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Customer Values and Repurchase Intention in Pasar Lama Culinary Center, Tangerang

Kevin G. Yulius[1*], Annabella N. Adhitya[2], Jessica Valencia[3], Vasco A. H. Goeltom[4]
[1,2,3,4]School of Hospitality & Tourism, Universitas Pelita Harapan
***Correspondence:** kevin.yulius@uph.edu

Abstract

Purpose: Pasar Lama, a culinary center located in Tangerang's Chinatown area. This area is famous for its' street food and exclusive food and beverage vendors. Repurchase intention in a food and beverage establishment is affected by utilitarian and hedonic values of the customer. Perceived values are also influenced by several factors, namely food quality, service quality, physical environment, price, and rapidity. Researching repurchase intention in Pasar Lama is crucial for enhancing culinary tourism's sustainability, guiding businesses, attracting more tourists, informing policies, and preserving local culture.

Method: This is a quantitative explanatory research with cross-sectional data with people who visited and bought street food in Pasar Lama as the population. The sampling technique was purposive sampling with 160 respondents given online questionnaires. The data was the analyzed with SEM-PLS method using SMART-PLS v3.0.

Result: The result pointing out a different conclusion than the previous study because of the difference between population. Four hypotheses were rejected on the relation of food and service quality with utilitarian value, and physical environment & price with hedonic value.

Contribution: A heterogenous population in Pasar Lama and Indonesia would bring different result on influence of perceived values on repurchase intention. Different settings, time dimensions, and sampling technique are suggested for future research.

Keywords: Hedonic Value, Repurchase Intention, Street food, Utilitarian Value

Introduction

The food and beverage service industry involves the preparation and serving of food and drinks to consumers. In Indonesia, this industry is commonly called *jasa penyediaan makan dan minum*, the term "*jasa*" or service helped to differentiate the industry from the food and beverage manufacture industry (Suyanto et al., 2023). Culinary or gastronomy tourism plays a significant role in driving this growth as tourists visiting a place or region often seek to explore and indulge in the local cuisine. Street food, known as "kaki lima" in Indonesia (Yulius et al., 2022), is a popular choice for culinary tourism as it offers affordable, easily accessible, diverse, and delicious options (Seo & Lee, 2021).

Customer satisfaction affected by service quality is a crucial factor in the sustainability of the food and beverage service industry (Bichler et al., 2020; Rajput & Gahfoor, 2020). Satisfied customers are more likely to make repeat purchases, thus contributing to business success in restaurant settings (Mensah & Mensah, 2018) and street food vendors as well (Briliana et al., 2023). This perception of service quality is commonly referred to as consumer value (Yrjölä, 2019), and can be categorized into utilitarian and hedonic value (Hlee et al., 2019). Utilitarian value refers to the functional benefits or usefulness of a product or service in meeting consumers' needs, while hedonic value relates to the pleasure and emotional satisfaction derived from using a product or service (Seo & Lee, 2021).

The intention to repurchase, also known as repurchase intention, is influenced by customer values (Saintz, 2018; Doeim, 2022; Nazlan et al., 2022). While the values, in this context utilitarian and hedonic, can be affected by dimensions of service quality, including food

quality, service, physical environment, price, and rapidity (Seo & Leo, 2021). These attributes of value was a development of DINESERV proposed by Stevens et al. (1995) to measure perceived service quality in food and beverage establishment.

Food quality, a very important component of operation and experience (Hanaysha, 2016), refers to the extent to which the food meets consumers' expectations in terms of taste, appearance, freshness, and temperature (Rajput & Gahfoor, 2020; Yulius et al., 2022). In the context of street food, perception on food quality might be influenced by the customer's perception of quality, service, cleanliness, organization, and healthiness (Morano et al., 2018). Service quality encompasses factors such as consistency, willingness to assist, friendliness, and product knowledge of the service provider with a goal to develop a trust-based relationship (Hanan et al., 2021; Seo & Lee, 2021). This relationship with well-treatment is related to customer's perceived value and ultimately an intention to repurchase (Keshavarz & Jamshidi, 2018).

Physical environment, as part of services cape, including its decoration, interior design, lighting, music, temperature, and overall ambiance, also affects perceived value (Gülertekin & Genç, 2021). Physical environment in street food context might include eye-catchy design, proper lighting, and street-based entertainment (Ho & Au, 2021; Seo & Lee, 2021). Price, as a critical consideration for consumers, influences their satisfaction and repeat purchase intentions. Reasonable pricing is important for customer satisfaction and to ensure that customers perceive value for their money (Cakici et al., 2019; Luc & Le, 2023). Lastly, rapidity or the speed of service plays a role in satisfying customers' needs and desires, influencing their intention to repurchase especially in a fast food or street food setting (Adiele & Adiele, 2017; Lahap et al., 2018).

This research on customer values and revisit intention was done in Pasar Lama, Tangerang, a renowned culinary hub in metropolitan Jakarta area (Kristiana et al., 2015; Kristiana et al., 2018). Located in Tangerang's Chinatown, it offers a blend of Indonesian, Chinese, and contemporary culinary cultures, making it a unique destination for culinary themed tourism (Krisnadi & Natalia, 2020). Pasar Lama has gained popularity among tourists, both local and non-local, due to its strategic location and the presence of exclusive street food vendors (Ritonga, 2020), with various establishment, such as *warung tenda, angkringan,* carts and semi-permanent stalls (Kesumasari, 2020).

Researching consumer behavior, satisfaction, and repeat purchases in Pasar Lama has significant reasons. It helps understand culinary tourism dynamics, aids businesses in improving visitor experiences and retaining customers. Also, the findings influence tourism promotion, support local economy, shape policies, and preserve culture. This research contributes to academia with a unique study on consumer behavior in culinary tourism. It highlights the economic impact, aiding planning and community involvement. Ultimately, the research benefits local businesses, informs policies, conserves culture, and advances culinary tourism understanding especially in a specific street food setting.

Based on the discussion above, research titled "Customer Values and Repurchase Intention in Pasar Lama Culinary Center, Tangerang" was done. The problem proposed by this research was how would values influenced the revisit intention to Pasar Lama. The purpose of this research was to analyze factors influencing perceived values, both utilitarian and hedonic, and the influences of the values on revisit intention Pasar Lama. The main contribution of this study would be a new setting of research, in this case the city of Tangerang, proving the idea of different cultures would have different value regarding street food intention (Jeaheng et al., 2023).

Research Method

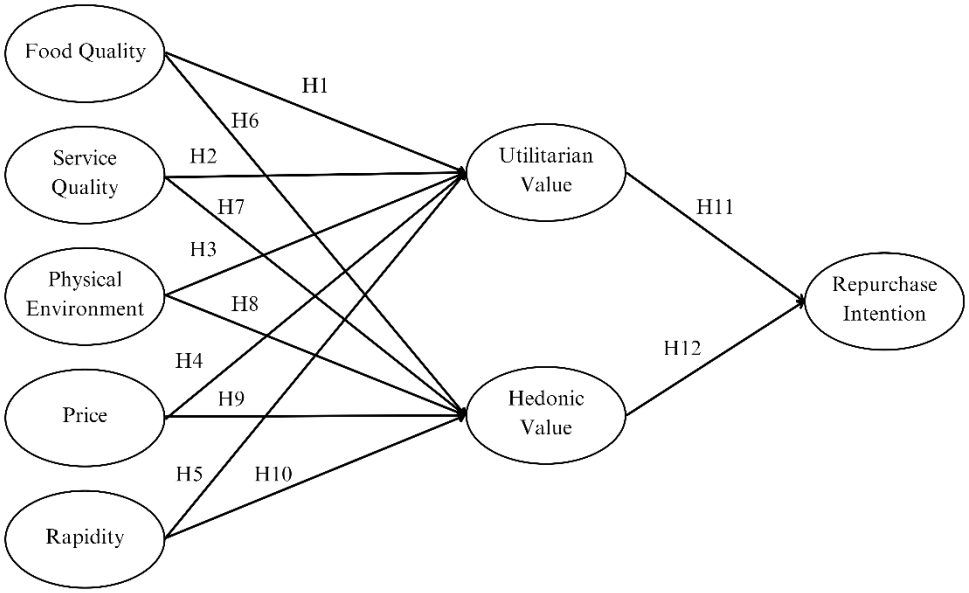

Figure 1. Conceptual Framework
Source: Adapted from Seo & Lee (2021)

Figure 1 showing the conceptual framework of this research. This research is categorized as explanatory research with quantitative approach, trying to explain relations between latent variables (Hair et al., 2019a). The subject of this research are individuals visiting and buying food or beverage products in Pasar Lama while the object was the Pasar Lama Culinary Center. Time dimension in this study is cross-sectional, where data was taken from a single point of time (Wang & Cheng, 2020), in this context the year of 2022.

The population for this study are individuals visiting Pasar Lama in and sampling technique used was non-probability sampling, specifically purposive sampling. There are several criteria set by the researchers for the sample, they are:

1. In productive age range of 15-64
2. Visiting Pasar Lama more than once in 2022
3. Buying food or beverage product from street food vendor in Pasar Lama

The sample size for this study was 160 as recommended by Kock & Hadaya (2016) for a quantitative study with PLS-SEM approach. Research instrument used was online questionnaires distributed via Google Form with filter questions posed before the questionnaire.

Data taken then will be processed with SMART-PLS v3.0 software using PLS-SEM model. Two models were measured, inner model and outer model. Outer model or measurement model portrayed the relation between a construct and its' indicators while inner or structural model depicted the relations between latent variables (Hair et al., 2019b). The models were measured separately with inner model measured first by taking into account discriminant validity, convergent validity, and reliability of the model. After fulfilling the validity and reliability requirements, the outer model can be measured by taking into account the value of the coefficient of determination, path analysis, and partial hypothesis testing or t test.

Based on figure 1, there are twelve hypotheses formed from the conceptual framework, and the relation between variables are presented in the following table.

Table 1. Hypothesis and Relation between Variables

Hypothesis	Exogenous Variable	Endogenous Variable
H1	Food Quality	Utilitarian Value
H2	Service Quality	Utilitarian Value
H3	Physical Environment	Utilitarian Value
H4	Price	Utilitarian Value
H5	Rapidity	Utilitarian Value
H6	Food Quality	Hedonic Value
H7	Service Quality	Hedonic Value
H8	Physical Environment	Hedonic Value
H9	Price	Hedonic Value
H10	Rapidity	Hedonic Value
H11	Utilitarian Value	Repurchase Intention
H12	Hedonic Value	Repurchase Intention

Source: Processed Data (2022)

There are two types of variables used in this research, exogenous and endogenous variables. Exogenous variables or commonly called independent variable are variables which role is explaining other variables with values independent from another variable. While endogenous variables might be independent or dependent variables, with values affected by the exogenous variables (Lilly, 2020).

Result and Discussion

Outer/Measurement Model

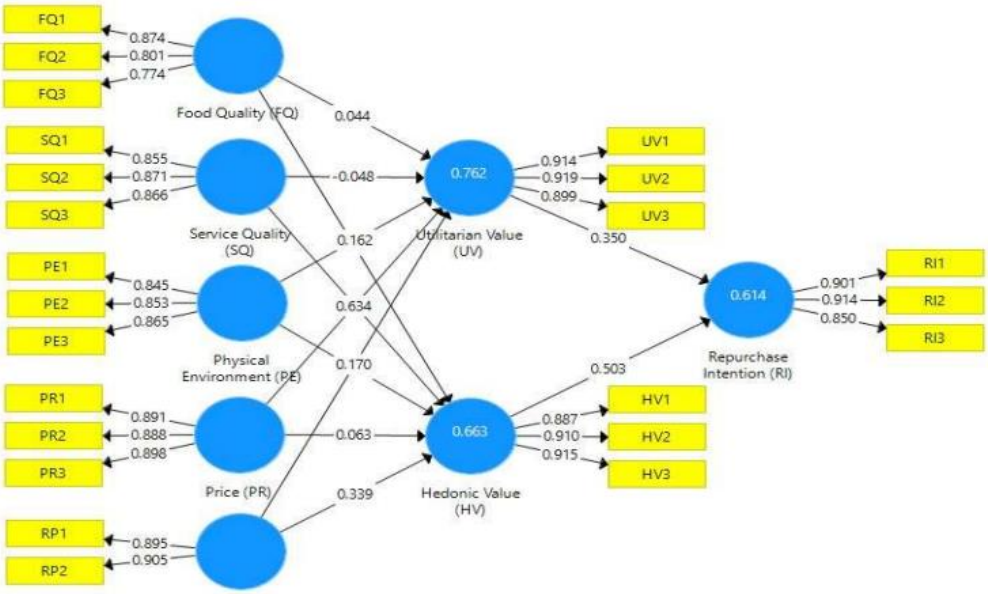

Figure 2. Measurement Model
Source: Processed Data (2022)

Presented in figure 2 is the measurement model of this research. The first step of analyzing the result of a measurement model was to analyze the convergent validity of the model, presented on table 2.

Table 2. Loading Factor & Average Variance Extracted

Indicators	Loading Factor	AVE (Average Variance Extracted)	Result
Food Quality (FQ)			
FQ1	0,874		Valid
FQ2	0,801	0,669	Valid
FQ3	0,774		Valid
Service Quality (SQ)			
SQ1	0,855		Valid
SQ2	0,871	0,746	Valid
SQ3	0,866		Valid
Physical Environment (PE)			
PE1	0,845		Valid
PE2	0,853	0,730	Valid
PE3	0,865		Valid
Price (PR)			
PR1	0,891		Valid
PR2	0,888	0,796	Valid
PR3	0,898		Valid
Rapidity (RP)			
RP1	0,895	0,810	Valid
RP2	0,905		Valid
Utilitarian Value (UV)			
UV1	0,914		Valid
UV2	0,910	0,830	Valid
UV3	0,899		Valid
Hedonic Value (HV)			
HV1	0,887		Valid
HV2	0,910	0,817	Valid
HV3	0,915		Valid
Repurchase Intention (RI)			
RI1	0,901		Valid
RI2	0,914	0,790	Valid
RI3	0,850		Valid

Source: Processed Data (2022)

Based on data from table 2, the values of loading factor and AVE for each indicator are valid because they met the minimum standard of 0,7 for loading factor and 0,5 for AVE value. The next step would be analyzing the reliability of the measurement model as presented on table 3.

Table 3. Composite Reliability & Cronbach's Alpha

Variable	CR (Composite Reliability)	Cronbach's Alpha	Remarks
Food Quality	0,858	0,753	Reliable
Service Quality	0,898	0,830	Reliable
Physical Environment	0,890	0,816	Reliable
Price	0,921	0,872	Reliable
Rapidity	0,895	0,766	Reliable
Utilitarian Value	0,936	0,898	Reliable

Hedonic Value	0,931	0,888	Reliable
Repurchase Intention	0,919	0,867	Reliable

Source: Processed Data (2022)

The value of composite reliability and Cronbach's Alpha for each variable are above the standard of 0,7 which prove the reliability of the construct and the measurement model (Hair et al., 2019a). Last analysis on measurement model would be the analysis of discriminant validity.

Table 4. Fornell-Larcker Criterion

Variable	FQ	HV	PE	PR	RP	RI	SQ	UV
FQ	0,818							
HV	0,745	0,904						
PE	0,634	0,567	0,854					
PR	0,741	0,675	0,528	0,892				
RP	0,736	0,752	0,551	0,756	0,900			
RI	0,676	0,739	0,590	0,695	0,645	0,889		
SQ	0,664	0,670	0,691	0,621	0,689	0,623	0,864	
UV	0,710	0,674	0,585	0,851	0,738	0,689	0,604	0,911

Source: Processed Data (2022)

Table 5. Cross Loading Value

Indicators	FQ	HV	PE	PR	RP	RI	SQ	UV
FQl	0,874	0,718	0,533	0,643	0,674	0,667	0,608	0,621
FQ2	0,801	0,577	0,437	0,627	0,602	0,468	0,511	0,608
FQ3	0,774	0,511	0,603	0,542	0,515	0,509	0,502	0,503
HVl	0,672	0,887	0,513	0,656	0,700	0,628	0,608	0,665
HV2	0,684	0,910	0,511	0,610	0,676	0,663	0,589	0,611
HV3	0,664	0,915	0,514	0,566	0,665	0,713	0,621	0,556
PEl	0,561	0,472	0,845	0,429	0,445	0,540	0,631	0,463
PE2	0,472	0,418	0,853	0,412	0,476	0,473	0,563	0,482
PE3	0,584	0,550	0,865	0,502	0,490	0,500	0,579	0,546
PRl	0,653	0,576	0,470	0,891	0,667	0,618	0,531	0,775
PR2	0,643	0,565	0,463	0,888	0,666	0,598	0,552	0,732
PR3	0,685	0,661	0,480	0,898	0,690	0,643	0,578	0,769
RI1	0,627	0,695	0,524	0,605	0,587	0,901	0,578	0,600
RI2	0,604	0,667	0,516	0,625	0,546	0,914	0,512	0,609
RI3	0,571	0,608	0,534	0,625	0,589	0,850	0,571	0,631
RPl	0,613	0,676	0,474	0,611	0,895	0,566	0,607	0,635
RP2	0,710	0,679	0,517	0,748	0,905	0,595	0,632	0,693
SQl	0,605	0,615	0,576	0,595	0,610	0,551	0,855	0,541
SQ2	0,527	0,564	0,590	0,497	0,565	0,530	0,871	0,506
SQ3	0,585	0,555	0,626	0,512	0,608	0,532	0,866	0,516
UVl	0,677	0,607	0,511	0,803	0,649	0,645	0,529	0,914
UV2	0,644	0,613	0,552	0,766	0,694	0,644	0,557	0,919
UV3	0,617	0,623	0,536	0,755	0,675	0,594	0,566	0,899

Source: Processed Data (2022)

On discriminant validity analysis, correlation values between variables are compared by comparing the value of their Fornell-Larcker criterion. The correlation value between one variable and that variable must be higher than the correlation value between that variable and other variables. The same thing applies to the value of cross loading. the correlation value between one indicator and that indicator must be higher than the correlation value between that indicator and other indicators. Based on data in tables 4 and 5, this research model meets the requirements of discriminant validity.

Inner Model

After the requirements of validity and reliability were fulfilled, the analysis moved on to the inner or structural model. The first analysis was the coefficient of determination or R^2 as presented in table below. Coefficient of determination is a part of regression analysis, a quantifiable value of how much of the dependent variable is determined by the independent variables (Chicco et al., 2021).

Table 6. Coefficent of Determination (R^2)

Variables		R^2
Exogenous	**Endogenous**	
FQ, SQ, PE, PR, RP	UV	0,76
FQ, SQ, PE, PR, RP	HV	0,66
UV, HV	RI	0,61

Source: Processed Data (2022)

There are three R-squared values displayed on table 6. The first value is 0,76 or 76% is the ability of food quality, service quality, physical environment, price, and rapidity to predict or determine the utilitarian value. The other 24% went to other exogenous variables not used in this research such as, aesthetic, ambience and atmosphere (Güzel & Dinçer, 2018), participation and citizenship behavior (Kim & Tang, 2020), or monetary and non-monetary sacrifices (Thielemann et al., 2018).

The same goes with hedonic value as endogenous variable, which received 66% of determination from FQ, SQ, PE, PR, and RP with 34% chance of being determined by other exogenous variables not in this research such as diversity, variety of food and culture (Reddy & van Dam, 2020; Verner et al., 2020). Revisit Intention as an endogenous variable received 61% of prediction from utilitarian value and hedonic value. The remaining 39% of prediction was from other variables, such as attitude, behavioral intention, and health consciousness (Yulius et al., 2023), or variety seeking tendency, restaurant reputation and trust (Mannan et al., 2019).

Table 7. Path Coefficient Analysis

	UV	HV	RI
FQ	0,044	0,320	
SQ	-0,048	0,164	
PE	0,162	0,030	
PR	0,634	0,063	
RP	0,170	0,339	
UV			0,350
HV			0,503

Source: Processed Data (2022)

Table 7 displayed the path coefficient value for relation between the variables. The closer the value gets to 1, the stronger the relation between variables. The strongest relation is between price and utilitarian value, followed by hedonic value and revisit intention, similar to result of Seo & Lee (2021). The relation between service quality and utilitarian value is a negative relation, different from previous studies (Thielemann, 2018; Tuncer et al., 2020; Seo & Lee, 2021), and opening a gap for future research to assess in a similar setting.

Last analysis is the partial hypothesis test or t-test. In the T test, T and P values were analyzed to determine the effect and significance of the relationship between variables partially. T value must be above 1.96 and P value below 0.05 to show a significant relationship. Prior to the T test, bootstrapping was performed with 5000 subsamples to test the statistical significance of the various PLS-SEM measurements.

Table 8. Partial Hypothesis Test Result

Hypothesis	Relation	T-Value	P-value
1	FQ -> UV	0,547	0,548
2	SQ -> UV	0,626	0,532
3	PE -> UV	2,103	0,035
4	PR -> UV	8,221	0,000
5	RP -> UV	8,221	0,037
6	FQ -> HV	3,534	0,000
7	SQ -> HV	1,974	0,048
8	PE -> HV	0,386	0,699
9	PR -> HV	0,557	0,577
10	RP -> HV	3,266	0,001
11	UV -> RI	3,106	0,002
12	HV -> RI	4,967	0,000

Source: Processed Data (2022)

The result of T-test is presented on table 8 above. There are eight accepted hypotheses approved with T-value above 1,96 and significance level or P-value below 0,05 similar to result of Seo & Lee (2021). But there are four rejected hypotheses, H1=food quality and utilitarian value, H2=service quality and utilitarian value, H8=physical environment and hedonic value, & H9=price and hedonic value.

Different factors might cause the difference in result between studies. But the most prominent reason was the difference in population, demographics, cultural backgrounds, or specific context in which the study was conducted (Jeaheng et al., 2023). The study of Seo & Lee (2021) was done in South Korea, where the people are more ethnically homogenous than a heterogenous Indonesia (Ding et al., 2020). While the object was similar, in this context street food, but in South Korea street food are more hygienic compared to other countries in South East Asia, including Indonesia (Joo et al., 2015; Trafialek et al., 2018, Yulius et al., 2022).

Conclusion

Pasar Lama is a culinary center in Tangerang, Banten, which is famous because of street food and exclusive food and beverage vendor. This study was done to analyze different factors affecting perceived hedonic and utilitarian values, which in turn influence repurchase intention of street food in Pasar Lama. Five factors influencing the perceived values both hedonic and utilitarian are food quality, service quality, physical environment, price, and rapidity.

While on the previous study all hypotheses were accepted, there are four hypotheses rejected in this research. This is proving the result of a study by Jeaheng et al. (2023) which concluded that people with different cultural backgrounds would have different values and behavioral intentions while buying street food. The research was also done in a pandemic situation where people would be more vigilant on enjoying street food (Yulius et al., 2022).

Food quality and service quality had no influence on utilitarian value proving the consumer of street food in Pasar Lama did not really consider the quality of the product when consuming street food. They pay more attention to physical environment, price, and rapidity when considering the value for their money in buying street food in Pasar Lama. The same result was found in the relation between physical environment and price on hedonic value. The crowded environment and price consideration has no effect on their enjoyment of street food. The limitation of this study was in terms of the time dimension of the data since cross-sectional data sometimes proved lower reliability in result. Future research might consider different time dimensions for their data, specifically longitudinal approach, to increase the validity of research results. Different setting, population, and sampling technique is also needed to close the gap in this research. Management of Pasar Lama might also learn from the result of this study to improve the customer's convenience by providing more parking space, crowd control during the evening, and implementing CHSE on the vendors (Indra, 2022; Rachman & Santoso, 2023)

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