

## ***THE INFLUENCE OF TASTE, PRODUCT VARIATION, AND SERVICE QUALITY ON REPURCHASE DECISIONS AT WIZZMIE MADIUN***

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### **Abstrak**

Penelitian ini menelaah tentang pengaruh cita rasa, variasi produk, dan kualitas pelayanan sebagai variabel independen terhadap keputusan pembelian ulang sebagai variabel dependen. Tujuan penelitian ini untuk memberikan bukti empiris tentang pengaruh cita rasa, variasi produk, dan kualitas pelayanan terhadap keputusan pembelian ulang di Wizzmie Madiun (studi kasus pada Masyarakat kota Madiun). Penelitian ini merupakan penelitian deskriptif kuantitatif dengan data primer dan diolah menggunakan aplikasi SPSS 26. Pada penelitian ini menggunakan model angket kuisioner dengan responden 385 yang disebar melalui Google Form. Berdasarkan hasil penelitian, dapat disimpulkan bahwa cita rasa, variasi produk, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian ulang Wizzmie Madiun.

**Kata Kunci:** Cita Rasa, Variasi Produk, Kualitas Pelayanan, Keputusan Pembelian Ulang Produk

### ***Abstract***

*This study examines the influence of taste, product variety, and service quality as independent variables on repurchase decisions as the dependent variable. The purpose of this research is to provide empirical evidence regarding the effect of taste, product variety, and service quality on repurchase decisions at Wizzmie Madiun (a case study of the Madiun community). This research employs a quantitative descriptive approach using primary data, which were processed with SPSS version 26. The data were collected through a questionnaire survey distributed via Google Forms to 385 respondents. The findings indicate that taste, product variety, and service quality have a positive and significant effect on repurchase decisions at Wizzmie Madiun.*

**Keywords:** Taste, Product Variety, Service Quality, Product Repurchase Decision

## **A. INTRODUCTION**

The culinary industry in Indonesia has experienced rapid growth in line with increasing public demand for practical, diverse, and high-quality food and beverages. Changes in urban

lifestyles, the rise of the middle class, and the expansion of digital technology have further reinforced this consumption trend. Data indicate that the food and beverage sector has remained a significant contributor to GDP despite being affected by the COVID-19 pandemic in 2020, reaching its highest value in 2023 (Data Industri Research, 2024).

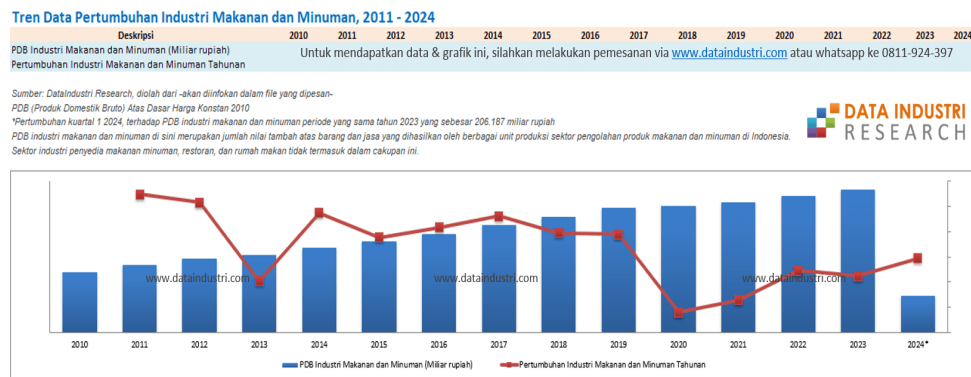


Figure 1.1 Growth Trends in the Food and Beverage Industry, 2011–2024

Sumber: (Data Industri Research, 2024)

This fact highlights that the culinary sector is a strategic field with high competitiveness while also facing sustainability challenges. In an increasingly competitive business environment, a deep understanding of consumer behavior becomes the key to success. Modern consumers not only demand delicious taste but also diverse product variations and satisfying service quality. Previous studies have shown that customer satisfaction derived from these factors plays a crucial role in fostering loyalty, including the decision to repurchase (Akbar & Nurcholis, 2020; Supriyadi et al., 2022). Repurchase decisions are considered vital as they not only provide income stability but also reduce promotional costs to attract new consumers (Chairudin & Sari, 2021).

Wizzmie Madiun is one of the rapidly growing culinary businesses, offering a unique concept of spicy savory noodles with adjustable levels of spiciness. This flexibility in taste creates a more personalized culinary experience, thereby enhancing customer satisfaction (Maimunah,

2019). In addition, Wizzmie offers a wide variety of products ranging from spicy noodles, rice bowls, and sushi to gelato and accompanying beverages. This menu diversification strategy has proven effective in extending customers' consumption cycles and preventing boredom (Ichsanudin & Purnomo, 2021). From the service perspective, Wizzmie integrates modern technology such as ESB POS, self-service kiosks, and ERP systems to accelerate transactions and minimize recording errors. This aspect aligns with the responsiveness and tangibles dimensions of SERVQUAL (Tjiptono, 2016). Nevertheless, visitor data from January–May 2025 reveal fluctuations. The number of visitors increased in February, declined significantly in March, and then rose again in April and May.

Table 1. Wizzmie Visitor Data for February–May 2025

No	Bulan	Jumlah Pengunjung	Persentase Perubahan
1	Januari	14.976	-
2	Februari	15.133	1.05%
3	Maret	14.139	-6.57%
4	April	15.264	7.96%
5	Mei	15.810	3.58%

Sumber: Wizzmie Madiun, 2025

This phenomenon indicates that consumer interest in products and services can still be influenced by external factors such as competitors' culinary trends, weather conditions, and promotional effectiveness. It underscores the importance of maintaining consistent taste, enriching product variations, and ensuring stable service quality to continuously encourage repurchase behavior.

From an academic perspective, repurchase decisions fall within the domain of post-purchase consumer behavior, which is closely related to satisfaction (Pratiwi et al., 2020; Marpaung et al., 2024). The Theory of Planned Behavior (Ajzen, 1991) emphasizes that behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral

control. In the culinary context, consumer attitudes are shaped by holistic experiences of taste, product variety, and service quality. Thus, this research is relevant in addressing the research gap concerning the simultaneous analysis of these three factors in determining consumer loyalty, particularly in local spicy noodle-based culinary businesses. Practically, this study provides strategic contributions for Wizzmie Madiun to strengthen its competitive advantage. By maintaining its signature taste, expanding menu variations in line with consumer preferences, and optimizing technology-based services, Wizzmie has the potential to sustain customer loyalty and expand market share amid the dynamic competition in the culinary industry..

## **THEORETICAL REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Repurchase Decision**

According to Hafidh Fauzi (2021), repurchase decision is an action taken by consumers after they have purchased a product. Jati Prabowo and Sitio (2020) explain that customer satisfaction is the main factor in building loyalty and encouraging repurchase. Repurchase decision is a form of consumer behavior after making a purchase, which generally arises as a result of previous satisfaction (Krismonanda & Iskandar, 2021). Repurchase decisions encompass various dimensions, and the indicators used in this study refer to Marpaung et al. (2024), namely: Transactional Interest, Referential Interest, Preferential Interest, Explorative Interest

### **Taste**

Taste is a collaboration of the five human senses—taste, touch, smell, hearing, and sight (Maimunah, 2019). Good taste is a crucial factor that restaurants must pay attention to and consider if they aim to attract consumers and encourage repurchase. Taste refers to the process of selecting food, which should be distinguished from the mere flavor of food (Heri Prasuhanda Manurung, 2020). The indicators used in this study refer to Lianto and Wibowo (2024), namely: Platting, Flavour, Texture, Temperature

### **Product Variety**

According to Andika and Purnamasari (2024), product variety refers to the diversity of choices in a product or service provided by a company to consumers. This diversity may include aspects such as features, shapes, sizes, colors, flavors, and product models offered. Indrasari (2019) states that the factors influencing product variety include need groups, product groups, product classes, product lines, product types, brands, and product categories. The indicators used in this study refer to Zahro et al. (2023), namely: Product Size, Product Price, Product Appearance, Product Availability

### **Service Quality**

According to Munthe et al. (2022), service quality refers to a company's ability to deliver services that directly influence customer satisfaction by aligning with their needs and expectations. Service quality encompasses all forms of services provided by a business in accordance with standard operating procedures, with the aim of delivering services that meet or even exceed consumer expectations (Ramadani, 2019). Factors influencing service quality include the number of employees, employee competence, employee motivation, leadership, organizational culture, employee welfare, work environment, and other related aspects. The indicators used in this study refer to Tjiptono (2016), namely: Tangibles, Reliability, Responsiveness, Assurance, Empathy

### **Hypothesis Developments**

Based on the theoretical review, the research hypotheses are formulated as follows:  
H1: Taste has a positive and significant effect on repurchase decisions at Wizzmie Madiun.  
H2: Product variation has a positive and significant effect on repurchase decisions at Wizzmie Madiun.  
H3: Service quality has a positive and significant effect on repurchase decisions at Wizzmie Madiun.

## **B. RESEARCH METHOD**

This study employed a quantitative method using primary data collected through Google Forms. The sampling technique used was purposive sampling, with a total sample of 384

respondents. The research instrument was a questionnaire utilizing a Likert scale. Data processing in this study was carried out using SPSS version 26.

## C.RESULTS AND DISCUSSION

### Normality Test

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.24324297
Most Extreme Differences	Absolute	.072
	Positive	.042
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.206 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Sumber: Output SPSS, 2025

Based on Table 5, the results of the normality test using the One-Sample Kolmogorov-Smirnov test show that the Asymp. Sig (2-tailed) value is 0.206, which is greater than  $\alpha = 0.05$ . This indicates that the data are normally distributed.

### Multicollinearity Test

Table 3. Normality Test

#### Coefficients<sup>a</sup>

Model	Collinearity Statistics	
	Tolerance	VIF
1		
	(Constant)	
	Cita Rasa (X <sub>1</sub> )	,729
	Variasi Produk (X <sub>2</sub> )	,759
	Kualitas Pelayanan (X <sub>3</sub> )	,748

a. Dependent Variable: Keputusan Pembelian Ulang

Sumber: Output SPSS, 2025

Based on Table 6, the calculation results show that the Variance Inflation Factor (VIF) values for all variables are less than 10. The variables—Taste (X<sub>1</sub>), Product Variety (X<sub>2</sub>), and Service Quality (X<sub>3</sub>)—each have VIF values < 10. This indicates that there is no strong correlation among the independent variables. Thus, multicollinearity among all independent variables is considered tolerable.. Additionally, the tolerance values for Taste (X<sub>1</sub>), Product Variety (X<sub>2</sub>), and Service Quality (X<sub>3</sub>) are all greater than 0.1, indicating that multicollinearity does not occur among the independent variables. Therefore, regression analysis can be performed with significant results.

### Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Variabel	Sig.
Cita Rasa (X <sub>1</sub> )	0,50
Variasi Produk (X <sub>2</sub> )	0,50
Kualitas Pelayanan (X <sub>3</sub> )	0,54

Sumber: Output SPSS, 2025

Based on Table 7, it is shown that the probability values for each variable are greater than 0.05 (alpha). Therefore, the decision is to accept H<sub>0</sub>, indicating that there is no heteroscedasticity present.

## Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	0,976	1.012
Cita Rasa (X1)	0,439	0,050
Variasi Produk (X2)	0,236	0,050
Kualitas Pelayanan (X3)	0,268	0,054

Sumber: Output SPSS, 2025

The results of the analysis can be interpreted as follows:

1. The constant value of 0.976 indicates that without the influence of the independent variables, the repurchase decision is 0.976. The contributions of each variable are taste at 0.439, product variation at 0.236, and service quality at 0.268.
2. Taste (X1) has a coefficient of 0.439, which shows a positive relationship with repurchase decisions. This means that a 1% increase in taste will increase consumers' repurchase decisions at Wizzmie Madiun by 0.439.
3. Product variation (X2) has a coefficient of 0.236, which shows a positive relationship with repurchase decisions. This implies that a 1% increase in product variation will increase consumers' repurchase decisions at Wizzmie Madiun by 0.236.
4. Service quality (X3) has a coefficient of 0.268, which indicates a positive relationship with repurchase decisions. This means that a 1% improvement in service quality will increase consumers' repurchase decisions at Wizzmie Madiun by 0.268.

### Partial t-Test (t-Test)

Table 6. Partial t-Test Results (t-Test)

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.976	1.012		.964	.336		
	Cita Rasa	.439	.050	.397	8.808	.000	.729	1.372
	Variasi Produk	.236	.050	.208	4.714	.000	.759	1.317
	Kualitas Pelayanan	.268	.054	.219	4.918	.000	.748	1.337

a. Dependent Variable: Keputusan Pembelian Ulang

Sumber: Output SPSS, 2025

Criteria for the t-test are:  $H_0$  is accepted if:  $t_{\text{calculated}} < t_{\text{table}}$   
 $H_0$  is rejected if:  $t_{\text{calculated}} \geq t_{\text{table}}$  The critical value at a significance level of 5% ( $\alpha = 0.05$ ) using a two-tailed test with degrees of freedom =  $n - k - 1 = 384 - 5 - 1 = 378$  is  $t_{\text{table}} = 1.966$ .

## DISCUSSION

The results of the analysis indicate that the three variables—taste, product variation, and service quality—have a positive and significant effect on repurchase decisions. This is evidenced by the t-values of each variable exceeding the t-table value of 1.966, as well as significance levels below 0.05. A further explanation regarding the influence of each variable on repurchase decisions within the context of the Madiun community is presented as follows:

### 1. The Influence of Taste on Repurchase Decisions

Research findings show that taste has a positive and significant effect on repurchase decisions at Wizzmie Madiun, as evidenced by a t-value of 8.808, which is greater than the t-table value

of 1.966, with a significance level of  $0.000 < 0.05$ . Taste serves as the main factor driving consumers to repurchase, supported by the characteristics of savory spicy noodles with adjustable levels of spiciness, visually appealing presentation, appetizing aroma, well-balanced noodle texture, and appropriate serving temperature. The combination of these aspects strengthens the quality of Wizzmie's taste as a determinant of consumer satisfaction as well as the sustainability of the restaurant business.

### 2. The Influence of Product Variation on Repurchase Decisions

Analysis results indicate that product variation has a positive and significant effect on repurchase decisions at Wizzmie, as evidenced by a t-value of 4.714, which is greater than the t-table value of 1.966, with a significance level of  $0.000 < 0.05$ . The diversity of menu offerings, ranging from spicy noodles, rice bowls with sambal matah, sushi, frappes, to gelato, provides alternatives for consumers with different preferences and enhances the restaurant's appeal. Respondents also assessed portion size variations, price options, attractive product presentation, and menu availability as important factors that increase satisfaction. This combination establishes Wizzmie's product variation as a determinant of consumer loyalty and a driving factor for repurchase decisions.

### 3. The Influence of Service Quality on Repurchase Decisions

Analysis results show that service quality has a positive and significant effect on repurchase decisions at Wizzmie Madiun, with a t-value of 4.918, which is greater than the t-table value of 1.966, and a significance level of  $0.000 < 0.05$ . This factor is proven to be dominant as it is supported by the implementation of modern technologies such as ESB POS, self-service kiosks, and ERP systems, which accelerate transactions, reduce errors, and minimize waiting times. In addition, respondents perceived Wizzmie's service as being reinforced by adequate facilities, neat employee appearance, punctuality, responsiveness, a sense of security, and personalized attention tailored to customer needs. The combination of technological efficiency and interpersonal quality creates a positive experience that enhances consumer satisfaction while simultaneously encouraging repurchase decisions.

## D. CONCLUSION

Based on the results of data processing and hypothesis testing conducted to examine the three hypotheses in this study which include the effects of taste, product variety, and service quality, on repurchase decision it can be concluded that: Taste has a positive and significant effect on repurchase decisions at Wizzmie Madiun, Product variation has a positive and significant effect on repurchase decisions at Wizzmie Madiun, Service quality has a positive and significant effect on repurchase decisions at Wizzmie Madiun.

## E. SUGGESTIONS

Suggestions for Wizzmie Madiun are to maintain consistency in taste, enrich product variation through menu innovations aligned with current trends, and continuously improve service quality through technology and employee training. Strengthening digital promotion strategies is also necessary to attract and retain consumers. For future research, it is recommended to include additional variables such as price, promotion, and location to obtain more comprehensive results.

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