

**THE EFFECT OF PRODUCT VARIATION, TASTE, PRICE, AND
SERVICE QUALITY ON REPURCHASING DECISIONS IN
MILLENNIAL SNACKS UMKM (CASE STUDY OF KEDUNGPRING
MILLENNIAL SNACKS)**

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ABSTRACT

This study aims to analyze the effect of product variation, taste, price, and service quality on repurchase decisions at UMKM Jajanan Milenial Kedungpring. The study used a quantitative approach with a survey method on 292 active consumer respondents. Data analysis was carried out using multiple linear regression using SPSS. The results showed that simultaneously the four variables had a significant effect on repurchase decisions. Partially, product variation, taste, and service quality had a significant positive effect. However, the price variable did not have a significant effect. The implications of these results indicate that UMKM need to prioritize product innovation, taste consistency, and improving service quality to build consumer loyalty.

INTRODUCTION

The development of the business world in Indonesia is currently showing significant growth, especially in the micro, small, and medium enterprises (MSMEs) sector. MSMEs are the backbone of the national economy because of their ability to absorb labor and create new business fields. In the culinary sector, MSMEs are not only providers of basic necessities, but have also become part of the lifestyle of modern society, especially the millennial and Gen Z generations. Consumption of snacks or contemporary snacks is increasing and becoming a sustainable trend along with changes in people's consumption patterns.

One of the forms of MSMEs that are developing is "Jajanan Milenial Kedungpring", a local culinary business that targets the productive age market segment, such as students, college students, and young employees. This MSME attracts attention with its varied product strategies, distinctive

taste, affordable prices, and fast and friendly service. This segment is considered very potential because it has a consumptive lifestyle and is loyal to brands that provide positive experiences.

However, in the midst of increasingly tight market competition, MSMEs are not only required to attract new buyers, but also to retain old customers to continue making repeat purchases. Repeat purchase decisions are very important because they play a role in increasing sales volume and creating long-term consumer loyalty (Wardani, 2022) . High customer loyalty can be an intangible asset for business actors because it can create income stability and word of mouth promotion.

Many factors influence repurchase decisions, including product variety, taste, price, and service quality. According to Tjiptono, (2021) product variety is a differentiation strategy used to provide consumers with many choices according to their preferences. The diversity of product choices can create a unique and innovative impression in the eyes of customers.

Meanwhile, taste is the most essential aspect in the culinary world. A delicious, consistent taste that meets consumer expectations can create a satisfying experience and encourage consumers to make repeat purchases (Wulandari, 2024) . In this context, taste is not only related to the basic taste of food, but also involves texture, aroma, temperature, and visual presentation (Resky, 2021a) .

Price is also an important element that cannot be ignored. Competitive prices can be a determinant of initial and repeat purchase decisions, especially for consumers who are very sensitive to spending. However, several studies have found that consumers do not always place price as the main factor in repeat purchase decisions, especially if aspects of product quality and service have been met (Viani, 2022) .

Meanwhile, service quality is also a major determinant in retaining customers. Zeithaml et al., (2006) stated that fast, polite, and responsive service to consumer needs will create a good long-term relationship between producers and customers. Bad service, on the other hand, can make customers reluctant to return even though the product has a good taste.

Based on the results of initial observations at the Kedungpring Millennial Snacks UMKM, consumer repurchase decisions are greatly influenced by these four variables. Consumers like the diversity of menus provided, the distinctive and consistent taste of the food, affordable prices, and fast and friendly service. However, there has been no scientific study that comprehensively tests how these four factors influence repurchase decisions in the context of culinary UMKM in the Lamongan area. Therefore, this study is important to fill the gap in the literature and provide practical contributions to local business actors.

This research is also expected to enrich the study of marketing management, especially in the context of consumer behavior in the culinary UMKM sector. Most previous studies have discussed more about the first purchase factor, not repeat purchases. In fact, in business practice, retaining old customers is cheaper and more profitable than acquiring new customers (Kotler & Keller, 2016) .

Thus, this study focuses on determining the effect of product variation, taste, price, and service quality on repurchase decisions at UMKM Jajanan Milenial Kedungpring. The results of this study are expected to be a reference for UMKM in developing the right strategy to increase customer loyalty and strengthen their position amidst dynamic competition.

RESEARCH METHODS

This study uses a quantitative approach with a causal associative research type, which aims to determine the extent to which product variation, taste, price, and service quality influence repurchase decisions at the Kedungpring Millennial Snacks MSME. This approach was chosen because it is able to explain the cause-and-effect relationship objectively and measurably. The location of the study was in Tlanak Village, Kedungpring District, Lamongan Regency, which is where the Millennial Snacks MSME operates and serves consumers directly. The study was conducted during the period January to April 2025.

The population in this study were all active consumers who had ever purchased products at Jajanan Milenial Kedungpring. Based on business records, the active consumer population reached around 900 people. The sampling technique was carried out using the purposive sampling method with the following criteria: consumers aged at least 17 years, had made at least two purchases, and

were willing to fill out the questionnaire. By using the Slovin formula and a 5% error rate, a sample of 292 respondents was obtained.

The types of data used consist of primary data and secondary data. Primary data were obtained through distributing questionnaires to respondents using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Meanwhile, secondary data were obtained from various literature such as scientific journals, books, UMKM documentation, and internal data that support the implementation of this research. Data collection techniques were carried out through three main methods, namely distributing questionnaires, direct observation at UMKM locations, and documentation.

Each variable in this study has an operational definition described in several indicators. The product variation variable is measured through indicators of size, appearance, price, and product availability (Faizin, 2020). The taste variable is measured from the appearance, aroma, taste, texture, and temperature of the food (Resky, 2021b). The price variable includes aspects of affordability, price suitability with quality, price competitiveness, product benefits, and discounts (Ginanda, 2020). Meanwhile, service quality is measured based on five main dimensions in the SERVQUAL model, namely physical evidence (tangible), reliability, responsiveness, assurance, and empathy as stated by (Zeithaml et al., 2006). Finally, the repurchase decision variable is measured through indicators of repurchase (transactional), product preference, references or willingness to recommend to others, and exploration of additional information (Lusia, 2023).

Data analysis was conducted using SPSS software version 23. The analysis process began with validity and reliability tests to ensure that the instruments used were feasible and consistent in measuring the research variables. Furthermore, classical assumption tests were conducted, including normality tests using Kolmogorov-Smirnov, multicollinearity tests by looking at the Variance Inflation Factor (VIF) and Tolerance values, and heteroscedasticity tests through scatterplot graphs. The main analysis used was multiple linear regression to determine the simultaneous and partial effects of the four independent variables on the dependent variable. Partial tests were conducted using the t-test, while simultaneous tests were conducted using the F-test. To determine how much the independent variables contributed to explaining the dependent variable, the coefficient of determination (R^2) was used. The regression model used in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

where Y is the repurchase decision, X1 is the product variation, X2 is the taste, X3 is the price, and X4 is the service quality. While α is a constant, β_1 to β_4 are the regression coefficients of each variable, and e is the error.

RESULTS AND DISCUSSION

This study aims to analyze the influence of product variation, taste, price, and service quality on consumer repurchase decisions at the Kedungpring Millennial Snacks UMKM. The analysis was conducted using multiple linear regression on data from 292 respondents who had made repeat purchases at the UMKM.

The results of the simultaneous test (F test) show that the four independent variables together have a significant effect on the decision to repurchase, with an F-count value of 32.470 and a significance value of 0.000, less than 0.05. This means that product variation, taste, price, and service quality simultaneously influence consumers' decisions to make repeat purchases.

Table 1.
F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	368,333	4	92,083	32,470	,000 ^b
	Residual	813,924	287	2,836		
	Total	1182,257	291			
a. Dependent Variable: TOTAL						
b. Predictors: (Constant), TOTALX4, TOTALX2, TOTALX1, TOTALX3						

Data source processed 2025

Partially, the t-test results show that three of the four independent variables have a significant effect. First, the product variation variable has a significant effect with a significance value of 0.000 and a t-count value of 6.378. This means that the more diverse the product choices offered, the more likely consumers are to make repeat purchases. This finding is in line with the theory of Tjiptono and Diana (2020), which states that product variation can increase customer preference and loyalty by increasing personal and flexible consumption experiences.

Second, the taste variable also shows a significant effect with a significance value of 0.045 and a t-count of 2.015. These results indicate that products with a taste that suits consumer tastes can increase the tendency to make repeat purchases. In the context of contemporary culinary, consumers are not only looking for food that is filling, but also enjoyable in terms of taste, aroma, and texture. This finding strengthens the results of a previous study by Wulandari (2024) which emphasized the importance of taste consistency in maintaining customer loyalty.

Third, the service quality variable is also proven to have a significant effect on repurchase decisions, with a significance value of 0.000 and a t-count of 6.247. Fast, friendly, and professional service quality is an important factor in creating a positive experience for customers. This is in line with the SERVQUAL model proposed by Zeithaml et al. (2006), where the dimensions of reliability, empathy, and responsiveness are the main determinants of consumer satisfaction and loyalty.

Table 2.
T-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,081	1,034		2,981	,003
	TOTALX1	,298	,047	,323	6,378	,000
	TOTALX2	,072	,036	,106	2,015	,045
	TOTALX3	,041	,043	,052	,970	,333
	TOTALX4	,273	,044	,326	6,247	,000
a. Dependent Variable: TOTALLY						

In contrast to the three variables, price did not show a significant influence on repurchase decisions. The significance value of the price variable is 0.333 with a t-count of 0.970, which means it is greater than 0.05. This finding indicates that consumers of Kedungpring Millennial Snacks MSMEs do not really consider price as the main factor in repurchase decisions. This can be explained by the assumption that the price offered is considered reasonable and commensurate with the quality provided, or because consumers consider other aspects such as product variety, taste, and service. Tuten & Solomon, (2018) also stated that in the context of young generation consumers, purchasing decisions are not only based on rational considerations such as price, but also on emotional and social aspects.

The coefficient of determination (R Square) in the regression model is 0.312, indicating that 31.2% of the variation in repurchase decisions can be explained by the four independent variables studied. The remaining 68.8% is explained by other factors outside the model, such as promotion, business location, product packaging, social media influence, and others. This provides an opportunity for further research to explore additional variables that have the potential to have a stronger influence.

Table 3.
R² Determination Coefficient Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,558 ^a	,312	,302	1,684
a. Predictors: (Constant), TOTALX4, TOTALX2, TOTALX1, TOTALX3				
b. Dependent Variable: TOTALLY				

Data source processed 2025

In general, the results of this study provide important implications for MSMEs, especially in the local culinary sector. Business actors need to focus more on developing menu variations, maintaining consistency of taste, and providing quality service to maintain customer loyalty. In an increasingly competitive situation, retaining old customers is more important and efficient than attracting new customers. Therefore, a customer-oriented marketing strategy is the key to long-term success for Millennial Snack MSMEs.

CONCLUSION

This study aims to analyze the effect of product variation, taste, price, and service quality on consumer repurchase decisions at UMKM Jajanan Milenial Kedungpring. Based on the results of data analysis with multiple linear regression, it can be concluded that simultaneously the four independent variables have a significant influence on repurchase decisions. This shows that marketing strategies based on products, taste, price, and service are a unit that supports each other in forming consumer loyalty to a brand or culinary business.

Partially, the t-test results show that the variables of product variety, taste, and service quality have a positive and significant influence on repurchase decisions. This finding strengthens previous studies stating that the diversity of product choices provides consumers with the freedom to choose according to their preferences, and this encourages repeat purchasing behavior. Likewise with taste, consumers tend to make repeat purchases of products that have a distinctive, consistent, and tasteful taste. Meanwhile, the quality of service shown through friendliness, speed of service, employee responsiveness, and comfortable physical conditions of the business premises, has also been proven to be able to increase satisfaction and strengthen long-term relationships with customers.

However, the price variable in this study did not show a significant influence on repurchase decisions. Although price remains a consideration in decision making, these results indicate that in the context of Kedungpring Millennial Snacks MSMEs, consumers prioritize product quality and service over price aspects. This can be interpreted that the price of the product offered is considered appropriate and comparable to the benefits received by consumers. Thus, price is no longer the main differentiating factor in building loyalty, but only as a complement to the total value offered by MSMEs.

The coefficient of determination (R Square) value of 0.312 indicates that the four variables studied are able to explain 31.2% of the variability of consumer repurchase decisions. While the remaining 68.8% is explained by other factors not included in this research model. These factors can include digital promotions, recommendations from friends or family, business location, atmosphere,

social media influence, and brand image. Therefore, further studies are needed that are able to explore other variables outside this model to gain a more comprehensive understanding of consumer behavior.

In practice, the results of this study provide an important contribution to MSMEs, especially in the culinary sector. Millennial Snack MSMEs and similar businesses are advised to focus on maintaining and increasing the diversity of products offered, creating distinctive and quality flavors, and continuing to improve service standards. Investment in employee training, attractive menu design, new product innovation, and building good relationships with consumers will have a positive impact on business sustainability. This study also provides an understanding for academics and policy makers about the importance of building customer loyalty through a holistic approach, not just competing on price.

Thus, it can be concluded that the key to the success of MSMEs in retaining customers lies not only in low prices, but more in the ability to create more value through satisfying and memorable consumption experiences. In the future, MSMEs need to adapt to the dynamics of market tastes and increasingly high consumer expectations, and make satisfaction and repeat purchases the main indicators of their business success.

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