

The Effect of Product Quality and Price Perception on Repurchase Intention of ABC Chili Sauce Products in Bandung City

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Abstract

This study investigates the influence of product quality and price perception on consumers' intention to repurchase ABC chili sauce in *Bandung*. The research aims to determine how these factors individually and jointly affect repurchase behavior and to provide insights for improving marketing strategies and customer loyalty. A quantitative, descriptive approach was employed, with primary data collected from 120 respondents through structured questionnaires. Data were analyzed using multiple linear regression with *SPSS* software to test the hypotheses. The results indicate that product quality has a significant positive effect on repurchase intention ($p = 0.001$), while price perception also significantly influences repurchase intention ($p = 0.000$). When considered simultaneously, both factors exert a combined positive impact, confirming that consumers are more likely to repurchase products that consistently meet quality expectations and are reasonably priced. These findings reinforce consumer behavior theory, highlighting the importance of perceived value and satisfaction in shaping loyalty. Practically, the study suggests that maintaining consistent product quality, optimizing pricing strategies, and implementing loyalty-enhancing initiatives such as promotions or rewards can strengthen repurchase intention and market competitiveness. Future research could expand the scope by including additional variables, such as customer satisfaction, trust, brand image, or promotional strategies, and by exploring other product categories or geographic areas to increase generalizability.

Keywords: Product Quality, Price Perception, Repurchase Intention, ABC Chili Sauce

INTRODUCTION

The food and beverage sector in Indonesia continues to experience rapid growth in line with the increasingly modern and dynamic lifestyles of its people (Fitriani & Hidayat, 2021; Nugroho & Sudarso, 2020). Sauces, as an important complement to cuisine, play a key role in enhancing the flavor of food (Putra & Yuliana, 2022). According to Harsana et al. (2019), one brand with a long history and strong reputation in Indonesia is ABC Sambal Sauce (Prabowo & Santoso, 2021). ABC Sambal Sauce has become an essential part of many households and is widely used by culinary businesses, thanks to its quality and consistent taste (Wulandari et al., 2023). These advantages make ABC Sambal Sauce one of the leading players in the domestic sauce market (Ramadhan & Kusuma, 2020; Fitriani & Hidayat, 2021).

In 2024, ABC Sambal Sauce faced a new challenge in the form of a decline in its ranking in the Top Brand Award (2024). This decrease has raised concerns regarding the factors that affect consumers' intention to repurchase the product, particularly in the face of intensifying market competition (Chatzoglou et al., 2022; Wantara & Suryanto, 2023; Xue et al., 2021; Zhou et al., 2023).

With many new brands offering innovation and implementing aggressive marketing strategies, analyzing product quality and price perception is crucial for understanding the market position of ABC Sambal Sauce (Yunanta & Suwitho, 2024). The following is data

regarding the decline in the Top Brand Award ranking for ABC Sambal Sauce products:

Table 1. Top Brand Index for ABC Chili Sauce 2024

Brand	Top Brand Award					
	Year 2022		Year 2023		Year 2024	
	Index	Ranking	Index	Ranking	Index	Ranking
ABC	57,30 %	1	53,20 %	1	49,30 %	1
Delmonte	5,00 %	4	7,30 %	4	4,60 %	4
Dua belibis	10,90 %	3	15,00 %	3	14,00 %	3
Indofood	13,90 %	2	17,10 %	2	21,20 %	2
Sasa	4,40 %	5	2,70 %	5	2,50 %	5

Source: Best Brand Award, 2024

From 2022 to 2024, there was an 8% decline in the index value of *ABC Sambal Sauce* products. According to a report by Global Market Insights released in February 2025, the global hot sauce market reached a value of USD 4.1 billion in 2024 and is expected to continue growing to reach USD 10.9 billion by 2034. This growth represents a compound annual growth rate (CAGR) of 10.2%. The increase is driven by growing consumer interest in organic and natural ingredients, innovative and bold new flavors, and the global trend of spicy foods across various cultures. The report also notes that products in the “table hot sauce” category dominated the market in 2023, reflecting the high level of daily consumption worldwide (Global Market Insights, 2025). Additionally, the Top Brand Award Phase 1 survey for 2024 ranked *ABC* as the favorite chili sauce brand in Indonesia, with 49.3% of respondents choosing it. The survey involved over 12,000 respondents and was conducted in 15 major cities across Indonesia.

Measurements in the Top Brand Index are based on three main parameters: repurchase intention, price perception, and product quality (Kumar et al., 2025; Mahendrayanti & Wardana, 2021; Sharif et al., 2024). Humairoh et al. (2023) suggest that repurchase intention represents the willingness of consumers to buy the same product again in the future, particularly when their earlier purchase has provided satisfaction. At the same time, both product quality and how consumers perceive the price positively contribute to shaping this intention, according to Prakarsa (2020). Falah et al. (2024) argue that product quality significantly and positively influences consumers' repurchase intentions. Similarly, Agustin & Amron (2022) state that price perception also has a positive and significant influence on repurchase intention. However, differences are evident in the results of earlier studies. Kasman et al. (2023) found that product quality and price simultaneously do not have a positive influence on consumer repurchase intention. Likewise, Rosyadah et al. (2024) show that product quality does not positively influence repurchase intention, while Kasman et al. (2023) also note that price perception simultaneously does not have a positive and significant influence on consumer repurchase intention.

Based on previous theory and research, the conceptual model for this study is as follows:

H1: Product quality influences repurchase intention.

H2: Price perception influences repurchase intention.

H3: Product quality and price perception simultaneously influence repurchase intention.

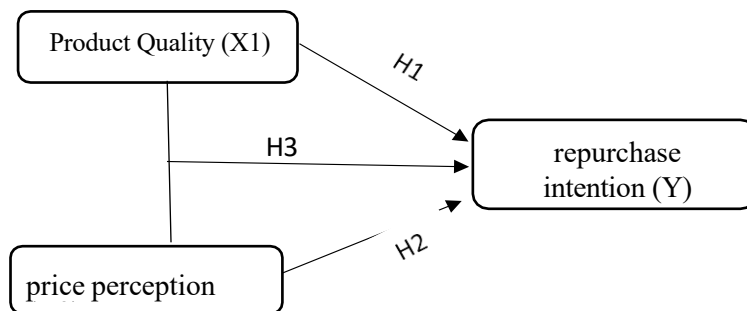


Figure 1. Explanation

Based on the above explanation, this study aims to re-examine the relationship between these variables. However, what is new in this study is the novelty of the research object and locus. By focusing on this specific product and research locus, the study addresses gaps in previous research where results regarding the influence of product quality and price on repurchase intention were inconsistent (Kasman et al., 2023; Rosyadah et al., 2024). The benefits of this study include guiding companies in enhancing product quality, optimizing pricing strategies, and implementing loyalty programs to strengthen consumer repurchase behavior.

RESEARCH METHOD

This study employed a quantitative approach with a positivist paradigm to examine the influence of product quality and price perception on repurchase intention of ABC Sambal Sauce in Bandung. The research design included operationalizing variables, creating structured questionnaires, collecting data, and performing statistical analysis to test hypotheses (Sugiyono, 2022). The research population consisted of Bandung residents aged 17 years or older who had purchased ABC Sambal Sauce, while the sample comprised 120 respondents selected through purposive sampling based on criteria such as having purchased the product at least once in the past month. Respondents were considered capable of assessing product quality, pricing, and repurchase intention, ensuring the data's relevance. The research site was Bandung, West Java, selected for its inclusion in the Top Brand Award survey (Top Brand Award, 2023) and its representativeness of urban consumer behavior.

Primary data were collected through online questionnaires distributed via Google Forms and promoted on social media, while secondary data came from publications, statistical reports, and prior research. The questionnaires used a five-point Likert scale to evaluate perceptions of three variables: product quality, price perception, and repurchase intention. Instrument validity was tested using the Product Moment correlation, and reliability was assessed with Cronbach's Alpha at a minimum threshold of 0.70 (Sekaran & Bougie, 2017).

Data were processed through coding, editing, cleaning, and tabulation before analysis. Descriptive statistics summarized perceptions of each variable, while inferential analysis tested the hypothesized relationships. Multiple regression analysis ($Y = \alpha + \beta_1X_1 + \beta_2X_2$) was applied, supported by classical assumption tests for normality, multicollinearity, and heteroscedasticity (Ghozali, 2013). The partial effects of each independent variable were assessed with a t-test, while simultaneous effects were evaluated with an F-test at a 5% significance level (Sugiyono, 2017). This framework enabled the assessment of both individual and combined influences of product quality and price perception on repurchase intention.

RESULTS AND DISCUSSION

Research Results

Respondent Profile

Table 2. summary of respondent profiles

EXPLANATION	TOTAL	(%)
Gender		
Men	55	45,8
Woman	65	54,2
Age		
17-20 years old	19	15,8
21-26 years old	68	56,7
27-32 years old	29	24,2
33-38 years old	4	3,3
39-44 years old	0	0
>45 years old	0	0
Residence		
Bandung City	120	100
Work		
Housewife	13	10,8
Private employee	40	33,3
Student	36	30,0
Entrepreneur	31	25,8
Other	0	0
Income		
<Rp.2.000.000	31	25,8
Rp.2.000.000 – Rp.5.000.000	53	44,2
Rp. 5.000.000 – Rp.10.000.000	33	27,5
>Rp.10.000.000	3	2,5
Have you ever bought ABC Sambal Sauce products?		
Yes	120	100
No	0	0
ABC Sambal Sauce Product Variants That Are Often Purchased		
ABC Spicy Sambal Sauce	38	31,7
ABC Extra Spicy Sambal Sauce	81	67,5
Others	1	0,8
Frequency of ABC Sambal Sauce Purchases in the Past Year		
1 time	17	14,1
2-3 times	57	47,5
4-5 times	31	25,8
>6 times	15	12,6
TOTAL	120	100

Source: Respondent Profile (Appendix 2)

The respondents in this study were consumers of ABC Sambal Sauce, with data collected from Google Forms completed by consumers of ABC Sambal Sauce in Bandung. A total of 120 respondents were obtained, predominantly female (54.2%) aged 21–26 years (56.7%) residing in Bandung (100%), who are private sector employees (33.3%), have an income of Rp.2,000,000– Rp.5,000,000 (44.2%), have purchased ABC Sambal Sauce products (100%), and purchase ABC Sambal Sauce products 2–3 times (49.6%). The above explanation is important to convey because it

relates to the answers provided by ABC chili sauce consumers to all questions asked in the questionnaire, which reflect their demographic, geographic, and behavioral characteristics.

Testing the Validity and Reliability of Research Instruments

Validity testing, according to Sekaran & Bougie (2017), is used as a tool to measure the quality of a question item or questionnaire. Validity testing is an assessment of how well an instrument is designed to measure what it is intended to measure. Accordingly, if an instrument can measure what it is supposed to measure, it can be deemed genuine (Sekaran & Bougie, 2017). If an instrument can measure what it is supposed to measure, it is deemed valid. In this study, validity was tested using Product Moment correlation, with the following criteria:

$r\text{-count} \geq r\text{-table} \rightarrow$ Question item is declared valid.

$r\text{-count} < r\text{-table} \rightarrow$ Question item is declared invalid.

With degrees of freedom (df), $df = n - k$, where n = sample size (minimum), $k = 2$ representing item scores and total scores of a variable. The minimum sample size used is 30, while the number measured is item scores and total item scores, so $df = 30 - 2 = 28$. Thus, the r table in this study is $df = 28$, with the r table product moment being 0.3061 (Sugiyono, 2017). The following are the results of the validity and reliability tests using SPSS version 25.

Table 3. Results of the validity and reliability test of the research instrument

No	Statement	Instrument Validity Test Results	Instrument Rehabilitation Test Results
		R Calculate (person Correlation)	Cronbach's alpha
Product Quality			
1.	I feel that ABC sambal sauce has a spicy taste like authentic chili sambal.	0.848	0.714
2.	I can taste a clear difference between the original sweet and spicy variant and the extra spicy variant.	0.762	
3.	ABC sambal sauce is always consistent in taste quality.	0.617	
4.	ABC sambal sauce retains its fresh taste whenever I consume it.	0.710	
Price Perception			
1.	I feel that the price of ABC chili sauce is affordable.	0.587	0.792
2.	I think the price of ABC chili sauce is comparable to the quality of the product I get.	0.715	
3.	The price of ABC chili sauce is more competitive than other products with the same benefits.	0.578	
4.	I feel that the price of ABC chili sauce is in line with the benefits I get.	0.721	
REPURCHASE INTEREST			
1.	I intend to repurchase ABC chili sauce in the future.	0.729	
2.	I will recommend ABC chili sauce to	0.693	

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	others.		
3.	I prefer ABC chili sauce over other brands of chili sauce.	0.662	0.833
4.	I am interested in finding out more about ABC chili sauce variants or product innovations.	0.770	

Source: Results of Instrument Validity and Reliability Tests (Appendices 3 & 4)

Because the computed r value for each statement in the questionnaire is higher than the table r value of 0.3061, the validity and reliability test results demonstrate that every item in the questionnaire is valid. This indicates that the tool utilized to gather data for this study is capable of measuring the things it is intended to measure. Reliability testing is an activity conducted by researchers to ensure that the instrument used to collect data can produce consistent data over time (Sekaran & Bougie 2017). Sekaran and Bougie (2017) introduced the Cronbach's Alpha coefficient is a tool used to check whether the items in a questionnaire or instrument are consistent and positively related. In this research, it was applied to test the reliability of the instrument. Sekaran and Bougie (2017) also mention the criteria that can be used to decide if an instrument is reliable: if the reliability is less than 0.60, it is classified as poor; if it is between 0.70 and 0.80, it is classified as acceptable; and if it reaches or surpasses 0.80, it is classified as good. Version 25 of the Statistical Package for the Social Sciences (SPSS) is the instrument used to assess validity and reliability.

Descriptive Analysis

In this study, descriptive analysis was conducted to analyze product quality, price perception, and Repurchase interest in ABC chili sauce products in Bandung City by looking at the mean statistics in the descriptive analysis test table.

Table 4. Descriptive Analysis Results

Statement		Internal Score
No.	Statement	Description
Product Quality		
1.	X1.1	High
2.	X1.2	Very High
3.	X1.3	High
4.	X1.4	Very High
Price Perception		
1.	X2.1	Very High
2.	X2.2	High
3.	X2.3	High
4.	X2.4	High
Repurchase Interest		
1.	Y.1	Tall
2.	Y.2	Tall
3.	Y.3	High
4.	Y.4	Very High

Product quality, pricing perception, and repurchase interest in ABC Sambal Sauce items in Bandung are significantly correlated, according to the descriptive test results shown in the table. Overall, the assessment of product quality shows that ABC Sambal Sauce products received very high scores, with average scores in the High to

Very High categories. This reflects that consumers in Bandung are highly satisfied with the quality of the product offered, particularly in terms of taste, aroma, and consistency. This adequate product quality is one of the main factors driving consumers to continue choosing and purchasing this product repeatedly. This indicates that the company has successfully met consumer expectations regarding quality, which is an important element in building a strong brand image and customer loyalty. Price perception also shows very positive results, with an average score in the High to Very High category. Consumers feel that the price of ABC Sambal Sauce is commensurate with the quality received. This positive price perception contributes greatly to consumers' decisions to repurchase the product. In an increasingly competitive market, reasonable and competitive prices are very important in building trust and increasing repurchase interest. Therefore, companies need to continue to pay attention to pricing that is in line with consumer purchasing power and ensure that the prices offered provide added value that is commensurate with the benefits received by consumers. Repurchase interest shows a very high level, with the highest score in the "Very High" category. This indicates that consumers are not only satisfied with the product they purchased but also have a strong desire to make future purchases. This high repurchase intent reflects a strong level of loyalty toward ABC Sambal Sauce, which is an important indicator for the sustainability and growth of the brand in the market. Well-maintained consumer loyalty not only contributes to repeat sales but can also enhance positive word-of-mouth, which impacts market expansion and strengthens the brand's position in a competitive market.

Overall, it has been demonstrated that favorable price perception and high product quality significantly influence consumers' desire to repurchase. Therefore, ABC Sambal Sauce Company needs to continue to maintain and even improve product quality, as well as ensure that prices remain competitive and in line with consumer expectations. By optimizing these two factors, the company can maintain high levels of satisfaction and strengthen customer loyalty, which in turn will increase the competitiveness of its products in the market. Additionally, the company is advised to strengthen its marketing strategy by emphasizing quality and value as the primary attractions to attract new consumers while retaining existing ones.

Results of Classical Assumption Testing

A regression model is said to be valid if it meets the basic classical assumptions, also known as ordinary least squares (OLS). This requires testing the classical assumptions, which consist of normality testing, multicollinearity testing, and heteroscedasticity testing.

Table 5. Results of Classical Assumption Tests

No	Types of Classical Assumptions	Test Result Acceptance Criteria	Test Results	Inter Achievements
1.	Normality Test (Kolmogorov-Smirnov)			
	The Influence of Product Quality and Price Perception on Repurchase Interest	(Sig) $\geq 0,05$	0,07	Normally distributed data
2.	Multicollinearity Test			
	The Impact of Price Perception and Product Quality on Intention to	Tolerance Value $>$	Tolerance value: $X1 = 0,671$ VIF: $X1 = 1,490$	No symptoms of

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No	Types of Classical Assumptions	Test Result Acceptance Criteria	Test Results	Inter Achievements
	Repurchase	0,1 dan $VIF \leq 10$	Tolerance value: $X_2 = 0,671$ VIF: $X_2 = 1,490$	Multicollinearity
3.	Heteroscedasticity Test (Glesjer Test)			
	The Impact of Price Perception and Product Quality on Intention to Repurchase	(Sig) > 0,05	(Sig): $X_1 = 0,040$ (Sig): $X_2 = 0,997$	There are similarities in the residuals of the regression model.

Based on the outcomes of the classical assumption test presented in Table 5, the initial regression model in the normality test produced a significance value (Sig) of 0.07. Since this value is above the 0.05 threshold, it indicates that the data follow a normal distribution. In addition, the multicollinearity test results reveal that all Variance Inflation Factor (VIF) values are below 10, while the tolerance values for both the first and second regression models exceed 0.1. These findings confirm that the regression models are free from multicollinearity and that no significant correlation exists among the independent variables. Lastly, the heteroscedasticity test reveals that the significance (Sig) value in both regression models is higher than 0.05, indicating that there is no heteroscedasticity problem and that the residual variance remains constant throughout the whole range of values for the independent variables.

Multiple Regression Test Results

Table 6. Multiple Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	T Value	Sig.
	B	Std. Error	BETA		
(Constant)	1,030	1,237		0,834	0,406
1. Product Quality	0,235	0,070	0,241	3,344	0,001
Price Perception	0,700	0,084	0,604	8,367	0,000
a. Dependent Variable: Repurchase Interest					

Source: Results of data processing using SPSS version 25 (Appendix 6)

Based on Table 6, the second multiple regression equation can be obtained as follows: $Y = 1.030 + 0.234X_1 + 0.700X_2$

Referring to the second multiple regression equation, it can be seen that the constant value of 1.030 indicates that if all variables are equal to one, then the repurchase interest is equal to 1.030 units. Additionally, it is known that price perception has a positive effect on repurchase intention, as seen from the coefficient value (β) of 0.700 with a t-value of 8.367, which is greater than the t-table value of 1.6579. Therefore, consumers of ABC chili sauce products in Bandung City can prioritize improving the quality of all indicators that form the price perception variable.

Hypothesis Test Results

Table 8 shows the results of hypothesis testing for the three proposed hypotheses, with the following results:

Table 7. Hypothesis Test Results

Hypothesis	Relationship Between Variables	T Calculate & Sig	Interpretation Of Test Results Hypothesis	
H1	Product Quality-Intention to Repurchase	t-value 3.344 and sig 0.01	H0 Rejected	Working hypothesis (H _A) supported by empirical data
H2	Price Perception – Repurchase Intention	t-value 8.367 and sig 0.000	H0 Rejected	Working hypothesis (H _A) supported by empirical data

Description

Criteria for rejecting H₀ if tcount > ttable and if the significance value is < 0.05 ttable (multiple regression) is 1.6579 for H₁, H₂.

Simultaneous Test Results (F Test)

Table 8. results of the proposed hypothesis f test

Variable	F Calculate	F Table	Sig	Prob	Explanation
Perceptions of Product Quality and Price on Intention to Repurchase	84.354	2,6828	0.000	0,05	Influential

Source: F-test results (Appendix 7)

At a significance level of $0.000 < 0.05$, the F-test statistical analysis produced a calculated F value of $84.354 > 2.6828$, indicating rejection of H₀ and acceptance of H_A, which means that price perception and product quality are influenced by repurchase interest.

Discussion of Hypothesis Test Results 1: The Effect of Product Quality on Repurchase Interest

The results of the first hypothesis test conducted show that product quality has a positive and significant effect on the willingness to repurchase ABC chili sauce. Regression coefficient (β): 0.235, t-value: 3.344, significance level (p-value): 0.001.

This finding indicates that the higher the product quality perceived by consumers (as seen from performance, reliability, and durability), the greater the likelihood of consumers repurchasing the product.

This finding is also supported by previous research, such as that conducted by Falah et al. (2024), which shows that product quality has a positive and significant effect on consumers' willingness to repurchase food and beverage products. Consumers who are satisfied with product quality are more likely to make repeat purchases. This is supported by Prakarsa (2020), who states that product quality and price perception simultaneously have a positive effect on repeat purchase intent.

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

The results of the second hypothesis test show that price has a positive and significant effect on repurchase intention. This indicates that the more affordable and in line with consumers' perceptions of the product price, the higher the consumers' repurchase intention for ABC chili sauce. Regression coefficient value (β): 0.700, t-value: 8.367, significance value (p-value): 0.000 These findings indicate that the more affordable and appropriate consumers perceive the product price to be (including affordability, suitability in terms of quality and benefits), the higher their interest in repurchasing ABC Sambal Sauce products.

These results are in line with previous research by Anasari & Hidayat (2024), who also pointed out that price perception has a large and positive impact on purchasing decisions. Setting the proper pricing is crucial to attracting customers, as they typically check the costs of similar products before making a purchase.

Discussion of the results of hypothesis 3: The Effect of Product Quality and Price Perception on Repurchase Interest

The results of the simultaneous test (F-test) show that product quality and price perception together have a positive and significant effect on repurchase intention. Calculated F-value: 84.354, Table F-value: 2.6828, Significance value (p-value): 0.000

The hypothesis is accepted since the significance is less than 0.05 and the computed F-value is significantly higher than the table F-value. This indicates that consumer repurchase intention is significantly influenced by both price perception and product quality.

This finding is in line with Prakarsa (2020), who stated that product quality and price perception simultaneously have a positive effect on repurchase intention. In addition, it is also supported by Alfriyadi & Pujihastuti (2023), who found that these two variables have a significant effect on consumers' decisions to repurchase the same product.

CONCLUSION

This study found that both product quality and price perception positively and significantly influenced consumers' repurchase intention for *ABC Sambal Sauce*, with price perception showing the stronger effect ($\beta = 0.700$). Product consistency, flavor quality, and affordability emerged as key drivers of repeat purchase behavior, affirming consumer behavior theory that value perception and satisfaction underpin loyalty formation. The findings suggest that maintaining product quality, applying effective pricing strategies, and introducing initiatives such as loyalty programs or flavor innovations could further strengthen repurchase intention. While this study contributes by highlighting the relative influence of these factors in the context of local culinary products, its scope was limited to two variables and a single brand. Future research could expand by incorporating factors such as satisfaction, trust, brand image, and promotional efforts, using qualitative approaches or exploring other products and regions to provide broader and more nuanced insights.

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