicator to describe how good the service is provided to consumers. An employee must always maintain their appearance and attitude to consumers who come to buy, and provide good service. This needs to be done to give confidence to consumers who come that the restaurant is a friendly place and prioritizes consumers. According to Lestari & Ellyawati (2019), service quality represents the extent to which a service can meet or exceed consumer expectations. When the quality of service provided is classified as good, consumers tend to feel comfortable and can increase repurchase interest.

Another factor that can increase consumer repurchase interest is the restaurant atmosphere. According to Simanjuntak et al. (2020), the shop atmosphere is an important aspect in the restaurant industry. This happens because when a consumer chooses to enjoy their food on site, they will feel comfortable and tend to spend more time staying at the restaurant. According to Tilting & Arimbawa (2020), the shop atmosphere represents the overall environment or atmosphere felt by consumers when they are inside of the restaurant. Therefore, a good shop atmosphere can increase consumer repurchase interest. However, when the restaurant atmosphere is not good, consumers tend not to make repeat purchases and choose other restaurants. This happens because the shop atmosphere can provide a consumer experience when coming to a restaurant. The shop atmosphere creates impressions, feelings, and atmospheres that can influence how customers feel and interact with the products and brands offered in the shop/restaurant.

In addition, this study is also supported by the phenomenon that occurs which is thought to be due to the low repurchase interest at Warung Pecel Ayam Ibu Lasmi. Based on the problems presented in the background, several problems faced are formulated, namely:

1. Does taste have a positive and significant effect on repurchase interest among consumers of Warung Pecel Ayam Ibu Lasmi in South Jakarta?
2. Does service quality have a positive and significant effect on repurchase interest among consumers of Warung Pecel Ayam Ibu Lasmi in South Jakarta?
3. Does the store atmosphere have a positive and significant effect on repurchase interest among consumers of Warung Pecel Ayam Ibu Lasmi in South Jakarta?

METHOD

This research is categorized into descriptive quantitative research where the purpose of this research is to describe the existing situation without manipulating variables or testing certain hypotheses. This research is associative as stated by Arikunto (2018), namely to determine the relationship between two or more variables based on the specified analysis procedure. The analysis used in this study uses multivariate statistical analysis, namely multiple linear regression analysis which examines how much influence the independent variables have on the dependent variables. The independent variables in this study include Taste (X1), Service Quality (X2), and Store Atmosphere (X3). While the dependent variables

in this study include Repurchase Interest (Y). The analysis tool used in this study is IBM SPSS Statistics 26 software.

Research Variable

A variable is anything that can be observed and measured or calculated, both qualitatively and quantitatively. These variables will be broken down into sub-variables that will be used in the analysis and become the direction of this research.

Research Sample

Sampling was selected based on the criteria, namely consumers who have made repeat purchases at Warung Pecel Ayam Ibu Lasmi using the purposive sampling technique. This study uses the Lemeshow formula to determine the number of samples, because the population size is unknown. The following is the sample calculation based on the Lemeshow formula according to Sugiyono (2020): $n = \frac{z^2 \times P(1-P)}{d^2}$; $n = \frac{1,96^2 \times 0,5(1-0,5)}{0,1^2}$; $n = 96,04$

Notes: n is the sample; Z is the 95% confidence value, which is 1.96; P Maximum estimate of 50% or 0.5; d is the error rate, which is 10% or 0.1

Based on the calculation results based on the Lemeshow formula, it can be concluded that the sample in this study was 96.04 or can be rounded up to 100 respondents.

RESULTS AND DISCUSSION

Overview of Warung Pecel Ayam Ibu Lasmi

Warung Pecel Ayam Ibu Lasmi was established in mid-2021. The name of the restaurant was taken from the name of the owner, Mrs. Lasmi, with the aim of making it easy for the public to recognize the brand of the restaurant. This restaurant has a strategic business location, which is located on Jalan Sasak RT/RW 013/005, South Cipete, Cilandak District, South Jakarta. The location of this restaurant is surrounded by many offices, hospitals and boarding houses. There is public transportation that passes this restaurant, making it easier for visitors to reach this location other than by private vehicle. The menu offered at the restaurant is presented in Figure 1.

Source: Research Documentary, 2024
Figure 1. Menu Lists of Warung Pecel Ayam Ibu Lasmi

Figure 1 shows that there are many food and beverage menus that can be enjoyed by consumers. The prices offered are also affordable for the general public. Since the beginning of operation, the number of employees working was only 2 people. Along with the increasing number of consumers, the restaurant increased the number of employees to 4 people.

Purchaser Characteristics

The characteristics of the buyers/purchaser in this research were the 100 consumers of Warung Pecel Ayam Ibu Lasmi, provided they had made more than one purchase. Buyer characteristics are explained through the respondent profile which includes gender, age, type of work, and purchase intensity which will be described in more detail as follows.

1. Buyer characteristics based on gender

Buyer characteristics are needed to understand purchasing preferences which can vary depending on gender. The characteristics of buyers based on gender can be seen in Table 2 below.

Table 2. Buyer Characteristics Based on Gender

Gender	Number of Buyers (people)	Percentage (%)
Male(s)	32	32%
Female(s)	68	68%

Source: Data Analysis, 2024

Based on Table 2, the characteristics of buyers can be seen that the majority of consumers of Warung Pecel Ayam Ibu Lasmi are female. Women prefer to buy food outside the home, in this case buying at Warung Pecel Ayam Ibu Lasmi, compared to men.

2. Buyer characteristics based on age

Buyer characteristics based on age are needed to understand purchasing preferences that can vary depending on the age of the buyer. The characteristics of consumers based on age are presented in Table 3 below.

Table 3. Buyer Characteristics Based On Age

Age (years old)	Number of Buyers (people)	Percentage (%)
10-20	7	7%
21-30	10	10%
31-40	44	44%
41-50	26	26%
>50	13	13%

Source: Data Analysis, 2024

In the age category, the largest age group is between 31-40 years old with the number. The second largest age group is occupied by the age between 41-50 years old. It can be concluded that the most consumers of Warung Pecel Ayam Ibu Lasmi are more purchased by people of productive age who are adults.

3. Characteristics of buyers based on type of work

The characteristics of buyers based on type of work are needed to find out consumers of Warung Pecel Ayam Ibu Lasmi are purchased by various groups with various work backgrounds. The characteristics of buyers based on type of work will be presented in detail in Table 4 below.

Table 4. Characteristics of Buyer Based on Type of Work

Type of Work(s)	Number of Buyers (people)	Percentage (%)
Student	4	4%
Government employees	40	40%
Private employees	14	14%
Entrepreneur	7	7%
Other	35	35%

Source: Data Analysis, 2024

It can be seen from Table 4 that the number of buyers at Warung Pecel Ayam Ibu Lasmi is dominated by employees who works for government as many as 40 people and

private employees as many as 14 people. However, other groups from the community are also quite large. It can be concluded that the largest number of consumers come from workers who, due to their busyness, prefer to buy food at Warung Pecel Ayam Ibu Lasmi. However, many people in general also repurchase it. It can be interpreted that fans of Warung Pecel Ayam Ibu Lasmi come from all walks of life.

4. Characteristics of buyers based on purchase intensity

The characteristics of buyers based on purchase intensity are needed to find out how often consumers come back after their first purchase. The characteristics of buyers based on purchase intensity are explained in detail in Table 5 below.

Table 5. Characteristics of Buyers Based on Purchase Intensity

Purchase Intensity	Number of Buyers (people)	Percentage (%)
<5 kali	32	32%
5-10 kali	39	39%
>10 kali	29	29%

Source: Data Analysis, 2024

In Table 5, it can be seen that the category of buyers with purchases less than 5 times is 32 people, the intensity of purchases 5 to 10 times is 39 people, and buyers with an intensity of purchases more than 10 times is 29 people. It can be concluded that consumers prefer to repurchase at Warung Pecel Ayam Ibu Lasmi from less than 5 times to more than 10 times relatively evenly.

Data Presentation

This section will present the results of the responses/answers given by 100 consumers at Warung Pecel Ayam Ibu Lasmi to statements that represent the variables studied in this study, these variables include; taste (X1), service quality (X2), shop atmosphere (X3), and repurchase intention (Y). The measurement of the indicators of each variable is carried out using a 5-point Likert scale.

Response to the taste variable (X1)

The results of data processing showing the answers/responses of buyers to the indicators that represent the taste variable are described in Table 6 below.

Table 6. Consumer Response to Taste Indicators (X1)

Code Items	Indicators	Means
Appearance		
P1	The food menu served at Warung Pecel Ayam Ibu Lasmi has an attractive appearance compared to other food stalls.	4,06
P2	The neat plate presentation at Warung Pecel Ayam Ibu Lasmi adds aesthetic value to the food..	3,98
P3	The food menu served at Warung Pecel Ayam Ibu Lasmi has a surface that looks even and inviting.	3,90
Temperature		
P4	The food menu served at Warung Pecel Ayam Ibu Lasmi has the right temperature.	4,01
P5	The food menu served at Warung Pecel Ayam Ibu Lasmi has a warm inside, indicating that it has just been heated.	4,01
P6	The food at Warung Pecel Ayam Ibu Lasmi is not served cold.	3,98
Aroma		
P7	The food menu served at Warung Pecel Ayam Ibu Lasmi has an aroma that increases appetite.	3,95
P8	The food menu served at Warung Pecel Ayam Ibu Lasmi has a distinctive aroma of spices that is very appetizing.	3,97
P9	The aroma of the food served at Warung Pecel Ayam Ibu Lasmi gives a good first impression before being consumed.	3,91
Taste		

P10	The food menu served at Warung Pecel Ayam Ibu Lasmi has a delicious taste when compared to other food stalls.	4,01
P11	The food menu served at Warung Pecel Ayam Ibu Lasmi provides a balanced taste between sweet, sour, salty, and spicy, creating harmony on the tongue.	3,85
P12	The food menu served at Warung Pecel Ayam Ibu Lasmi has a rich and complex taste, providing a satisfying sensory experience.	4,00
Texture		
P13	The food menu served at Warung Pecel Ayam Ibu Lasmi has the right texture.	4,08
P14	The food menu served at Warung Pecel Ayam Ibu Lasmi is crispy and soft, adding dimension to every bite.	4,13
P15	The food menu served at Warung Pecel Ayam Ibu Lasmi has a texture that is always consistent.	4,05

Source: Data Analysis, 2024

The taste variable is assessed through five indicators: appearance, temperature, aroma, taste, and texture, each of which has its own explanatory indicator. In the texture indicator, consumers gave the highest rating to the statement represented by code P14, namely "The food menu served at Warung Pecel Ayam Ibu Lasmi is crispy and soft, adding dimension to every bite." with an average of 4.13. This indicates that customers prioritize the taste and texture of the food served more than other indicators.

Response to service quality variables (X2)

The results of data processing showing buyers' answers/responses to indicators representing service quality variables are described in Table 7 below.

Table 7. Consumer Responses to Service Quality Indicators (X2)

Code Items	Indicators	Means
Reliability		
P1	Employees at Warung Pecel Ayam Ibu Lasmi provide reliable service in responding to consumer needs and problems.	4,05
P2	The service provided at Warung Pecel Ayam Ibu Lasmi is always consistent so it can be relied on.	4,15
P3	Employees at Warung Pecel Ayam Ibu Lasmi can always be relied on when consumers need their services.	4,16
Responsiveness		
P4	Employees at Warung Pecel Ayam Ibu Lasmi provide responsive and fast service in serving orders.	4,07
P5	Employees at Warung Pecel Ayam Ibu Lasmi always help consumers in a friendly and patient manner without waiting long.	4,08
P6	Employees at Warung Pecel Ayam Ibu Lasmi provide responsive handling when faced with problems.	4,26
Guarantee		
P7	Employees at Warung Pecel Ayam Ibu Lasmi always provide a guarantee for negligence in serving dishes.	4,15
P8	Employees at Warung Pecel Ayam Ibu Lasmi always provide a guarantee to customers regarding satisfaction.	4,10
P9	Employees at Warung Pecel Ayam Ibu Lasmi provide a guarantee for any problems that arise.	4,12
Empathy		
P10	Employees at Warung Pecel Ayam Ibu Lasmi always provide good personal attention and prioritize the interests of customers.	3,98
P11	Employees at Warung Pecel Ayam Ibu Lasmi show empathy and understanding of customer needs and desires.	4,05
P12	Employees at Warung Pecel Ayam Ibu Lasmi listen attentively and provide solutions that are appropriate to the situation or problem faced by the customer.	4,09
Physical Appearance		

Code Items	Indicators	Means
P13	Employees at Warung Pecel Ayam Ibu Lasmi always appear attractive when serving customers.	4,25
P14	Employees at Warung Pecel Ayam Ibu Lasmi appear professional and neat, creating a positive impression on customers.	4,12
P15	Employees at Warung Pecel Ayam Ibu Lasmi show a positive attitude and enthusiasm in every interaction with customers.	4,16

Source: Data Analysis, 2024

The service quality variable is assessed through five indicators: reliability, responsiveness, assurance, empathy, and tangible, each of which has its own explanatory indicators. In the responsiveness indicator, consumers gave the highest rating to the statement represented by code P6, namely "Employees at Warung Pecel Ayam Ibu Lasmi provide responsive handling when faced with problems." with an average of 4.26. This indicates that employee responsiveness in solving problems is a strength for customer satisfaction.

Response to shop/restaurant atmosphere variables (X3)

The results of data processing showing buyers' answers/responses to indicators representing shop/restaurant atmosphere variables are described in Table 8 below.

Table 8. Consumer Responses to Shop/restaurant Atmosphere Indicators (X3)

Code Items	Indicators	Means
	Shop/Restaurant Cleanliness	
P1	Warung Pecel Ayam Ibu Lasmi is always kept clean with clean floors, organized shelves, and well-maintained common areas.	4,15
P2	The use of effective cleaning tools and disinfectants at Warung Pecel Ayam Ibu Lasmi makes the restaurant environment sterile and safe for customers.	4,19
P3	Employees at Warung Pecel Ayam Ibu Lasmi regularly clean and tidy up the products on display to make them look attractive and well-maintained.	4,05
	Comfortable Atmosphere	
P4	Warung Pecel Ayam Ibu Lasmi has a friendly and welcoming atmosphere, making customers feel comfortable and invited to shop longer.	4,16
P5	The background music played at Warung Pecel Ayam Ibu Lasmi matches the brand image and fills the room with positive energy.	4,09
P6	The interaction between employees and customers at Warung Pecel Ayam Ibu Lasmi creates a warm and caring atmosphere.	4,23
	Lighting	
P7	The lighting at Warung Pecel Ayam Ibu Lasmi is bright enough but not too bright, creating a comfortable atmosphere for purchasing.	4,04
P8	The lighting at Warung Pecel Ayam Ibu Lasmi is carefully selected to highlight the foods well and provide an attractive display for customers.	4,26
P9	The lighting at Warung Pecel Ayam Ibu Lasmi is bright enough but not too bright, creating a comfortable atmosphere for purchasing.	4,17
	Interior	
P10	The interior design of Warung Pecel Ayam Ibu Lasmi attracts customers' attention and creates a positive impression from the first time they enter the restaurant.	4,26
P11	The arrangement of foods and product shelves at Warung Pecel Ayam Ibu Lasmi is done well.	4,13
P12	The furniture and interior decoration of Warung Pecel Ayam Ibu Lasmi are carefully selected, creating a consistent aesthetic.	4,29

Source: Data Analysis, 2024

The shop/restaurant atmosphere variable is assessed through four indicators: shop cleanliness, comfortable atmosphere, lighting, and interior, each of which has its own explanatory indicators. In the interior indicator, consumers gave the highest rating to the statement represented by code P12, namely "The furniture and interior decoration of Warung Pecel Ayam Ibu Lasmi are carefully selected, creating a consistent aesthetic" with an average of 4.29. This means that aesthetic consistency is very important and increases customer satisfaction..

Response to the variable of repurchase interest (Y)
The results of data processing showing the results of consumer responses/answers to the indicators representing the variable of repurchase interest will be presented in Table 9 below.

Table 9. Consumer Responses to Repurchase Interest Indicators (Y)

Code Items	Indicators	Means
Becoming the main choice		
P1	Intend to make Warung Pecel Ayam Ibu Lasmi the main choice compared to other restaurants.	4,08
P2	Intens to ignore other restaurants.	4,05
P3	Intend to consistently buy at Warung Pecel Ayam Ibu Lasmi.	4,07
Willing to repurchase		
P4	Intend to make a repeat purchase at Warung Pecel Ayam Ibu Lasmi.	4,33
P5	The experience of buying according to the prices given by Warung Pecel Ayam Ibu Lasmi makes customers want to buy again.	4,22
P6	The positive response from customers makes them return to Warung Pecel Ayam Ibu Lasmi.	4,31
The desire to come back by inviting others		
P7	Intend to come back and recommend friends and family to buy at Warung Pecal Ayam Ibu Lasmi.	4,14
P8	Intend to share positive experiences after buying at Warung Pecel Ayam Ibu Lasmi to others.	4,23
P9	Intend to buy again with the closest people to enjoy the same experience at Warung Pecel Ayam Ibu Lasmi.	4,16

Source: Data Analysis, 2024

The repurchase intention variable (Y) measures the consumer's intention to repurchase at Warung Pecel Ayam Ibu Lasmi. This is an important aspect in supporting the sustainability of the food stall business in the future. This statement is supported by the statement of buyers who intend to make Warung Pevel Ayam Ibu Lasmi their main choice compared to other food stalls as indicated by an average score of 4.08. Buyers showed readiness to make repeat purchases at Warung Pecel Ayam Ibu Lasmi with the highest average score of 4.33. Buyers showed high readiness (average = 4.23) to share positive experiences after buying at Warung Pecel Ayam Ibu Lasmi with others.

Classical Assumption Test Results
The results of the classical assumption test aim to ensure that the regression model has met the classical assumptions so that it can increase confidence in the research results and make better decisions based on the results of the analysis. The classical assumption test in regression consists of a normality test, a multicollinearity test, a heteroscedasticity test, an autocorrelation test, and a linearity test.

Normality Test
The normality test in this study is based on the Kolmogorov-Smirnov test (One-Sample). The results of the Kolmogorov-Smirnov normality test in this study are presented in Table 10 below.

Table 10. Results of the One-Sample Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.63033470
Most ExtremeDifferences	Absolute	.077
	Positive	.051
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.147[c]

Source: Data Analysis, 2024

Table 10 shows the significance value obtained, which is 0.147 or greater than 0.05. It can be concluded that the residual data used in this study has a normal distribution, so it can be used in a multiple linear regression model.

Multicollinearity Test

The multicollinearity test in this study is based on the Tolerance and Variance Inflation Factor (VIF) values. The calculation results are presented in Table 11 below.

Table 11. Multicollinearity Test Results

Coefficient		
Model	Collinearity Statistics	
	Tolerance	VIF
1 Taste	.771	1.297
Service Quality	.801	1.248
Shop Atmosphere	.901	1.110

Source: Data Analysis, 2024

Table 11 shows the Tolerance value obtained for each variable is greater than 0.1 and the Variance Inflation Factor (VIF) value is less than 10. It can be concluded that the data used in this study did not experience multicollinearity symptoms, so it is suitable for use in a multiple linear regression model.

Heteroscedasticity Test

The results of the heteroscedasticity test in this study are presented in Table 12 below.

Table 12. Heteroscedasticity Test Results

Coefficient					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.283	.579		2.214	.029
Taste	-.004	.007	-.061	-.536	.593
Service Quality	.004	.008	.051	.457	.649
Shop Atmosphere	-.016	.009	-.187	-1.774	.079

Source: Data Analysis, 2024

Table 12 shows that each independent variable has a significance value greater than 0.05. It can be concluded that the residual data on all independent variables does not experience heteroscedasticity, so it is suitable for use in a multiple linear regression model.

1. Autocorrelation Test

The autocorrelation test in this study is based on the Durbin-Waston test. The results of the autocorrelation test in this study are presented in Table 13 below.

Table 13. Autocorrelation Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.884^a	.782	.775	.64011	1.620

Source: Data Analysis, 2024

Table 13 shows the Durbin-Waston value which is 1.620 or greater than the dL (Lower Critical Value) value and less than the value of 4 multiplied by dU (Upper Critical Value). If presented in its mathematical model, it is:

$$dL < DW < 4dU$$
$$1,6131 < 1,620 < 4(1,7364)$$
$$1,6131 < 1,620 < 6,9456$$

Based on the results of the equation, it can be concluded that the data used in this study did not experience autocorrelation symptoms, so it is suitable for use in a multiple linear regression model.

Hypothesis Testing
Multiple Linear Regression Analysis

The results of the analysis obtained are presented in Table 14.

Tabel 14. Hasil Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	20.272	.948		21.374	.000
Taste	.047	.011	.224	4.131	.000
Service Quality	.095	.014	.375	7.038	.000
Shop Atmosphere	.172	.015	.584	11.627	.000

Source: Data Analysis, 2024

Based on the values obtained in Table 14, the regression model in this study is as follows:

$$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + \varepsilon$$
$$Y = 20,272 + 0,047\ (X1) + 0,095\ (X2) + 0,172\ (X3) + \varepsilon$$

So the interpretation of the multiple linear regression model above is described as follows:

a) The constant value (α) means that if the variables of taste (X1), service quality (X2), and shop/restaurant atmosphere (X3) have the same value as 0 (zero), then the value of repurchase interest (Y) is 20.272. It can be concluded that the original value of repurchase interest (Y) without the influence of the variables of taste (X1), service quality (X2), and shop/restaurant atmosphere (X3) is 20.272.

b) The taste regression coefficient ($\beta 1$) has a value of 0.047, meaning that when the taste increases by 1 (one) unit, the repurchase interest (X1) will increase by 0.047 units in a positive direction. This only happens if there is no influence from the variables of service quality (X2) and shop/restaurant atmosphere (X3).

c) The service quality regression coefficient (β2) is 0.095, meaning that when the service quality (X2) increases by 1 (one) unit, the repurchase interest (Y) will increase by 0.095 units in a positive direction. This only occurs if there is no influence from the taste variable (X1) and shop/restaurant atmosphere (X3). d. The store atmosphere regression coefficient (β3) is 0.172, meaning that when the shop/restaurant atmosphere increases by 1 (one) unit, the repurchase interest (Y) will increase by 0.172 units in a positive direction. This only occurs if there is no influence from the taste variable (X1) and service quality (X2).

1. Individual Parameter Significance Test (t-Test)

The individual parameter significance test (t-Test) is used to test whether each independent variable individually (partially) contributes to the dependent variable based on its significance value. The independent variable will be declared to have a significant effect on the dependent variable if the significance value is > 0.05 and the calculated t is > t table. The results of the t-Test in this study are presented in Table 15.

Table 15. T-test Results

Coefficientsª

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.272	.948		21.374	.000
	Taste	.047	.011	.224	4.131	.000
	Service Quality	.095	.014	.375	7.038	.000
	Shop Atmosphere	.172	.015	.584	11.627	.000

Source: Data Analysis, 2024

Table 15 shows the results of the individual parameter significance test (t-test) in this study which can be interpreted as follows:

a) The significance value of the taste variable on repurchase interest is 0.00 <0.05 with a calculated t value of 4.131> t table of 1.984. It can be concluded that the hypothesis that states "The better the taste, the more it can increase consumer repurchase interest at Warung Pecel Ayam Ibu Lasmi" can be accepted.

b) The significance value of the service quality variable on repurchase interest is 0.00 <0.05 with a calculated t value of 7.038> t table of 1.984. It can be concluded that the hypothesis that states "The better the quality of service, the more it can increase consumer repurchase interest at Warung Pecel Ayam Ibu Lasmi" can be accepted.

c) The significance value of the store atmosphere variable on repurchase intention is 0.00 <0.05 with a calculated t value of 11.267> t table of 1.984. It can be concluded that the hypothesis that states "A good store atmosphere can increase consumer repurchase intention at Warung Pecel Ayam Ibu Lasmi" can be accepted.

2. Model Feasibility Test (Goodness of Fit)

The model feasibility test (F Test) in this study is used to evaluate the extent to which the statistical or predictive model is acceptable and effective in explaining or predicting relevant data. The F test in this study is based on the ANOVA (Analysis of Variance) test. The statistical model used can be said to be feasible if the significance is <0.05. The results of the model feasibility test in this study are presented in Table 16 below.

Table 16. Model Feasibility Test Results

ANOVAª

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	140.855	3	46.952	114.590	.000ᵇ
	Residual	39.335	96	.410		
	Total	180.190	99			

Source: Data Analysis, 2024

Table 16 shows the significance value obtained, namely 0.00 <0.05. This indicates that the statistical model used is acceptable and can be said to be good.

3. Determinant Coefficient Test (R^2)

The determination coefficient test, often denoted by R-squared, has the main purpose of measuring how well the regression model we create can explain the variation in the dependent variable. In other words, this test will show how much influence the independent variables together have on the dependent variable.

Table 17. Results of the Determination Coefficient Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.884[a]	.782	.775	.64011	1.620

Sumber: Analisis Data, 2024

Table 17 shows the R-Square value of 0.782 or 78.2% and is close to 1 (one). It can be concluded that the variables of taste (X1), service quality (X2), and store atmosphere (X3) can explain the variable of repurchase interest (Y) by 78.2%. While the remaining 21.8% is influenced by other factors outside the limits of this study.

Discussion

The results of the study related to the influence of taste (X1) on repurchase intention (Y) show a positive and significant influence. So it can be said that the better the taste, the more it can increase consumer repurchase interest at Warung Pecel Ayam Ibu Lasmi in South Jakarta. When there is an increase in taste, consumer repurchase interest will also increase. This is also supported by the results of consumer answers on the taste variable (X1) which is included in the high category. In line with the results of the study by Putri et al. (2023), the taste of a product has a positive and significant influence on consumer repurchase interest.

The results of the study related to the influence of service quality (X2) on repurchase interest (Y) show a positive and significant influence. So it can be said that the better the quality of service, the more it can increase consumer repurchase interest at Warung Pecel Ayam Ibu Lasmi in South Jakarta. When there is an increase in service quality, consumer repurchase interest also increases. This is also supported by the results of consumer answers on the service quality variable (X2) which is included in the high category. In line with the research results of Mahendrayanti & Wardana (2021), the quality of a service has a positive and significant influence on consumer repurchase interest.

The results of the study related to the influence of shop/restaurant atmosphere (X3) on repurchase interest (Y) showed a positive and significant influence. So it can be said that the better the taste, the more it can increase consumer repurchase interest at Warung Pecel Ayam Ibu Lasmi in South Jakarta. When there is an increase in taste, consumer repurchase interest also increases. This is also supported by the results of consumer answers to the shop/restaurant atmosphere variable (X3) which is included in the high category. In line with the research results of Andrian et al. (2024), the shop atmosphere has a positive and significant influence on consumer repurchase interest.

CONCLUSION

This study has successfully collected data from 100 consumers who have all purchased food at least once or more at Warung Pecel Ayam Ibu Lasmi. The demographic profile of consumers shows a dominance of female buyers and the majority are aged between 31-40 years. Most consumers work as civil servants, indicating that the majority of consumers come from workers who, due to their busy lives, prefer to buy food at Warung

Pecel Ayam Ibu Lasmi. Then in terms of purchasing intensity, consumers prefer to repurchase at Warung Pecel Ayam Ibu Lasmi 5 to more than 10 times.

Based on the results of the study, the dependent variable of repurchase interest can be answered through the independent variables below.

1. Taste has a positive and significant effect on repurchase interest. The better the taste, the more it can increase consumer repurchase interest at Warung Pecel Ayam Ibu Lasmi in South Jakarta.
2. Service quality has a positive and significant effect on repurchase interest. The better the quality of service, the more it increases consumer repurchase interest at Warung Pecel Ayam Ibu Lasmi in South Jakarta.
3. Shop/restaurant atmosphere has a positive and significant influence on repurchase interest. The better the shop atmosphere, the more it can increase consumer repurchase interest at Warung Pecel Ayam Ibu Lasmi in South Jakarta.

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