



Analysis of Price Perception, Brand Awareness, Delivery Quality on Customer Satisfaction and Repurchase Intention (Case Study on Consumers of Menantea Products in Pajajaran, Bogor)

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Abstract: This research was conducted to know the effect of perceived price, brand awareness, quality of delivery on customer satisfaction and repurchase intention. This study used Menantea products in Pajajaran, Bogor and the number of samples used in this study were 255 respondents. This study used a purposive sampling, a questionnaire procedure, and used partial least squares (PLS). The findings explained that perceived price, brand awareness, and quality of delivery had a significant impact on customer satisfaction and repurchase intention. Customer satisfaction has a positive and significant effect on repurchase intention. The management implication in this study is to increase repurchase intention and customer satisfaction. It is necessary to improve product quality so that consumers have the impression that the prices offered are in accordance with quality, increase consumer awareness via internet promotions, and improve the quality of product/service delivery by increasing operating hours, to serve consumers.

Keywords: Price Perception, Brand Awareness, Delivery Quality, Customer Satisfaction, Repurchase Intention

INTRODUCTION

Food and beverages (F&B) is a business industry related to food supply services starting from the processing of food ingredients, food packaging, drinks, distribution, to the way it is served to consumers (Dani & Rawal, 2019). If seen from the definition, then what is included in this part of the industry is all that is related to food, beverages, or both as a business field. Even the F&B industry has also added F&B service, which is a job that will serve food or drinks to consumers.

Business in the F&B sector is a promising business because it is a primary need for everyone. Based on a survey conducted by the Central Bureau of Statistics in 2020, Indonesia's population was recorded at 270 million, which is the fourth highest in the world after China, India and the United States (BPS, 2021). Opportunities in the food and beverage

business are also supported by the National Socioeconomic Survey (SUSENAS) by BPS in September 2021 which shows that the largest percentage of Indonesian people's per capita expenditure in a month for the food group is processed food and beverage commodities.

Ready-to-eat food and drinks are packaged and served practically because they have been processed and when ordered, they only need to wait for them to be processed again in a short time. Consumers who consume ready-to-eat food and drinks are not only to fulfill their primary needs but also to obtain satisfaction, pleasure, prestige, and so on (Maulidia & Harti, 2021).

The franchise business that is currently becoming a trend in society is the contemporary beverage franchise. Drinks are something or goods that are drunk and contemporary means the current situation so that literally contemporary drinks can be interpreted as something that is drunk today. Contemporary drink is a term used for a type of drink that is innovative and popular, both because of its unique taste and characteristics (Veronica & Ilmi, 2020). The Coordinating Minister for the Economy, Airlangga Hartarto, assessed that the presence of modern micro, small and medium scale businesses for beverages contributed to the growth of the food and beverage industry. The emergence of modern beverage businesses that are processed using raw materials such as tea, coffee and cocoa also has the potential to develop because it is supported by Indonesia's wealth of natural commodities (Detiknews, 2022).

To support the research that will be carried out by the researcher, the researcher has carried out a pre-observation of several customers of Menantea products, especially in the Pajajaran area, Bogor. The researcher took the research location of Menantea Products in Pajajaran Bogor because there are quite a lot of contemporary drink consumers in the Bogor area, in the city center and close to campus locations and the sale of contemporary drinks around the Pajajaran Bogor area is also quite varied. Contemporary drink competitors besides Menantea around Pajajaran Bogor include Es Teh Indonesia, Share Tea Botani Square, Street Boba, Haus, Kokumi, Mimicucu, Fat Bubble, Kopi Lain Hati, and so on. The pre-survey that was carried out earlier aims to find out what variables drive the repurchase decision behavior of Menantea consumers with reference to the phenomena described above. The independent variables used as variables for conducting research on the pre-survey are Price Perception, Brand Awareness, Delivery Quality, Customer Trust, Digital Marketing, Customer Satisfaction, Location, and Competitors.

Perceived price is one of the dominant factors in the consumer purchasing decision-making process. Brand awareness is the image in the minds of customers, which also indicates the capability of potential customers to know or remember a product. Delivery Quality referred to here is timeliness in the delivery of Menantea products. Customer trust is a reciprocal behavior towards what customers receive. Digital marketing is a marketing strategy using digital media and the internet. Customer satisfaction is very important to build a more advanced business to increase profits for entrepreneurs. Location and similar competitors also greatly influence the decision to repurchase a product, where affordable location and also the number of competitors are the main judgements.

Based on previous research reviews, it shows that there is still a research gap on the influence of price perception, brand awareness and delivery quality on customer satisfaction and repurchase intention. Research by Siregar & Nurmahdi (2021) described that price perceptions have a positive and significant effect on consumer satisfaction and purchasing decisions. Therefore, different results are shown in Safitri's research (2021) where the price perception does not have significant influence on repurchase intention.

According to Darmawan (2019), brand awareness and price have a significant impact on customer satisfaction. Research by Ali (2019) and Pranata & Permana (2021) also showed that brand awareness significantly influences repurchase intention. This shows that brand awareness can be a determinant of repurchase intention. Meanwhile, research conducted by

Ali & Bhasin (2019) showed the opposite result, that price does not influence customer satisfaction.

According to Ali & Bhasin (2019), delivery quality has significant influence on consumer satisfaction, and delivery quality has a significant effect on buying interest. Consistent with these results, the findings by Pal et al. (2021) showed that delivery quality has a positive and significant impact on buyer satisfaction and repurchase intention. Rohman & Abdul's (2020) investigation shows different results, that the accuracy of delivery has no significant influence on customer satisfaction. It is interesting to re-examine the object of Menantea products based on previous research reports which show that there is still a research gap.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is the study of consumer attitudes in investigating, evaluating, buying, and using products/services that can make consumers comfortable shopping. It explains how individuals choose to invest money, time and energy in acquiring the goods offered by marketers (Schiffman & Wisenblit, 2019). It also includes many things related to the process when consumers select, purchase, make or wear of a product/service, or thought to fulfil needs (Solomon, 2020). Based on several definitions of consumer behavior, consumer behavior explains how someone make decisions when spending available resources (time, money, energy) on goods related to consumption. When buying a product, consumers usually follow Lamb et al. (2017) consists of identifying needs, searching for information, evaluating alternatives, purchasing and subsequent buying behavior.

Price Perception

Tjiptono (2014) states that price is the total of money exchanged by buyers to obtain various products/services from sellers. Prices can affect the amount of sales, profits and market share that can be gotten. According to Cravens and Piercy (2009), prices can play various roles in the marketing process, namely signals to buyers, tools of competition and determining financial performance. According to Cakici et al. (2019), the dimensions and indicators of price variables consist of real prices and perceived prices.

Brand Awareness

Brand awareness shows the level of customers conscious of a product through its name. Promoting new products or reviving old brands are steps that can be taken to create brand awareness. Based on information from Investopedia (2019), brand awareness can ideally include characteristics that distinguish a product from its competitors. Brands that preserve high brand awareness lean on produce more sales. This is because more consumers buy products from well-known brands than those they are not familiar with.

Delivery Quality

Edwardson et al. in Tjiptono (2010) states that quality places more emphasis on aspects of customer satisfaction and income. The focus is on customer benefits. Goetsch and Davis in Tjiptono (2010) stated quality is level a dynamic about products, services, and the surroundings that fulfil expectations.

When the service received meets expectations, service quality is perceived as positive and satisfactory. However, when the service exceeds expectations, it can be qualified that the quality is perfect. Therefore, service quality is highly dependent on the capability of service providers to permanently and continuously fulfil customer expectations. Therefore, in formulating service strategies and programs, organizations must be customer-oriented and

pay close attention to the quality dimension. Delivery quality refers to the consumer experience regarding product delivery when ordered which is seen from several food delivery indicators, such as the ability to track the location of food in real-time, the accuracy of food delivery, the estimated time of arrival of food and the behavior of delivery personnel (Pal et al., 2021).

Customer Satisfaction

Customer satisfaction is an emotive reaction to experiences with several products that are purchased, stored, or even patterns of behavior and the market as a whole (Tjiptono, 2014). Dimensions and indicators of customer satisfaction based on Munusamy et al. (2010) consists of:

- a. Transaction-specific satisfaction is a customer's evaluation of their experiences and reactions to certain products or services such as feeling satisfied with product quality that meets expectations, feeling happy with the decision to buy a product, feeling satisfied having made the right decision.
- b. The cumulative satisfaction is the customer's on the whole measurement of the consumption experience of a particular product or service such as overall satisfaction with the experience of consuming the product.

Repurchase Intention

Repurchasing interest is an action taken by consumers after making a purchase process. Future consumer behavior is influenced by consumer satisfaction and dissatisfaction after purchasing a product (Kotler, 2017). If the consumer is satisfied, then there is a possibility that the consumer will buy the product again. According to Anoraga (in Halim, 2014), repurchase intention is a process in making decisions made by consumers after purchasing the product.

Based on several definitions of repurchase intention, so that re-purchase intention is a customer behavior in responding positively to a product even though the product has not been open for a long time and has sufficiently increased appeal and intends to consume the product/service again.

The Effect of Price Perception on Customer Satisfaction

Price is the total of values that customers give to advantage from having or using a product/service. When customers believe that the price paid is more expensive than the benefits derived from consuming a product or service, this can lead to dissatisfaction (Setiawan & Safitri, 2019). Price helps customers to judge the value of services or goods purchased and is also an important factor in customer satisfaction. Customers tend to try to maximize the total utility for each purchase transaction, so that the costs incurred become a sacrifice. Every price increase makes the customer feel that he has sacrificed more which can affect satisfaction (Ali & Bhasin, 2019). Based on the conclusions of the previous research, it can be hypothesized that:

H1: Price perception has a positive and significant effect on customer satisfaction.

The Effect of Brand Awareness on Customer Satisfaction

Brands have an emotional attachment between customers and products. Brands that are easily remembered and recognized by customers are brands that can provide satisfaction to their customers. So that the stronger brand awareness owned by customers can affect the higher satisfaction felt by customers (Maulida & Indah, 2020). This is supported by previous research which shows that brand awareness has a positive and significant effect on customer

satisfaction. (Darmawan, 2019). Thus, from these findings the second hypothesis can be put forward as follows:

H2: Brand awareness has a positive and significant effect on customer satisfaction.

The Effect of Delivery Quality on Customer Satisfaction

Delivery services can assist customers in obtaining products. Deliveries made on time, information clarity, and flexibility can make customers satisfied (Rohman & Abdul, 2020). The quality of delivery provided by service providers through the use of technology is an important factor that can affect customer satisfaction. Timely delivery has a significant influence on customer satisfaction (Dundar & Ozturk, 2020). Studies from previous research provide empirical evidence that delivery quality has a significant impact on customer satisfaction (Pal et al., 2021). The same results were obtained by Javed & Wu (2020) that customer satisfaction is also determined by delivery services. Based on this, the third hypothesis put forward in this study is:

H3: Delivery quality has a positive and significant effect on customer satisfaction.

The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction is an evaluation and psychological response from the impression of using a product/service. Evaluation of the product consumed is formed from customer satisfaction, so that consumers can know and feel that the product is suitable for long-term use or not (Ilyas et al., 2020). Satisfaction with a product/service can affect the customer's tendency to repurchase the product (Oyedele et al., 2018). Findings from previous research indicate that customer satisfaction has significant effect on repurchase intention (Adekunle & Ejechi, 2018). Other research findings also explain that after feeling satisfied, customers maintain the intention to repurchase a product or service. In other words, if customer satisfaction is not met, it is impossible to repurchase (Cakici et al., 2019). In accordance with this explanation, the fourth research hypothesis can be put forward as follows:

H4: Customer satisfaction has a positive and significant impact on repurchase intention

Effect of Price Perception on Repurchase Intention

The findings from previous studies indicate that price perception has a positive and significant effect on repurchase intention. Thus, when the customer feels the price offered is fair and reasonable, the customer will make a repurchase (Cakici et al., 2019). In making a purchase, customers will make comparison about the quality of the product purchased with the amount of money sacrificed where when consumers think that the money paid is appropriate then it can encourage the desire to make a repurchase (Pratama & Suprpto, 2017). In accordance with the findings in previous research and the explanation put forward, the fifth hypothesis is as follows:

H5: Price perception has a positive and significant effect on repurchase intention.

The Effect of Brand Awareness on Repurchase Intention

Awareness of a brand is the first step for customers when making a decision to buy a brand. Consumers making decisions on a product tend to be fast when they are familiar with the brand. Thus, the higher the customer's brand awareness, the interest in repurchasing will be higher (Darmawan, 2019). This is supported by previous research findings which show that brand awareness has a positive and significant effect on re-purchase intention (Maulida & Indah, 2020). Other research has also found the same thing that the greater the brand awareness of the product, the greater the customer's repurchase intention for the product (Ali, 2019). In accordance with this explanation, the sixth hypothesis is as follows:

H6: Brand awareness has a positive and significant effect on repurchase intention.

The Effect of Delivery Quality on Repurchase Intention

Shipping is an important factor in the trading transaction environment. Delay in delivery indicates poor delivery quality and customers will be reluctant to reuse the service (Saad, 2021). Delivery quality demonstrated by prompt delivery is an important component in retaining customers. Customers will use the same service if the delivery service saves time (Frederick & Bhat, 2021). Based on this, the seventh hypothesis is as follows:

H7: Delivery quality has a positive and significant effect on repurchase intention.

Conceptual Framework

After all hypotheses have been developed, the following is a schematic diagram of the conceptual framework. So that it can be seen and easily understand the relationship between variables.

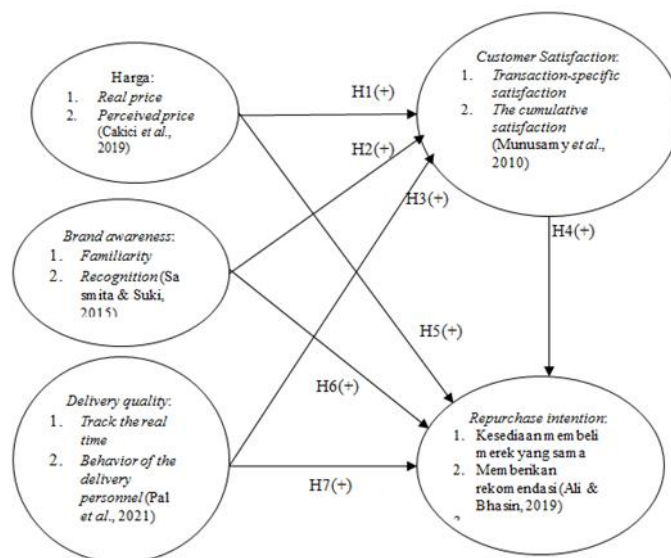


Figure 1. Conceptual Framework

RESEARCH

This study was designed in a quantitative research design, which is an approach to test theories by analyzing the relationship between variables. The variables used can be analyzed using a research instrument and analyzed through statistical procedures (Creswell & Creswell, 2018). Meanwhile, based on its type, this research is included in causal research, namely research that aims to examine causal relationships between variables or to test whether a variable causes other variables to change (Sekaran & Bougie, 2016).

The operationalization of each research variable is based on empirical indicators so that they can be measured. The operationalization of each research variables is shown as follows.

Table 2. Variables Operationalization

No.	Variable	Dimension	Indicator	Measurement Scale
1.	<i>Price perception</i> (Cakici et al., 2019)	<i>Real price</i>	1. The price offered is fair 2. The price offered is reasonable 3. The price offered is acceptable	Ordinal
		<i>Perceived price</i>	1. Prices match quality 2. Price match its benefits	
2.	<i>Brand awareness</i> (Sasmita & Suki, 2015)	<i>Familiarity</i>	1. Knowing a particular brand in a particular product category 2. Recognizing certain	Ordinal

No.	Variable	Dimension	Indicator	Measurement Scale
			brands compared to competing brands	
			3. Knowing what a particular brand looks like	
		<i>Recognition</i>	1. Several characteristics of a particular brand quickly come to mind	
			2. Quickly remember symbols or logos on certain brands	
3.	<i>Delivery quality</i> (Pal <i>et al.</i> , 2021)	<i>Track the real time</i>	1. Makes it easy to know the driver's position in real time	Ordinal
			2. Makes it easy to find out the estimated delivery time	
			3. Delivery can be made until late at night	
			4. Easy to send messages to drivers	
		<i>Behavior of the delivery personnel</i>	1. Drivers maintain hygienic standards by wearing masks	
			2. Minimal touch shipping	
4.	<i>Customer satisfaction</i> (Munusamy <i>et al.</i> , 2010)	<i>Transaction-specific satisfaction</i>	1. Satisfied with the quality of the product as expected	Ordinal
			2. Feel good about the decision to buy the product	
			3. Feel satisfied that you made the right decision	
		<i>The cumulative satisfaction</i>	1. Overall satisfied with the experience of consuming the product	
5.	<i>Repurchase intention</i> (Ali & Bhasin, 2019)	Kesediaan membeli merek yang sama	21. Continue to purchase the product in the future	Ordinal
			22. Make purchases regularly	
			23. Purchase a different variant	
		Memberikan rekomendasi	24. Encourage friends and relatives to buy products	
			25. Say positive things about the product	

The researcher took samples from consumers of Menantea products in Pajajaran, Bogor. The research sampling technique used is a non-probability sample design. This study has 25 indicators so that multiplied by ten obtained a minimum number of research samples of 250 samples. Data collection in the field was conducted using the questionnaire method. The questionnaire is a research instrument used as a data collection tool containing a series of statements related to price perception, brand awareness, delivery quality, customer satisfaction, and repurchase intention variables. The scale used to measure each variable in the questionnaire is the Likert scale. Each answer has the following score:

- a. The strongly disagree has a score of 1
- b. The disagree has a score of 2
- c. The neutral has a score of 3
- d. The agree has a score of 4
- e. The strongly agree has a score of 5

RESULT AND DISCUSSION

The findings of the hypothesis test use the provisions by comparing the T-Statistics value with a minimum limit of 1.96 (T Statistics > 1.96; P Values ≤ 5%). The findings of hypothesis testing are as follows:

Table 2. Hypothesis Test Results

Effects Between Variables	Original sample	Sample mean	Standard deviation	T statistics	P values
Price Perception -> Customer Satisfaction	0,361	0,354	0,069	5,247	0,000
Brand Awareness -> Customer Satisfaction	0,369	0,371	0,065	5,662	0,000
Delivery Quality -> Customer Satisfaction	0,145	0,149	0,064	2,286	0,023
Customer Satisfaction -> Repurchase Intention	0,292	0,291	0,057	5,149	0,000
Price Perception -> Repurchase Intention	0,322	0,315	0,060	5,344	0,000
Brand Awareness -> Repurchase Intention	0,239	0,239	0,061	3,938	0,000
Delivery Quality -> Repurchase Intention	0,109	0,117	0,047	2,304	0,022

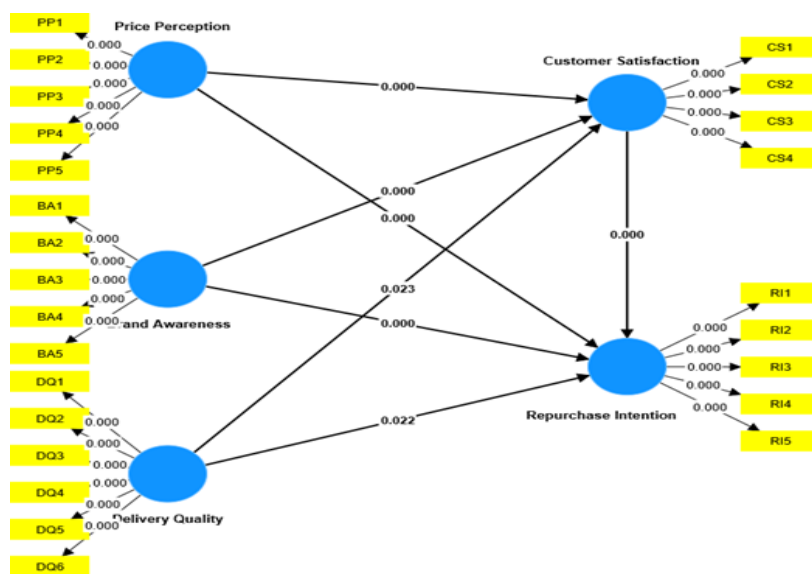


Figure 2. PLS Algorithm Results

Source: PLS Outputs

From the hypothesis testing, it showed that the variables that has the dominant impact on customer satisfaction is brand awareness with a path coefficient of 0.369, the highest compared to price perception and delivery quality. Meanwhile, the variable that has the dominance influence on repurchase intention is price perception with a path coefficient of 0.322, which is the highest compared to brand awareness, delivery quality, and customer satisfaction.

The Effect of Price Perception on Customer Satisfaction

Based on the findings of hypothesis testing, this show price perception has and significant impact on customer satisfaction. This can be proven by T-Statistics 5.247 which is greater than 1.96 and significantly 0.000 which is less than 0.05 and a positive path coefficient of 0.361 which indicates a positive direction of relationship. The findings are supported by Setiawan & Safitri (2019) that price perception has a significant effect on customer satisfaction. Prices help customers evaluate the value of services or goods received, which is an crucial side in customer (Ali & Bhasin, 2019). Therefore, Menantea customers tend to try to maximize the total utility for every Menantea product purchase transaction. Every price increase makes the customer feel that he has sacrificed more which can affect satisfaction, so the price of Menantea products must also be profitable for the customer.

The Effect of Brand Awareness on Customer Satisfaction

From the findings of hypothesis testing, the results show that there is significant influence between brand awareness and customer satisfaction. These results are evidenced by T-Statistics 5.662 which is greater than 1.96 and significantly 0.000 which is less than 0.05 and a positive path coefficient value of 0.369 indicating a positive direction of relationship. This means that increasing customer awareness of the Menantea brand will affect customer satisfaction. This is supported by Pratama & Suprpto (2017) that brand awareness has a positive and significant impact on customer satisfaction.

The Effect of Delivery Quality on Customer Satisfaction

From the findings of hypothesis testing, it shows that delivery quality has significant effect on customer satisfaction. These are due to the T-Statistics 2.286 which is greater than 1.96 and significantly 0.023 which is less than 0.05 and a positive path coefficient value of 0.145 indicating a positive direction of relationship. This can be interpreted by increasing the quality of delivery will increase customer satisfaction. Thus, by increasing the quality delivery of Menantea products can increase customer satisfaction. So that customers who are satisfied with product quality, feel happy with the decision to buy a product, feel satisfied that they have made the right decision because of consumer experience related to delivering quality products. It was supported by Pal et al. (2021) that delivery quality has a significant impact on customer satisfaction.

The Effect of Customer Satisfaction on Repurchase Intention

From the findings of hypothesis testing, it shows that customer satisfaction has significant impact on repurchase intention. The results are T-Statistics 5.149 which is greater than 1.96 and 0.000 significantly less than 0.05. A positive path coefficient value of 0.292 indicates a positive relationship direction. This means that increasing customer satisfaction can have an impact on increasing the desire to make repurchases. These results can be interpreted when the customer is satisfied with Menantea products, the customer will have the desire to repurchase Menantea products. It is supported by Adekunle & Ejechi (2018) that customer satisfaction has a positive and significant impact on repurchase intention.

The Effect of Price Perception on Repurchase Intention

From the findings of hypothesis testing, it shows that price perception has a positive and significant effect on repurchase intention. These results are due to the T-Statistics 5.344 which is greater than 1.96 and significantly 0.000 which is less than 0.05 and a positive path coefficient of 0.322 which indicates a positive relationship. This means that the increasing price perception will also increase the desire to make a repurchase. This is in accordance with

what was stated by Cakici et al. (2019) in their study that when the customer feels the price offered is fair and reasonable, the customer will make a repurchase.

The Effect of Brand Awareness on Repurchase Intention

From the findings of hypothesis testing, it shows that brand awareness has a positive and significant effect on repurchase intention. It is due to the t-statistic of 3.938 which is greater than 1.96 and significantly less than 0.000 ± 0.05 , and a positive path coefficient of 0.239, meaning that the direction of the relationship is positive. That is, increasing brand awareness can increase the desire to repurchase a product. Thus, it can be interpreted that Menantea customers are willing to repurchase Menantea products because they know the Menantea brand compared to other contemporary beverage brands. Customers tend to make quick decisions about a product if they are familiar with the brand. This is supported by the results of previous studies which show that brand awareness has a positive and significant impact on repurchase intention (Maulida & Indah, 2020).

The Effect of Delivery Quality on Repurchase Intention

From the findings of hypothesis testing, it shows delivery quality has a significant effect on repurchase intention. This result is due to the t statistic greater than 1.96 of 2.304 and less than 0.05 of 0.022 significantly and a positive path coefficient of 0.109, meaning that the direction of the relationship is positive. This means that improving the quality of delivery also increases the intention to repurchase. Thus, it can be interpreted that Menantea customers are willing to repurchase Menantea products because of their experience in providing quality Menantea products, such as timely delivery and clear driver position information. As also explained in his study by Saad (2021) that delays in delivery indicate poor delivery quality and customers will be reluctant to reuse the service. Delivery quality demonstrated by prompt delivery is an important component in retaining customers.

CONCLUSION

In accordance with the findings and discussion that was written in the previous chapter regarding price perception, brand awareness, delivery quality on customer satisfaction and repurchase intention. Thus, the following conclusions can be drawn:

1. Price perception has a positive and significant effect on customer satisfaction. Thus, if the price perception of consumers is increased, it will increase consumer satisfaction with Menantea products in Pajajaran, Bogor.
2. Brand awareness has a positive and significant effect on customer satisfaction. Thus, if consumer awareness increases, it will increase consumer satisfaction with Menantea products in Pajajaran, Bogor.
3. Delivery quality has a positive and significant effect on customer satisfaction. Thus, if the delivery service experiences an increase in quality, it will increase consumer satisfaction with Menantea products in Pajajaran, Bogor.
4. Customer satisfaction variable has a positive and significant effect on repurchase intention. Thus, if consumer satisfaction increases, it will increase consumer desire to repurchase Menantea products in Pajajaran, Bogor.
5. Price perception has a positive and significant effect on repurchase intention. Thus, if consumer price perceptions increase, it will increase consumer desire to repurchase Menantea products in Pajajaran, Bogor.
6. Brand awareness has a positive and significant effect on repurchase intention. Thus, if consumer awareness of the Menantea brand increases, it will increase consumer desire to repurchase Menantea products in Pajajaran, Bogor.

7. Delivery quality has a positive and significant effect on repurchase intention. Thus, if there is an increase in the quality of the delivery service, it will increase the desire of consumers to repurchase Menantea products in Pajajaran, Bogor.

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