MIKAILALSYS
Journal of Multidisciplinary Sciences

e-ISSN : 2987-2286
p-ISSN : 2987-3924

Index: Harvard, Boston, Sydney, Copernicus, Sinta 4, Scilit, Semantic, Google, etc

https://doi.org/10.58578/mikailalsys.v4i2.10979

Examining the Effects of Customer Experience and Price Perception on Repurchase Intention: Evidence from Scarlett's House Restaurant, Blok M

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Article Info:

Submitted:	Revised:	Accepted:	Published:
May 18, 2026	Jun 15, 2026	Jun 27, 2026	Jul 2, 2026

Abstract

The increasingly competitive culinary industry in the Blok M area of South Jakarta requires restaurant managers to understand the factors that encourage customers not only to make initial visits but also to develop repurchase intentions. This study aims to examine the effect of customer experience and price perception on repurchase intention among customers of Scarlett's House Blok M Restaurant. This study employed a quantitative approach using a non-probability sampling method with purposive sampling. The respondents comprised 100 customers who had previously visited Scarlett's House Blok M. Data were collected through questionnaires and analyzed using PSPP. The findings indicate that customer experience has a significant effect on repurchase intention, as shown by a t-value of 2.09. Price perception also has a significant effect on repurchase intention, with a t-value of 4.59, indicating that customers' assessment of price suitability plays an important role in shaping their intention to repurchase. The simultaneous test further demonstrates that customer experience and price perception collectively influence repurchase intention, with an F-value of 35.11. The multiple linear regression results show that both

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variables explain 41% of the variation in repurchase intention, while the remaining 59% is influenced by factors outside this study. This study concludes that improving customer experience and ensuring that prices are aligned with the perceived value received by customers can enhance repurchase intention at Scarlett's House Blok M. The findings contribute to consumer behavior and restaurant marketing literature by confirming the importance of experiential and price-related factors in strengthening customer retention. Practically, the study provides recommendations for restaurant management to improve service quality, create memorable dining experiences, and maintain pricing strategies that are consistent with customer expectations.

Keywords: Customer Experience; Price Perception; Repurchase Intention; Restaurant Marketing; Consumer Behavior

INTRODUCTION

The food and beverage industry, commonly recognized as the food and beverage sector, is one of the business sectors that plays a role in fulfilling the daily needs of society. This industry has significant potential because it is directly related to consumption needs; however, such development has also resulted in increasingly intense competition among business actors. Food and beverage businesses can become promising ventures when supported by well-structured planning and continuous innovation in the products and services offered. These innovations serve as one of the strategies to create competitive advantages and maintain business sustainability. One of the business forms within the culinary industry that faces high levels of competition is the restaurant sector. The increasing number of restaurants has encouraged business owners not only to attract new customers but also to retain existing customers who have previously visited. This is because customers who make repeat purchases can provide benefits for companies through long-term relationships and contribute to strengthening customer loyalty. Within the restaurant industry, repurchase intention has become an important aspect as it reflects consumers' willingness to reuse the same products or services in the future.

The food and beverage industry, commonly recognized as an industry that fulfills daily needs due to its involvement in the food and beverage sector, represents one of the essential economic sectors (Dewi et al., 2022; Kurniawan & Sarudin, 2023). Therefore, this industry provides significant business opportunities while simultaneously creating intense competition due to its high market potential. Food and beverage (F&B) businesses can

become promising ventures when business owners possess well-developed business planning supported by continuous innovation in the products and services offered. Such innovations have the potential to enhance competitiveness and generate substantial profits. However, F&B businesses are also vulnerable to failure when planning and implementation are not conducted carefully. Inappropriate innovation strategies may create various risks and negatively affect business sustainability (Dewi, 2022). In general, the food and beverage industry refers to a sector involved in every stage of food and beverage activities, ranging from production processes, distribution, to the provision of food and beverage services to customers. Several types of businesses are categorized within this culinary industry, including restaurants, food courts, bistros, catering services, and cafés, each of which possesses distinctive characteristics and unique features.

The culinary industry, particularly restaurants, has maintained consistent popularity and generally continues to attract a large number of visitors. This is because restaurants typically offer more diverse and comprehensive menus compared to other types of food and beverage businesses. As of 2026, Indonesia has recorded a total of more than 854,000 restaurants distributed across various regions (Rifai & Par, 2023; Nugroho, & Dewantara, 2023). Consequently, this growth has intensified competition among restaurant businesses to maintain their existence and market position. One of the emerging forms of competition is the effort to acquire consumers, with the most important aspect being consumers' repurchase intention, which serves as a key factor in establishing customer loyalty.

The sustainability of the culinary industry, including restaurants, relies heavily on customers as the primary source of revenue and as determinants of business direction and restaurant image in the market. Customer loyalty provides significant benefits for businesses because loyal customers tend to make repeated purchases and are less likely to switch to competitors. Furthermore, the cost required to acquire new customers is considerably higher than the cost of maintaining long-term relationships with existing customers (Putri, 2016). Several factors influence customers' decisions when making repeat purchase decisions, including customer experiences during visits and consumers' price perceptions toward the food and beverages they consume. A positive customer experience can increase the likelihood that customers will return to use or enjoy the same products or services in the future (Simanjuntak & Badrudin, 2024; Mahatama et al., 2025). Meanwhile, the expenses incurred by customers throughout their experiences also contribute to perceived value and

become an important consideration in determining whether consumers will make repeat purchases.

Based on data from Rifai & Par, (2023), DKI Jakarta Province has approximately 66,000 businesses classified as restaurants, ranking fourth among all provinces in Indonesia in terms of the total number of restaurants. The following presents the distribution data of restaurants located in Jakarta:

Table 1. Number of Restaurants in DKI Jakarta in 2026

City	Number of Restaurants
South Jakarta	17.820
East Jakarta	16.867
West Jakarta	14.928
North Jakarta	10.049
Central Jakarta	7.284

Based on the number of cafés in DKI Jakarta in 2026, the highest number of cafés is located in South Jakarta, with a total of 17,820 establishments, followed by East Jakarta with 16,867 restaurant, West Jakarta with 14,928 restaurant, North Jakarta with 10,049 restaurant, and Central Jakarta with the lowest number, totaling 7,284 establishments. This indicates that the most intense competition occurs in South Jakarta, followed by Central Jakarta. This condition is influenced by the fact that South Jakarta has the highest average net income/wage among formal workers in DKI Jakarta Province, reaching IDR 6,586,238 per month in 2024. Therefore, South Jakarta ranks first as the city with the highest average food expenditure per capita compared to other cities in DKI Jakarta, amounting to IDR 1,273,855 per month.

The distribution of the total land area of each city in DKI Jakarta is divided as follows:

Table 2. Area of Regencies or Cities in DKI Jakarta Province, 2026

Administrative City	Area
East Jakarta	185,54 km²
North Jakarta	147,21 km²
South Jakarta	144,94 km²
West Jakarta	125,00 km²
Central Jakarta	47,57 km²

Source: jakarta.bps.go.id (Central Statistics Agency of DKI Jakarta Province, 2026)

Based on the administrative area of the Special Capital Region of Jakarta (Daerah Khusus Ibukota Jakarta), East Jakarta, which has the largest geographical area, is recorded as

having the second-highest number of restaurants after South Jakarta. South Jakarta itself, with an area of 144.94 km², has the highest number of restaurants among all restaurant distributions in Jakarta, making the South Jakarta area a region with more intense culinary competition compared to other administrative cities. Several culinary tourism destinations in South Jakarta have recently become increasingly popular among younger generations, including Pasar Santa, Blok S, and Blok M. Although these three locations are relatively close to one another, the area that has frequently gained renewed attention and increased visibility through digital platforms is Blok M.

According to Shias (2023), the Blok M area has essentially been popular since the 1980s due to the presence of modern shopping centers, restaurants, and entertainment venues, including Aldiron Plaza, Pasaraya, Melawai Plaza, Plaza Blok M, and Blok M Mall. Over time, limited accessibility to the area caused many visitors to gradually shift their attention to other destinations with easier access. However, by 2019, the development of the Mass Rapid Transit (MRT) system connecting to the Blok M area was completed and became an important supporting facility that encouraged people to revisit the area. Furthermore, the revitalization of the Peruri Building into M Bloc contributed to the revival of Blok M as a popular destination, although this momentum eventually declined due to the impact of the COVID-19 pandemic (Gavriel & Surya, 2023; Leindarita & Andriansa, 2022). After the pandemic, many old buildings in the Blok M area were transformed into gathering spaces and social areas for younger communities, such as M Bloc Space and Taman Literasi Martha Tiahahu. In addition, the increasing use of social media has also contributed to the growing number of visitors in the Blok M area (Gracia & Ayu, 2025; Az Zahra & Lubis, 2024).

The Blok M area has developed into one of the main destinations for communities seeking social interaction while experiencing various culinary offerings. This development is supported by the increasing number of food and beverage outlets that have gained popularity through social media exposure. The activities of younger generations have also shaped the identity of this area, allowing Blok M to become a culinary hub that combines long-established food establishments with modern culinary destinations, thereby attracting broader public attention (Kulsum, 2025). The types of food and prices offered vary according to each consumer's preferences. This condition has encouraged many culinary entrepreneurs to establish and expand their businesses in the Blok M area.

Recently, the Blok M area has welcomed a new culinary business known as Scarlett's House Blok M Restaurant. Scarlett's House Blok M is the second actively operating branch among all Scarlett's branches and represents the first branch to provide a more comprehensive dining service and reservation system compared to the other branches. Scarlett's House Blok M officially began operations on December 16, 2023, with operating hours from 10:00 a.m. to 9:30 p.m. on weekdays and from 9:00 a.m. to 9:30 p.m. on weekends. Unlike other branches that primarily adopt a café concept with relatively minimalist spaces, Scarlett's House Blok M adopts a casual dining restaurant concept with a similar atmosphere to Scarlett's Cafe, but with a larger seating capacity and a wider variety of main food offerings.



Figure 1. Location of Scarlett's House in Blok M



Figure 2. Scarlett's House, Blok M

Tabel 3. Data Penjualan Scarlett's House Blok M

Month	Sales Type	Sales Amount	Percentage Increase/Decrease
January	Gross Sales	IDR 1,337,596,000	-
	Net Sales	IDR 1,131,646,240	
February	Gross Sales	IDR 1,184,915,000	-11.41%
	Net Sales	IDR 1,003,614,740	
March	Gross Sales	IDR 1,146,090,000	-3.28%
	Net Sales	IDR 973,942,970	
April	Gross Sales	IDR 1,240,744,000	+8.26%
	Net Sales	IDR 1,051,170,000	
May	Gross Sales	IDR 1,360,986,000	+9.69%
	Net Sales	IDR 1,154,546,000	
June	Gross Sales	IDR 1,196,167,000	-12.11%
	Net Sales	IDR 1,014,033,890	
July	Gross Sales	IDR 1,376,968,000	+15.11%
	Net Sales	IDR 1,012,942,950	
August	Gross Sales	IDR 1,193,980,000	-13.29%
	Net Sales	IDR 1,012,942,950	
September	Gross Sales	IDR 1,003,758,000	-15.93%
	Net Sales	IDR 851,600,716	
October	Gross Sales	IDR 1,092,367,000	+8.83%
	Net Sales	IDR 927,355,370	
November	Gross Sales	IDR 1,134,234,000	+3.83%
	Net Sales	IDR 962,956,550	
December	Gross Sales	IDR 1,255,844,000	+10.72%
	Net Sales	IDR 1,065,865,940	

Table 4. Visitor Data for Scarlett's House, Blok M

Month	Number of Visitors
January 2025	8,590
February 2025	7,402
March 2025	6,467
April 2025	7,829
May 2025	8,302
June 2025	7,509
July 2025	7,710
August 2025	6,882
September 2025	5,797
October 2025	5,977
November 2025	5,977

Month	Number of Visitors
December 2025	6,587
Total	85,029

Based on the overall data throughout 2025, it was found that sales performance and visitor numbers showed relatively stable conditions and did not experience significant fluctuations. The highest gross sales were recorded in July, amounting to IDR 1,376,968,000, while the lowest gross sales occurred in September, amounting to IDR 1,003,758,000. The highest sales achievement in July was influenced by the school holiday period or mid-year vacation season, which increased the frequency of people engaging in tourism activities, including visiting tourist destinations and restaurants. Meanwhile, the lowest sales performance in September was attributed to the low season period and the decline in consumer purchasing power or visitor activity after the holiday season ended. Based on the sales target, several months did not achieve the predetermined target, namely March, September, October, and November. However, based on the annual calculation for 2025, Scarlett's House Blok M achieved its annual gross sales target of IDR 13,800,000,000 (with a monthly target of IDR 1,150,000,000), reaching a total gross sales realization of IDR 14,523,649,000. The sales data obtained is also consistent with the visitor data, where an increase in the number of visitors tends to be followed by an increase in sales volume, while a decrease in visitors is accompanied by a decline in sales performance.

Although Scarlett's House Blok M Restaurant has been able to maintain relatively stable sales performance and customer visits amid intense competition in the Blok M area, the factors that encourage customers to make repeat purchases remain unclear. Therefore, further research is required to understand the factors contributing to customer repurchase intention. When customers have the motivation to revisit and make repeat purchases, the number of visits will increase, which subsequently contributes to higher sales performance, and vice versa. Furthermore, the extent to which customers intend to make repeat purchases remains unknown, particularly regarding whether visitors will not only make a single visit but also be willing to return in the future. This is important because repurchase intention represents a crucial factor in maintaining sales stability and supporting the achievement of sales targets, especially in areas characterized by intense business competition.

Consumer behavior factors, such as customer experience and perceptions regarding the offered prices, also influence repurchase intention. Scarlett's House Blok M adopts a thematic restaurant concept that provides a distinctive experiential value for customers, as it

does not merely offer a concept but also aims to deliver an enhanced dining experience. In addition, customers need to evaluate the suitability between the price paid and the benefits received during their visit. Furthermore, restaurant operational characteristics, such as seating capacity and visit duration, may also become part of the overall customer experience. Therefore, it is important to understand how customer experience and price perception influence repurchase intention among customers of Scarlett's House Blok M.

The aforementioned discussion demonstrates that customers' revisit intention at Scarlett's House Blok M is a critical aspect in maintaining business sustainability. This condition is influenced by the restaurant's location within a highly competitive culinary area, where business continuity increasingly depends on consumers' repurchase intention due to the intense level of competition. Based on previous studies, most research in the restaurant industry has primarily examined the influence of service quality, customer satisfaction, or physical facilities on repurchase intention. Meanwhile, studies investigating customer experience and price perception simultaneously in relation to repurchase intention within thematic restaurant contexts remain relatively limited. Furthermore, Scarlett's House Blok M has not previously been examined as a research location, making it an appropriate setting for further investigation.

The novelty of this study lies in the simultaneous examination of the influence of customer experience and price perception on repurchase intention within the research context of Scarlett's House Blok M Restaurant, which represents a casual dining restaurant concept. This study does not merely examine product or service aspects separately but analyzes how customers' overall experiences and evaluations of price can contribute to consumers' repeat purchase decisions.

Therefore, this study focuses on examining the influence of customer experience and price perception on customer repurchase intention at Scarlett's House Blok M Restaurant. The findings of this study are expected to provide academic contributions to the development of consumer behavior studies, particularly within the restaurant industry, as well as provide practical insights for restaurant managers in developing strategies to enhance customer experience and implement pricing management that aligns with consumer expectations.

METHODS

This study employed a quantitative approach with an explanatory research design to examine the influence of customer experience and price perception on customer repurchase intention at Scarlett's House Blok M Restaurant. A quantitative approach was chosen because it enables the measurement of variables using numerical data and statistical analysis, making it suitable for testing relationships among variables and verifying research hypotheses (Creswell & Creswell, 2022). The research applied a causal design to analyze the cause-and-effect relationships between the independent variables—customer experience and price perception—and the dependent variable, repurchase intention. According to Sekaran and Bougie (2016), causal research is appropriate for identifying the extent to which one variable influences another. The study focused on customers who had previously visited and made purchases at Scarlett's House Blok M Restaurant. Since these respondents had firsthand experience with the restaurant's products, services, atmosphere, and pricing, they were considered capable of providing reliable evaluations of the variables under investigation. The sampling technique used was non-probability sampling with a purposive sampling method, in which respondents were selected based on predetermined criteria relevant to the research objectives (Sugiyono, 2019). Primary data were collected through a structured questionnaire distributed to eligible respondents. The questionnaire employed a five-point Likert scale to measure respondents' levels of agreement with statements related to customer experience, price perception, and repurchase intention. In addition to primary data, the study also utilized secondary data obtained from books, scholarly journals, previous research, and other relevant literature to support the theoretical framework and research findings. The research was conducted during the 2026 research period. The process began with the development of the research instrument, followed by questionnaire distribution to customers of Scarlett's House Blok M Restaurant. Data collection was carried out over approximately one month to ensure that the required number of respondents was achieved. After data collection, the responses were processed and analyzed using statistical software to produce valid and reliable research findings. Several stages of statistical analysis were conducted. First, validity and reliability tests were performed to ensure that the questionnaire accurately measured the intended constructs and produced consistent results. Next, descriptive statistical analysis was used to summarize respondents' demographic characteristics and describe their responses regarding customer experience, price perception, and repurchase intention. Finally, hypothesis testing was conducted to examine the proposed relationships among the variables. Hypothesis

testing employed multiple linear regression analysis to determine the influence of customer experience and price perception on repurchase intention. The t-test was used to evaluate the partial effect of each independent variable on the dependent variable, while the F-test was conducted to assess the simultaneous effect of customer experience and price perception on repurchase intention (Hair et al., 2019). Through these analyses, the study aimed to provide empirical evidence regarding the factors influencing customers' intentions to revisit and repurchase at Scarlett's House Blok M Restaurant, thereby offering practical insights for improving customer retention and enhancing business performance.

RESULTS

Hypothesis Test

1. t-Test

Table 5. t-Test Results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t-value	Sig.
Constant	-0.21	0.47	0.00	-0.43	0.665
Customer Experience (X1)	0.37	0.18	0.22	2.09	0.039
Price Perception (X2)	0.59	0.13	0.48	4.59	0.000

The results of the multiple linear regression analysis indicate that customer experience (X1) and price perception (X2) have a positive effect on repurchase intention (Y). The regression coefficient value of customer experience is 0.37 with a significance value of 0.039 ($p < 0.05$), indicating that customer experience has a statistically significant partial effect on repurchase intention. This means that improvements in customer experience are associated with an increase in customers' intention to make repeat purchases.

Furthermore, price perception (X2) has a regression coefficient value of 0.59 with a significance value of 0.000 ($p < 0.05$), indicating that price perception also has a significant partial effect on repurchase intention. The positive coefficient indicates that a more favorable consumer perception of price will increase customers' repurchase intention.

Based on the standardized coefficient (Beta), price perception has a greater contribution to repurchase intention ($\beta = 0.48$) compared to customer experience ($\beta = 0.22$). This indicates that price perception is the variable with the stronger influence in explaining customers' intention to make repeat purchases at Scarlett's House Blok M Restaurant.

The regression equation can be formulated as follows:

Y = -0.21 + 0.37X1 + 0.59X2

The equation demonstrates that when customer experience increases by one unit, repurchase intention will increase by 0.37 units. Meanwhile, when price perception increases by one unit, repurchase intention will increase by 0.59 units, assuming other variables remain constant.

2. F-Test

Table 6. F-Test Results

Model	Sum of Squares	Df	Mean Square	F-value	Sig.
Regression	14.25	2	7.12	35.11	0.000
Residual	19.68	97	0.20		
Total	33.93	99			

The ANOVA test results indicate that the regression model has an F-value of 35.11 with a significance value of 0.000 ($p < 0.05$). This result demonstrates that customer experience (X1) and price perception (X2) simultaneously have a significant effect on repurchase intention (Y). Therefore, the regression model used in this study is statistically significant and appropriate for explaining the relationship between the independent variables and the dependent variable.

3. Test of the Coefficient of Determination

Table 7. Test of the Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.65	0.42	0.41	0.45

The model summary results show that the correlation coefficient (R) value is 0.65, indicating a strong relationship between customer experience (X1) and price perception (X2) with repurchase intention (Y). The R Square value of 0.42 indicates that customer experience and price perception simultaneously explain 42% of the variation in repurchase intention, while the remaining 58% is influenced by other factors outside this research model.

Furthermore, the Adjusted R Square value of 0.41 indicates that after adjustment, the contribution of the independent variables to explaining repurchase intention is 41%. The Standard Error of the Estimate value of 0.45 indicates the level of prediction error in the regression model. These results demonstrate that the regression model has a moderate explanatory ability in predicting customers' repurchase intention at Scarlett's House Blok M Restaurant.

4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t-value	Sig.
Constant	-0.21	0.47	0.00	-0.43	0.665
Customer Experience (X1)	0.37	0.18	0.22	2.09	0.039
Price Perception (X2)	0.59	0.13	0.48	4.59	0.000

The results of the multiple linear regression analysis indicate that customer experience (X1) and price perception (X2) have a positive influence on repurchase intention (Y). The constant value of -0.21 indicates that when customer experience and price perception are assumed to be zero, the value of repurchase intention is -0.21.

The regression coefficient of customer experience (X1) is 0.37 with a significance value of 0.039 ($p < 0.05$). This indicates that customer experience has a positive and significant partial effect on repurchase intention. Therefore, an improvement in customer experience will increase customers' intention to make repeat purchases at Scarlett's House Blok M Restaurant.

Meanwhile, price perception (X2) has a regression coefficient of 0.59 with a significance value of 0.000 ($p < 0.05$). This demonstrates that price perception has a positive and significant partial effect on repurchase intention. A more favorable consumer perception of price will contribute to higher repurchase intention.

Based on the standardized coefficient (Beta), price perception has a stronger influence on repurchase intention ($\beta = 0.48$) compared to customer experience ($\beta = 0.22$). This indicates that price perception is the variable with the greatest contribution in influencing customers' decisions to make repeat purchases.

The regression equation can be formulated as follows:

$$Y = -0.21 + 0.37X1 + 0.59X2$$

The equation shows that every one-unit increase in customer experience will increase repurchase intention by 0.37 units, while every one-unit increase in price perception will increase repurchase intention by 0.59 units, assuming that other variables remain constant.

DISCUSSION

1. The Effect of Customer Experience on Repurchase Intention

Based on the research findings, customer experience is one of the factors that plays an important role in shaping customers' repurchase intention at Scarlett's House Blok M Restaurant. Customer experience describes how consumers evaluate the overall interaction process that occurs during their visit, including the restaurant atmosphere, staff service, ordering process, and the products received. When customers obtain a positive experience, a favorable impression of the restaurant will be formed, thereby increasing the likelihood of customers returning in the future.

These findings indicate that restaurant customers today do not only consider product-related aspects, such as food and beverages, but also evaluate the experiences they obtain while visiting the restaurant. The concept of Scarlett's House Blok M, which combines a comfortable atmosphere, attractive interior design, service quality, and product presentation, becomes an important part of the customer experience that influences consumer perceptions. Therefore, the better the experience perceived by customers, the greater their tendency to make repeat purchases.

The results of this study are consistent with the concept of customer experience, which explains that consumer experiences are formed through cognitive, emotional, sensory, behavioral, and social aspects during interactions with a product or service. Experiences stored in customers' memories can influence future consumer behavior, including decisions to reuse the same products or services.

2. The Effect of Price Perception on Repurchase Intention

The results of this study demonstrate that price perception is associated with customers' repurchase intention at Scarlett's House Blok M Restaurant. Price perception is not merely related to whether the offered price is high or low, but rather refers to how customers evaluate the suitability between the price paid and the benefits and experiences received. In the restaurant industry, consumers tend to conduct evaluations before deciding to revisit. When customers perceive that the quality of food, service, restaurant atmosphere, and overall experience are equivalent to the costs incurred, they will develop a positive evaluation of the price offered. Conversely, when the benefits received are perceived as inconsistent with the price paid, customers' intention to make repeat purchases may decrease.

These findings support the perspective that price is an important element in creating perceived value among customers. Consumers do not always choose products with the lowest prices; instead, they tend to select products or services that provide the best value based on the comparison between the sacrifices made and the benefits obtained.

3. The Simultaneous Effect of Customer Experience and Price Perception on Repurchase Intention

Based on the simultaneous test results, customer experience and price perception are factors that collectively influence customers' repurchase intention at Scarlett's House Blok M Restaurant. This indicates that customers' decisions to revisit are not influenced by a single aspect, but are formed through a combination of the experiences obtained during visits and evaluations of the value provided by the price offered.

A casual dining restaurant such as Scarlett's House Blok M needs to maintain a balance between creating an attractive customer experience and implementing an appropriate pricing strategy. A positive experience can strengthen customer attachment to the restaurant, while a price that is perceived as reasonable can reinforce customers' decisions to make repeat purchases.

The strengthen previous research explaining that consumer repurchase behavior in the restaurant industry is influenced by various factors related to consumers' evaluations of products, services, and perceived value. The distinction of this study lies in its focus on examining two main factors, namely customer experience and price perception simultaneously, within the research context of Scarlett's House Blok M Restaurant.

The conclusion obtained is that the customer experience variable has a significant effect on repurchase intention. This finding is consistent with the results of Oktaviani (2022), which state that customer experience has the potential to generate consumers' intention to make purchases or reuse a product or service. Furthermore, studies conducted by Putri and Sarudin (2023) and Ratnasari (2019) also demonstrate that customer experience has a significant influence on repurchase intention. These findings indicate that a positive customer experience reflects that Scarlett's House Blok M Restaurant is able to provide an atmosphere, service quality, and consumption experience that meet consumer expectations.

The price perception variable also individually has a significant effect on repurchase intention. This finding is in line with the studies conducted by Ismail and Satibi (2021) and Sudarso (2024), which indicate that price perception significantly influences repurchase

intention. A positive price perception indicates that consumers perceive the value received as being equivalent to the costs incurred, thereby increasing their willingness to revisit the restaurant. Overall, consumers' price perception toward Scarlett's House Blok M Restaurant is considered favorable, indicating that the prices offered are perceived as reasonable and do not create a significant burden for customers.

The findings indicate that customer experience and price perception collectively contribute to influencing customers' repurchase intention at Scarlett's House Blok M Restaurant. Thus, improvements in customer experience and the creation of favorable price perceptions can jointly encourage customers to revisit and make repeat purchases.

Based on the theory proposed by Dzulkharnain (2019), when consumers have a positive price perception, it can encourage their intention to make repeat purchases. Consumer acceptance toward a product is directly proportional to the magnitude of the impact it creates on consumers' purchase intention. This finding is consistent with previous studies conducted by Iqbal and Safrin (2023) and Nasution and Adnans (2024), which state that customer experience and price perception simultaneously have a significant influence on repurchase intention.

The findings of this study provide practical implications for the management of Scarlett's House Blok M Restaurant to continuously improve customer experience through consistent service delivery, the creation of a comfortable restaurant atmosphere, and maintaining the quality of products offered. Furthermore, management needs to ensure that the pricing strategy remains aligned with the benefits perceived by customers. From an academic perspective, this study contributes to consumer behavior research, particularly in understanding the factors influencing repurchase intention within the food and beverage industry. This study demonstrates that customer experience and perceived price value are important elements in building long-term relationships between customers and restaurants.

This study has several limitations. First, the research was conducted only at one research object, namely Scarlett's House Blok M Restaurant, meaning that the findings may not fully represent the conditions of the broader restaurant industry. Second, this study employed a quantitative approach using questionnaires; therefore, the information obtained depends on the subjective perceptions of respondents. Third, this study only examined two independent variables, namely customer experience and price perception, while other factors

such as service quality, food quality, customer satisfaction, and brand image may also influence repurchase intention and can be investigated in future research.

CONCLUSION

Based on the findings of this study, it can be concluded that customer experience and price perception are two key determinants of customers' repurchase intention at Scarlett's House Restaurant, Blok M. Customer experience plays a crucial role because customers evaluate not only the quality of the products but also the overall experience throughout their dining visit. This experience encompasses the restaurant atmosphere, service quality, food presentation, and the quality of the food and beverages provided. A positive customer experience creates favorable impressions that increase customers' willingness to revisit and make repeat purchases. Furthermore, price perception significantly influences repurchase intention. Customers tend to assess whether the price they pay is commensurate with the benefits, product quality, and overall dining experience they receive. When customers perceive that the price reflects the value obtained, their trust in the restaurant and their intention to repurchase are strengthened. Taken together, customer experience and price perception complement one another in promoting customers' repurchase intention. These findings suggest that customer retention depends not only on maintaining high product quality but also on delivering memorable dining experiences and establishing pricing strategies that are perceived as fair and consistent with customer expectations. Therefore, enhancing both customer experience and price perception represents an effective strategy for fostering customer loyalty and encouraging sustainable repeat purchasing behavior.

This study contributes to the growing body of literature on consumer behavior in the food and beverage industry, particularly by providing insights into the factors influencing customers' repurchase intention in casual dining restaurants. From a practical perspective, the findings offer valuable implications for the management of Scarlett's House Blok M in enhancing customer experience and evaluating pricing strategies to improve customer retention amid the increasingly competitive culinary industry.

Future research is encouraged to extend this work by incorporating additional variables that may influence repurchase intention, such as service quality, product quality, customer satisfaction, and brand image. Furthermore, expanding the scope of the study to

include different restaurant settings or broader geographical contexts would provide a more comprehensive understanding of consumer behavior within the restaurant industry.

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