

The Influence of Price Perception, Advertising, and Product Quality on Repurchase Intention of Super Bihun Products in Bandung City

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Abstract

Instant food and beverages, as a technological innovation in food processing, provide ready-to-consume products that address the fundamental human need for sustenance. The purpose of this study was to examine the influence of price perception, advertising, and product quality on the repurchase intention of Super Bihun products in Bandung City. All indicators in this research instrument passed the validity and reliability tests, as well as descriptive analysis, the classical assumption test, the multiple regression test, and the F-test. The instrument was used as a data collection tool for respondents, namely customers aged 17 years or older who had purchased Super Bihun products at least once in the last month in Bandung City, which served as the research object. The sample of this study consisted of 120 participants. The results showed that price perception has a positive and significant effect on repurchase intention, advertising has a positive and significant effect on repurchase intention, and product quality has a positive and significant effect on repurchase intention when considered individually. Moreover, price perception, advertising, and product quality simultaneously have a positive and significant effect on repurchase intention.

Keywords: Price Perception, Advertising, Product Quality, Repurchase Interest

INTRODUCTION

Humans as living creatures have three basic needs, namely food, clothing, and shelter (Fauzi et al., 2023; Pözlner, 2021). Food is the most important basic need for humans to sustain life and living (Chaireni et al., 2020; Rostamia & Yazdi, 2020). As time goes by and human technology continues to evolve to meet food needs, one of the innovations emerging in food processing is instant food and beverages (Raigar et al., 2022). Instant food and beverages are food or beverage products that have been processed and are ready for consumption without requiring significant additional preparation (Fernandez, 2024). These products have gone through various stages of processing, packaging, and are often shown to make it easier for consumers (Neilson et al., 2018). Not only that, their storage life is usually quite long (D’Almeida et al., 2024). Instant noodles, instant vermicelli, canned food, frozen food, packaged drinks, and so on are some examples of

instant food and drinks. All of these can be found easily in minimarkets and supermarkets (Demircan et al., 2025).

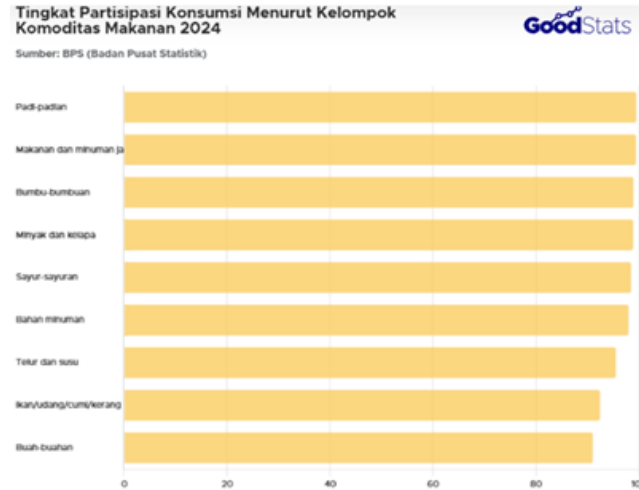


Figure 1. Data on Food Commodity Groups in Indonesia
Source: BPS (Central Bureau of Statistics, 2024)

Based on figure 1, the people's welfare index 2024 by the Central Bureau of Statistics (BPS), instant food and beverages are food commodities that are widely consumed by Indonesian households. The consumption rate reached 99.43%. This means that 99.43% of Indonesian households consume instant food and beverages. The high level of instant food and beverage consumption in Indonesia shows that processed ready-to-eat food products have become an integral part of people's consumption patterns. One type of processed product that is widely consumed is vermicelli, which is made from various basic ingredients such as wheat, rice, corn, and starch. Vermicelli is a variety of processed food products made from wheat, rice or corn, and starch. The food is favored by everyone and has even become part of the second staple food besides rice for the Indonesian people (Sejati Sinaga, 2019). One of the companies that produce rice vermicelli is PT Kuala Pangan since 1974, as the pioneer of the first instant vermicelli in Indonesia. The products produced by this company are original egg noodles “Cap Atoom Bulan”, soup and fried vermicelli “Super Bihun”, seasoning “Cap Atoom Bulan”. Although vermicelli is one of the processed food products that are widely consumed by the public, competition in this industry is getting tougher. Changes in consumer preferences and market dynamics have affected the performance of various instant vermicelli brands. One example is Super Bihun, which in recent years has experienced a downward trend in its index, as shown in Table 1.

Table 1. Top Brand Index 2024

<i>Brand</i>	<i>Top Brand Award</i>					
	<i>Year 2022</i>		<i>Year 2023</i>		<i>Year 2024</i>	
	<i>Index</i>	<i>Rating</i>	<i>Index</i>	<i>Rating</i>	<i>Index</i>	<i>Rating</i>
Corn Vermicelli 89	13,50%	3	16,90%	3	7,80%	4
Bihunku	29,30%	1	34,40%	1	33,50%	1
Cap Tanamagung	13,30%	4	13,80%	4	17,00%	2
POP Bihun	7,40%	5	6,10%	5	7,30%	5
Super Bihun	20,40%	2	17,90%	2	15,60%	3

Source: Top Brand Award, 2024

Based on Table 1 above, in the last 2 years Super Bihun has experienced a decrease in the index where in 2022 it had an index of 20.40 % then decreased by 2.5 % in 2023 to 17.90 %, this downward trend in the index continued in 2024 with a smaller decrease of 2.3 %, this resulted in Super Bihun only having an index of 15.60 % far behind its competitors who had an index of 33.50 % in 2024 (Top Brand Award, 2024). Based on a survey on Super Bihun products held by Top Brand involving 12,000 respondents consisting of 8,000 random samples, 1,800 random retail samples and 2,200 booster samples or called Top Brand Award Phase 2 and a survey organized by Top Brand Award (2024) using the sampling method used for random samples and random retail is multistage area random sampling and purposive sampling method for booster samples, the survey was conducted by interview method and conducted face to face (Prabowo & Rochmah, 2023). Measurements in the Top Brand Index are measured by three parameters, namely last usage, future intentions (repurchase intentions) and top of mind (awareness of the brand) (Hidayat et al., 2020). The last usage parameter is the last brand used or consumed by the respondent in one repeat purchase cycle (Top Brand Award, 2024). Therefore, with the decrease in the percentage of Top Brand Index, it is indicated that there is a problem with repurchase interest (Herlina & Andika, 2021; Sondakh et al., 2022; Rahman & Situmeang, 2021; Dewi & Suprapti, 2020).

According to (Praja, 2022) states that simultaneously advertising, price and product quality have a positive and significant effect on repurchase interest. Then price perceptions have a positive and significant effect on repurchase interest (Darma, 2019). According to Azmi, (2022) shows that advertising has an effect on repurchase interest. Furthermore, according to Ahmad & Nurmansyah, (2024) product quality has a positive effect on repurchase interest. However, there are differences in the results shown by previous studies. In the research of Lutfiana (2021) advertising, product quality and price partially have no significant effect on repurchase interest. According to Luh (2020) price perception has no effect on repurchase intention. Advertising has no significant effect on repurchase interest (Zullaihah & Setyawati, 2021). Meanwhile, there is no positive and significant effect of product quality on repurchase intention (Prasetya & Yulius, 2018). Based on the explanation above, this study is intended to re-examine the relationship between these variables. However, what is new in this research is the novelty of the object and locus of research. This research focuses on the decline in purchase intention for Super Bihun, using perceptions of price, advertising, and product quality as the main variables in the context of the instant food market in Indonesia, which has not been widely studied before. The object of research studied is the Super Bihun brand instant vermicelli product and the research locus is in the city of Bandung (Alamanda et al., 2024).

The purpose of this study is to examine the effect of price perception, advertising, and product quality on repurchase interest, specifically for the Super Bihun instant vermicelli brand in

Bandung City, addressing inconsistencies found in previous studies regarding these variables. The research contributes theoretically by expanding knowledge of consumer behavior in the Indonesian instant food market and empirically by offering evidence on factors influencing repurchase interest for a locally popular product, which has not been widely studied.

RESEARCH METHOD

This study employed a quantitative approach to test a predetermined hypothesis. The data were obtained from respondents according to the characteristics of the target population. Questionnaires were distributed as the main data collection instrument, and the study was classified as cross-sectional since data were collected within a specific period of time.

The research involved male and female consumers aged 17 to 65 years in Bandung City, one of the fifteen major cities included in the Top Brand Award Phase 2 survey (Top Brand Award, 2024). Respondents were required to have purchased Super Bihun products at least once in the past month, ensuring that they could provide relevant answers and contribute valid data. The final sample consisted of 120 respondents, a number exceeding the minimum sample size recommendations outlined by Roscoe (1975) and supported by Sekaran and Bougie (2017). In line with these guidelines, the researcher used a sample size of 30 times the number of research variables, which included price perception, advertising, product quality, and repurchase intention.

A convenience sampling technique was applied, categorized under non-probability sampling, where respondents were selected based on accessibility. Questionnaires were distributed through Google Forms during the two-week data collection period. The respondents included consumers who had purchased Super Bihun products in Bandung City.

After data collection, validity and reliability tests were conducted. Validity testing ensured that the instrument measured what it intended to measure (Sekaran & Bougie, 2017), while reliability testing confirmed consistency over repeated measures. The reliability of the instrument was assessed using Cronbach's Alpha, with results interpreted according to established criteria (Sekaran & Bougie, 2017). The analysis was performed using the Statistical Package for the Social Sciences (SPSS) version 25.

DISCUSSION OF RESEARCH RESULTS

Instrument Validity and Reliability Test Results

Testing the validity in this study using product moment correlation techniques with the criteria if $r_{\text{count}} \geq r_{\text{table}}$ then the statement item is declared valid. It is known that the $r_{\text{product moment table}}$ in this study is 0.3061. The following are the results of the validity and reliability tests using SPSS version 25:

Table 2. Results of Validity and Reability Test of Research Instruments

No	Statement	Instrument Validity	Instrument Reliability
		Test Results	Test Results
		R Count (Person Correlation)	Cronbach's Alpha
Price Perception			
1.	The price of super vermicelli offered is affordable for me	0,577	0,708
2.	The price of super vermicelli matches the quality I receive	0,393	
3.	The benefits I get from super vermicelli are worth the price I pay	0,592	
4.	The price of super vermicelli is cheaper than other brands	0,615	
Advertisement			
1.	Super vermicelli advertisement attracted my attention since the first time I saw it	0,609	0,712
2.	Super vermicelli advertisement makes me interested to buy its product	0,600	
3.	After seeing super vermicelli advertisement, I feel like trying this product	0,601	
4.	I recommend super vermicelli to others after seeing its advertisement	0,485	
Product Quality			
1.	Super vermicelli has a taste that meets my expectations	0,547	0,853
2.	This super vermicelli has a variety of flavors that appeal to me	0,501	
3.	This super vermicelli always provides a consistent taste every time I cook it	0,464	
4.	This super vermicelli can be stored for a long time without reducing its quality	0,420	
5.	The packaging of this super vermicelli is attractive and easily recognizable	0,527	
6.	This super vermicelli meets my expectations in terms of quality	0,607	
Repurchase Interest			
1.	I am interested in repurchasing super vermicelli products in the future	0,577	0,846
2.	I feel interested in trying other variants of super vermicelli available	0,457	
3.	I am willing to recommend super vermicelli products to friends and family	0,534	
4.	This super vermicelli is my top choice compared to other brand products	0,722	

The validity test results show that for all question items in the questionnaire are declared valid because the significance of perceived price, advertising, product quality, repurchase interest is $0.000 < 0.05$ and r count of each statement in the questionnaire is greater than r table, namely 0.3061. This means that the instrument used to collect data in this study can measure what should be measured. Furthermore, the results of the reliability test above, it is known that the Cronbach's alpha value is declared reliable because the value is greater than 0.60 in the range of 0.70 reliable, and the reliability of more than 0.80 is considered very reliable based on the ideas put forward by

(Sekaran & Bougie, 2017) so that it can guarantee consistent measurements if carried out across different times.

Descriptive Analysis

In this study, a descriptive analysis test was conducted to analyze the perception of price, advertising, product quality and repurchase interest in super vermicelli products in Bandung City by looking at the statistical mean numbers in the descriptive analysis test table.

Table 3. Descriptive Analysis Results

No	Statement	Descriptive Analysis Results	Score Interval
		Mean	Description
Price Perception			
1.	X1.1	4,64	Very High
2.	X1.2	4,13	High
3.	X1.3	4,29	Very High
4.	X1.4	4,30	Very High
Advertisement			
1.	X2.1	4,11	High
2.	X2.2	4,06	High
3.	X2.3	4,10	High
4.	X2.4	4,10	High
Product Quality			
1.	X3.1	4,36	Very High
2.	X3.2	4,33	Very High
3.	X3.3	4,37	Very High
4.	X3.4	4,41	Very High
5.	X3.5	4,33	Very High
6.	X3.6	4,31	Very High
Repurchase Interest			
1.	Y.1	4,31	Very High
2.	Y.2	4,42	Very High
3.	Y.3	4,33	Very High
4.	Y.4	4,31	Very High

Based on the results of descriptive analysis of data on price perceptions, advertising, product quality and repurchase interest, it shows that the statistical mean value of each instrument is in the range of 4.06 to 4.64, so the perception of price, advertising, product quality and repurchase interest in super vermicelli products is stated to be very high.

Classical Assumption Test Results

The regression model is said to be valid if it meets the basic classical assumptions or is called ordinary least square (OLS), for this reason, classical assumption testing is needed which consists of normality test, multicollinearity test, and heteroscedasticity test.

Table 4. Classical Assumption Test Results

No	Type of Classical Assumption Test	Acceptance Criteria	Test Results	Interpretation
Test Results				
1.	Normality Test (Kolmogorov-Smirnov)			
	The effect of perceived price, advertising, and product quality on repurchase intention	(Sig) $\geq 0,05$	0,200	Data is normally distributed
2.	Multicollinearity Test			
	The effect of perceived price, advertising, and product quality on repurchase intention	Tolerance value $>0,1$ dan $VIF \leq 10$	Tolerance value: $X1 = 0,552$ VIF: $X1 = 1,812$ Tolerance value: $X2 = 0,887$ VIF: $X2 = 1,140$ Tolerance value: $X3 = 0,500$ VIF: $X3 = 1,998$	There is no perfect or near perfect correlation between independent variables
3.	Heteroscedasticity Test (Glesjer Test)			
	The effect of perceived price, advertising, and product quality on repurchase intention	(Sig) $> 0,05$	(Sig): $X1 = 0,652$ (Sig): $X2 = 0,625$ (Sig): $X3 = 0,415$	There is an equal variance of the residuals in the regression model

Based on the results of the classical assumption test which has been summarized in table 4, it is known that the normality test is $0.200 > 0.05$ and which means that the data is normally distributed. Then the multicollinearity test results show that the data or model is free from multicollinearity, which means that the independent variables are not correlated with each other. In addition, it is known that the results of the heteroscedasticity test show that it is free from heteroscedasticity or there is no single independent variable that affects the absolute residual value.

Multiple Regression Test Results

Table 5 shows the results of multiple regression tests from equation one, with the following results:

Table 5. Multiple Regression Analysis Results

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	T Value	Sig.
	B	STD. ERROR	BETA		
1					
	(Constant)	-0,343	1,526	-0,225	0,832
	Price Perception	0,391	0,097	0,340	0,000
	Advertising	0,202	0,062	0,219	0,001
	Product Quality	0,292	0,068	0,377	0,000

a. Dependent Variable: Repurchase Intention

Based on table 5, the second multiple regression equation can be obtained as follows:

$$Y = -0,343 + 0,391X_1 + 0,202X_2 + 0,292X_3$$

Referring to the first multiple regression equation, it can be seen that the constant value of -0.343 indicates that if all variables are zero, then repurchase interest is worth -0.343 units. In addition, it is known that price perception has a positive effect on repurchase interest which can be seen from the coefficient value (β) of 0.391 with a t_{count} value of 4.044 greater than the t_{table} value of 1.6579. Advertising has a positive effect on repurchase interest which can be seen from the coefficient value (β) of 0.202 with a t_{count} value of 3.286 greater than the t_{table} value of 1.6579. Product quality has a positive effect on repurchase interest which can be seen from the coefficient value (β) of 0.292 with a t_{count} value of 4.270 greater than the t_{table} value of 1.6579. Thus the Super Bihun company can prioritize improving the quality of all indicators that make up the perception of price, advertising and product quality because it is expected to have a positive impact on repurchase interest.

Hypothesis Test Results

Table 6 shows the results of hypothesis testing of the four hypotheses that have been proposed, with the following results:

Table 6. Hypothesis Test Results

Hypothesis	Relationship Between Variables	T Count & Sig	Interpretation Test Results Hypothesis	
H1	Price Perception → Repurchase Interest	t count 4.044 and sig 0.000	H ₀ successfully rejected	Alternative hypothesis (H _A) supported by empirical data
H2	Advertising → Repurchase Interest	t count 3.286 and sig 0.001	H ₀ successfully rejected	Alternative hypothesis (H _A) supported by empirical data

Hypothesis	Relationship Between Variables	T Count & Sig	Interpretation Test Results Hypothesis	
H3	Product Quality → Repurchase Interest	t count 4.270 and sig 0.000	H ₀ successfully rejected	Alternative hypothesis (H _A) supported by empirical data

Description:

1. Criteria for rejecting H₀ if $t_{hitung} > t_{tabel}$ and if the significance value ≤ 0.05
2. t_{table} (multiple regression) of 1.6579 for H1, H2, H3

Simultaneous Test Results (F Test)

Table 7 shows the results of the F test of the hypothesis that has been proposed, with the following results:

Table 7. F Test Results

Variables	F Calculate	F Table	Sig	Prob	Description
Perceptions of Price, Advertising and Product Quality on Repurchase Interest	46,596	2,6828	0,000	0,05	Influential

At a significance value of $0.000 < 0.05$, the statistical analysis of the F test produces the results of f count of $46.596 > 2.6828$ so that it marks the rejection of H₀ and acceptance of H_A which means that perceived price, advertising and product quality are influenced by repurchase interest.

Discussion of Hypothesis Test Results 1: The Effect of Price Perception on Repurchase Interest

The results of the first hypothesis test show empirical data support for the alternative hypothesis in which price perception is hypothesized to have a positive effect on repurchase intention. At the conceptual level, the relationship between the two variables can be described by the statement that the better the perceived price of Super Bihun, the higher the consumer confidence in Super Bihun.

Based on the results of testing the first hypothesis, it was found that H₀ was successfully rejected. Thus it can be seen that price perception has a positive effect on repurchase intention. This finding supports the results of research by Darma, (2019); Wijastuti & Cantika, (2021); which suggests that price perception partially has a positive effect on repurchase intention. Thus, the results of this study confirm previous findings, especially in the context of instant food.

Discussion of Hypothesis Test Results 2: The Effect of Advertising on Repurchase Interest

The results of the second hypothesis test show empirical data support for the alternative hypothesis where advertising is hypothesized to have a positive effect on repurchase intention. At the conceptual level, the relationship between the two variables can be described by the statement that the better the Super Bihun advertisement is perceived, the higher the consumer trust in Super Bihun.

Based on the results of testing the second hypothesis, it was found that H_0 was successfully rejected. Thus it can be seen that advertising has a positive effect on repurchase intention. This finding supports the results of research by Azmi, (2022); Praja, (2023); which suggests that advertising partially has a positive effect on repurchase intention. Thus, the results of this study confirm previous findings, especially in the context of instant food.

Discussion of Hypothesis Test Results 3: The Effect of Product Quality on Repurchase Interest

The results of the third hypothesis test show empirical data support for the alternative hypothesis in which product quality is hypothesized to have a positive effect on repurchase intention. At the conceptual level, the relationship between the two variables can be described by the statement that the better the perceived product quality of Super Bihun, the higher the consumer trust in Super Bihun.

Based on the results of testing the third hypothesis, it was found that H_0 was successfully rejected. Thus it can be seen that product quality has a positive effect on repurchase interest. This finding supports the research results of Ahmad & Nurmansyah, (2024); Prasetya & Nurmansyah, (2024); which suggest that product quality partially has a positive effect on repurchase intention. Thus, the results of this study confirm previous findings, especially in the context of instant food.

Discussion of Hypothesis Test Results 4: The Effect of Price Perception, Advertising, and Product Quality on Repurchase Interest

The results of the fourth hypothesis test show empirical data support for the alternative hypothesis in which perceived price, advertising, and product quality are hypothesized to have a positive effect on repurchase intention. At the conceptual level, the relationship between the two variables can be described by the statement that the better the perceived price, advertising and product quality of Super Bihun, the higher the consumer's trust in Super Bihun.

Based on the results of testing the fourth hypothesis, it was found that H_0 was successfully rejected. Thus it can be seen that perceived price, advertising, and product quality have a positive effect on repurchase intention. This finding supports the results of research (Praja, 2022); Lutfiana et al., (2021); which suggests that perceived price, advertising, and product quality simultaneously have a positive effect on repurchase intention. Thus, the results of this study confirm previous findings, especially in the context of instant food.

CONCLUSION

The study found that price perception, advertising, and product quality each positively influenced repurchase intention for Super Vermicelli products in Bandung City, and that these factors also had a significant combined effect, thereby confirming all four research hypotheses. These results highlight the importance for PT Kuala Pangan to maintain affordable pricing strategies, strengthen advertising through digital platforms and influencer partnerships, and improve product quality by investing in R&D, packaging, flavor, and design. For future research, it is suggested to expand the sample size, broaden the research area beyond Bandung City, incorporate additional demographic variables, and investigate the long-term effects of integrated marketing strategies to provide a deeper understanding of consumer behavior in Indonesia's instant food market.

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