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The Effect of Product Quality, Price, and Location on Repurchase Intention of Pisang Keju Lezatta Surabaya Through Online Promotion as an Intervening Variable

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Abstract: This study aims to analyze the effect of product quality, price, and location on consumers' repurchase intention toward Pisang Keju Lezatta Surabaya, with online promotion as an intervening variable. This research uses a quantitative approach with a survey method involving 80 respondents who are consumers of Pisang Keju Lezatta, determined through purposive sampling. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 3. The results show that price and location have a significant effect on online promotion, online promotion has a significant effect on repurchase intention, and online promotion is able to significantly mediate the effect of location on repurchase intention. Conversely, product quality is not proven to have a significant effect on either repurchase intention or online promotion, while price and location also have no significant direct effect on repurchase intention. Online promotion is also not proven to mediate the effect of product quality or price on repurchase intention. These findings indicate that online promotion acts as a more dominant strategic bridge compared to the direct effect of marketing-mix attributes on consumers' willingness to repurchase culinary MSME products. This study provides practical implications for culinary MSME actors to optimize digital promotion strategies through Instagram and TikTok in order to increase consumer retention.

Keywords: Location; Online Promotion; Price; Product Quality; Repurchase Intention

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1. Introduction

The development of modern marketing science has placed consumer behavior at the core of every business strategy. Theoretically, repurchase intention is a manifestation of consumer satisfaction, which is influenced by various marketing-mix factors (Sunyoto & Dewantara, 2021). Kotler and Keller (2020) assert that consumers' repurchase decisions are influenced by their perception of product quality, price fairness, ease of access to location, and the effectiveness of the marketing communication they receive. In a global context, Zeithaml et al. (2018) concluded that consumers who are satisfied with product and service attributes tend to make repeat purchases far more often than dissatisfied consumers, which directly contributes to sustainable business revenue growth.

At the global level, the food and beverage industry shows consistent growth and is one of the most resilient economic sectors. Grand View Research (2023) reported that the global food industry market value

reached USD 8.9 trillion in 2022 and is projected to grow at a Compound Annual Growth Rate (CAGR) of 6.2% through 2030. Along with the acceleration of digital transformation, online promotion strategy has become a marketing instrument that cannot be separated from efforts to build consumer loyalty. We Are Social and Hootsuite (2024) reported that the majority of consumers state that promotional content on social media influences their decision to try and repurchase a food product.

At the national level, Indonesia has a highly dynamic culinary MSME ecosystem that serves as the backbone of the economy. The Ministry of Cooperatives and SMEs of the Republic of Indonesia (2023) recorded that the food and beverage sector dominates more than 40% of the total number of MSME units, with a very significant MSME contribution to national Gross Domestic Product (GDP). Nevertheless, increasingly intense competition drives business actors to focus not only on acquiring new customers but also on consumer-retention strategies through increased repurchase intention. The Central Bureau of Statistics (2023) recorded that the survival rate of culinary MSMEs in their first three years is still relatively low, indicating a major challenge in maintaining a loyal consumer base.

Regionally, East Java, and Surabaya in particular, is one of the epicenters of culinary business growth in Indonesia. The East Java Provincial Office of Industry and Trade (2023) recorded that the culinary sector in East Java experienced consistent revenue growth over the past five years, while the Surabaya City Trade Office (2023) recorded a very large number of active culinary businesses in the city. This extremely tight competition requires every culinary business actor to proactively manage the factors that influence their consumers' repurchase intention, ranging from product quality, appropriate pricing, and strategic location selection, to effective and measurable online-promotion management.

Pisang Keju Lezatta Surabaya is a culinary business based on fried banana with cheese operating in the city of Surabaya. Preliminary observations conducted by the researcher show that this business faces fairly significant fluctuations in daily buyer numbers. In terms of product quality, taste consistency, ingredient freshness, and topping variety are the quality attributes most frequently complained about by consumers based on reviews on digital platforms. In terms of pricing, Pisang Keju Lezatta offers products within a certain price range; a preliminary survey found a perception of price pressure compared to similar competitors in Surabaya with comparable quality (Monroe, 2019). The location aspect is also a crucial factor in determining consumer accessibility, given that the Pisang Keju Lezatta outlet is located in a commercial area with limited parking space and occasionally congested road access, which increases the relevance of an online-promotion strategy as an alternative channel that can overcome the physical limitations of the location through online ordering.

Online promotion, as the intervening variable in this study, plays a strategic role as a bridge between product, price, and location attributes and consumers' repurchase intention. Chaffey and Ellis-Chadwick (2022) define online promotion as the use of digital platforms to communicate product value to a target market in a measurable and interactive way. The engagement rate of Pisang Keju Lezatta's official social media accounts, which is still below the average for the culinary MSME industry, indicates that this business's online-promotion capacity has not been optimized to its full potential, so its potential influence as a mediator of consumers' repurchase intention still has considerable room for improvement.

A review of previous studies shows inconsistent results (a research gap) regarding the effect of product quality, price, and location on repurchase intention, which strengthens the urgency of conducting this research. Regarding the effect of product quality on repurchase intention, Muhamad et al. (2025) and Sunyoto and Dewantara (2021) found a positive and significant effect, whereas Handayani and Setiawan (2019) found an insignificant effect in the fast-food segment, arguing that consumers in that segment are more price-sensitive than quality-sensitive. Regarding the effect of price, Pratiwi and Santoso (2021) demonstrated a positive and significant effect of price on repurchase intention, while Mardiani and Kusuma (2022) found that price had no significant effect because consumers of premium culinary products prioritize experience and quality over price. As for location, Hardiansyah and Rahmawati (2020) confirmed a positive and significant effect, whereas Permata and Wijaya (2021) concluded that in the digital era, physical location is no longer the main determinant of repurchase intention because consumers can access products through online platforms. This inconsistency is also reflected in the role of online promotion; Wulandari and Firmansyah (2022) demonstrated that online promotion significantly mediates the effect of the marketing mix on repurchase intention, whereas Cahyono and Aprilia (2021) found that the mediation of online promotion is partial and not always significant, particularly among consumer segments that already have high brand loyalty.

Given these inconsistent findings in prior research, there is a clear academic gap to re-examine these relationships in a more specific context, namely a fried-banana-with-cheese culinary MSME product in the city of Surabaya, taking into account online promotion as an intervening variable. Differences in location context, product segment, and consumer characteristics may very well produce findings that differ from

previous studies. This study aims to: (1) analyze the effect of product quality, price, and location on repurchase intention; (2) analyze the effect of product quality, price, and location on online promotion; (3) analyze the effect of online promotion on repurchase intention; and (4) analyze the role of online promotion as an intervening variable in the effect of product quality, price, and location on the repurchase intention of Pisang Keju Lezatta Surabaya. This study is expected to fill this research gap while providing both theoretical and practical contributions to the development of digital-era marketing strategies for culinary MSMEs.

2. Literature Review and Hypothesis Development

2.1. Product Quality

Product quality is a measure within a company aimed at ensuring that the products it produces meet established standards so that consumers do not lose trust in the product after purchasing it (Pitaya et al., 2025). Product quality is assessed not only in terms of physical attributes but also in terms of durability, reliability, ease of use, and conformity to the specifications offered. Product quality is the deepest factor that indicates whether a product has value or not in the eyes of customers, and represents a customer expectation that must be met; consumer loyalty is obtained when product quality is improved because customers care about the products sold by the company (Rosiana et al., 2021).

In the context of Pisang Keju Lezatta, the product-quality indicators used in this study include freshness, appearance, taste, and food innovation, which are the most relevant attributes for a fried-banana-with-cheese culinary product with various topping variants (Aprilia & Utomo, 2022; Azizah, 2023).

2.2. Price

According to Priyanto & Sudrartono (2021), price is the total monetary value charged for a product sold and the total value exchanged by consumers for the benefits obtained from using that product. Price is one of the crucial elements of the marketing mix that is directly related to a company's revenue and profitability, because unlike other elements such as product, place, and promotion, which generally incur costs, price is the only element that generates revenue for the company (Kotler & Keller, 2016).

Price perception is a consumer's subjective assessment of a product's price, which subsequently influences their purchasing behavior. Monroe (2019) states that price perception relates to how thoroughly price information is understood by consumers and the deep meaning it holds for them. The price indicators used in this study include price affordability, price conformity with product quality, and price competitiveness compared to competitors (Tjiptono, 2015; Siaputra, 2024).

2.3. Location

Location refers to marketing activities that seek to facilitate and simplify the delivery or distribution of goods and services from producers to consumers (Tjiptono, in Lestari & Yani, 2023). Location is a driver of both cost and revenue and often plays an important role in a company's business strategy. Strategic location selection aims to maximize the location-based benefits for the company and can generate consumer buying interest (Welsa et al., 2021).

The location indicators used in this study include access, visibility, parking availability, and flexibility (Lesninghati, 2023). These four indicators represent the physical accessibility of the Pisang Keju Lezatta outlet for consumers who wish to make a purchase in person.

2.4. Online Promotion

Product-promotion strategy on online media, or e-marketing, can build a closer personal relationship with customers compared to traditional marketing (Suharsono & Sari, 2019). Promotion is a series of marketing activities intended to introduce the products produced by a manufacturer to consumers through communication, with the aim of influencing and encouraging consumers to purchase those products, either directly or through social media and sales promotion (Noviyanti & Rahman 2025). Chaffey and Ellis-Chadwick (2022) define online promotion as the use of digital platforms to communicate product value to a target market in a measurable and interactive manner.

The online-promotion indicators used in this study include promotion frequency, promotion quality, promotion quantity, promotion timing, and promotion-target efficiency. Online promotion through Instagram and TikTok was chosen as the focus of this study given that both platforms are the digital promotion channels most widely used by culinary MSME actors in Indonesia.

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2.5. Repurchase Intention

Repurchase intention is the likelihood that a consumer will have a desire to repurchase a product or service they have previously consumed, based on past experience and satisfaction (Kurniawan & Tjahjadi, 2023). A positive response experienced in the past during a purchase can create repurchase intention, and the consumer automatically becomes loyal. High repurchase intention reflects a high level of consumer satisfaction when deciding to adopt a product, and will have a positive impact on the product's success in the market.

The repurchase-intention indicators used in this study include transactional interest, referential interest, preferential interest, and exploratory interest (Priansa, in Lesninghati, 2023). These four indicators reflect not only the consumer's tendency to repurchase, but also their tendency to recommend and to seek further information about Pisang Keju Lezatta's products.

2.6. Previous Research

A summary of a number of previous studies relevant to the variables of product quality, price, location, online promotion, and repurchase intention is presented in Table 1 below.

Table 1. Summary of Previous Research

Researcher (Year)	Research Variables	Research Findings
Sinurat & Arnanda (2023)	Product Quality, Price → Consumer Loyalty (Satisfaction as intervening)	Product quality and price have a significant effect on consumer loyalty, both directly and through consumer satisfaction.
Muhamad et al. (2025)	Product Quality, Price → Purchase Decision	Product quality and price have a positive and significant effect on purchase decisions.
Handayani & Setiawan (2019)	Product Quality, Price → Repurchase Intention	Product quality has no significant effect in the fast-food segment; consumers are more price-sensitive.
Pratiwi & Santoso (2021)	Price, Product Quality → Repurchase Intention	Price has a positive and significant effect on repurchase intention among culinary MSMEs.
Mardiani & Kusuma (2022)	Price → Repurchase Intention	Price has no significant effect in the premium culinary segment, which prioritizes experience.
Hardiansyah & Rahmawati (2020)	Location, Price → Repurchase Intention	Location has a positive and significant effect on culinary consumers' repurchase intention.
Permata & Wijaya (2021)	Physical Location → Repurchase Intention	Physical location is no longer the main determinant in the digital-platform era.
Wulandari & Firmansyah (2022)	Product Quality, Price, Location → Repurchase Intention (Online Promotion as intervening)	Online promotion significantly mediates the effect of the marketing mix on repurchase intention.
Cahyono & Aprilia (2021)	Marketing Mix → Repurchase Intention (Online Promotion as mediator)	The mediation of online promotion is partial and not always significant among loyal consumers.
Wijaya et al. (2024)	Price, Location → Repurchase Intention (Purchase Decision as mediator)	Price and location affect repurchase intention through purchase decisions.
Researcher (Year)	Research Variables	Research Findings
Sinurat & Arnanda (2023)	Product Quality, Price → Consumer Loyalty (Satisfaction as intervening)	Product quality and price have a significant effect on consumer loyalty, both directly and through consumer satisfaction.

Source: Compiled from various previous studies, 2026

2.7. Conceptual Framework and Hypotheses

Based on the theoretical and empirical review above, the conceptual framework of this study is depicted in Figure 1, which positions product quality (X1), price (X2), and location (X3) as independent variables, online promotion (Z) as the intervening variable, and repurchase intention (Y) as the dependent variable.

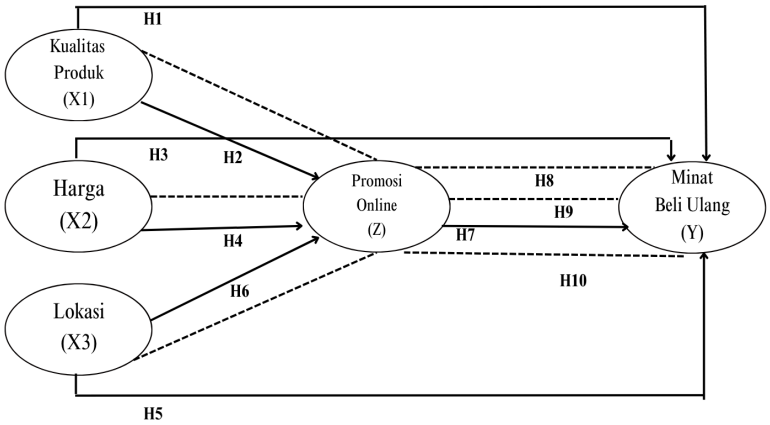


Figure 1. Conceptual Framework of the Study

Based on this conceptual framework, the hypotheses proposed in this study are as follows:
H1: Product quality has a positive and significant effect on repurchase intention.
H2: Product quality has a positive and significant effect on online promotion.
H3: Price has a positive and significant effect on repurchase intention.
H4: Price has a positive and significant effect on online promotion.
H5: Location has a positive and significant effect on repurchase intention.
H6: Location has a positive and significant effect on online promotion.
H7: Online promotion has a positive and significant effect on repurchase intention.
H8: Product quality has a positive and significant effect on repurchase intention through online promotion.
H9: Price has a positive and significant effect on repurchase intention through online promotion.
H10: Location has a positive and significant effect on repurchase intention through online promotion.

3. Materials and Methods

3.1. Research Design and Approach

This study uses a quantitative approach with an explanatory research design aimed at testing the causal relationships between variables. According to Sugiyono (2017), quantitative research is a research method used on a particular population and sample, employing a research instrument, with quantitative/statistical data analysis intended to test predetermined hypotheses.

3.2. Population, Sample, and Sampling Technique

The population in this study consists of all consumers who have purchased Pisang Keju Lezatta Surabaya products within the last three months, totaling 105 people. The sample size was calculated using the Slovin formula with a 5% error level, yielding a minimum sample of 84 respondents, which was then rounded to 80 respondents. The sampling technique used was purposive sampling, i.e., sample determination based on specific criteria — in this case, consumers who have purchased Pisang Keju Lezatta products at least once.

3.3. Research Variables and Operational Definitions

This study uses three independent variables, namely product quality (X1), price (X2), and location (X3); one intervening variable, namely online promotion (Z); and one dependent variable, namely repurchase intention (Y). The operational definition of each variable is presented in Table 2.

Table 2. Operational Definitions of Variables

Variable	Indicators
Product Quality (X1)	Freshness; Appearance; Taste; Food Innovation
Price (X2)	Price Affordability; Price Conformity with Product Quality; Price Competitiveness compared to Competitors
Location (X3)	Access; Visibility; Parking Availability; Flexibility
Online Promotion (Z)	Promotion Frequency; Promotion Quality; Promotion Quantity; Promotion Timing; Promotion-Target Efficiency
Repurchase Intention (Y)	Transactional Interest; Referential Interest; Preferential Interest; Exploratory Interest

Source: Data processed by the researcher, 2026

3.4. Data Collection Technique and Measurement Scale

The data used in this study consist of primary and secondary data. Primary data were obtained directly from respondents through an online questionnaire distributed to Pisang Keju Lezatta Surabaya consumers, while secondary data were obtained from a literature study of books, articles, and scientific journals (Sugiyono, 2019). The questionnaire instrument was designed using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), in which respondents were asked to respond according to their perceptions and experiences regarding each indicator of the research variables (Widodo et al., 2023).

3.5. Data Analysis Technique

Data analysis in this study uses Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 3 software. This variance-based SEM method was chosen because of its high degree of flexibility and its lack of strict assumption requirements, making it suitable for a relatively complex research model with a limited sample size.

Measurement-model (outer model) testing was conducted through a convergent-validity test with an outer-loading value > 0.7, a discriminant-validity test using the Fornell-Larcker Criterion approach, and an Average Variance Extracted (AVE) test with a standard value > 0.5. Reliability testing was conducted through Cronbach's Alpha, rho-A, and Composite Reliability, with a minimum standard value of 0.6 (Hair et al., 2021).

Structural-model (inner model) testing was conducted through the coefficient of determination (R^2), which is categorized as strong (0.75), moderate (0.50), and weak (0.25) (Hair et al., 2014), as well as Q^2 Predictive Relevance, which is considered to have predictive value if it is greater than zero (Ghozali & Latan, 2015). Hypothesis testing was conducted by examining the t-statistic and p-values from the bootstrapping results; a hypothesis is accepted if the t-statistic > 1.96 and the p-value < 0.05.

4. Results and Discussion

4.1. Overview of the Research Object

Pisang Keju Lezatta is a culinary business engaged in selling banana-based snacks with a variety of topping options and flavors suited to public taste, located at Jl. Klampis Harapan No. 12, Sukolilo District, Surabaya, East Java. In running its business, Pisang Keju Lezatta consistently strives to maintain the quality of its raw materials, provide good service, and pursue product innovation in order to compete with similar businesses. The use of online promotion through Instagram and TikTok is one of its main strategies for increasing purchase interest and retaining customers.

4.2. Outer Model Test Results

Outer-model testing aims to ensure that the data used are appropriate and can serve as a valid and reliable measurement (Hair et al., 2021). The initial convergent-validity test showed that one indicator, X1.1 on the product-quality variable, had an outer-loading value of 0.620, below the standard value of 0.7, so this indicator was eliminated from the model. The convergent-validity test results after the elimination process are presented in Table 3.

Table 3. Convergent Validity Test Results

Variable	Indicator	Outer Loading	Remarks
Product Quality (X1)	X1.2	0.812	Valid
	X1.3	0.843	Valid
	X1.4	0.849	Valid
Price (X2)	X2.1	0.920	Valid
	X2.2	0.849	Valid
	X2.3	0.743	Valid
Location (X3)	X3.1	0.894	Valid
	X3.2	0.768	Valid
	X3.3	0.769	Valid
Online Promotion (Z)	Z.1	0.707	Valid
	Z.2	0.861	Valid
	Z.3	0.856	Valid
	Z.4	0.778	Valid
	Z.5	0.835	Valid
Repurchase Intention (Y)	Y.1	0.863	Valid
	Y.2	0.769	Valid
	Y.3	0.835	Valid
	Y.4	0.787	Valid

Source: SmartPLS Version 3 output, 2026

All indicators in Table 3 meet the outer-loading standard of > 0.7 and are therefore declared valid. Next, a discriminant-validity test was conducted using the Fornell-Larcker Criterion approach, with the results presented in Table 4.

Table 4. Discriminant Validity Test Results (Fornell-Larcker Criterion)

Variable	X1	X2	X3	Z
Product Quality (X1)	0.809			
Price (X2)	0.737	0.841		
Location (X3)	0.675	0.719	0.812	
Online Promotion (Z)	0.694	0.805	0.836	0.809
Repurchase Intention (Y)	0.446	0.682	0.820	0.889

Source: SmartPLS Version 3 output, 2026

The square-root AVE value for each variable is greater than its correlation values with other variables, so all variables are declared to meet the discriminant-validity requirement. The Average Variance Extracted (AVE) test results are presented next in Table 5, where all variables show an AVE value above 0.5, indicating that each variable has a good level of convergent validity at the construct level.

Table 5. Average Variance Extracted (AVE) and Reliability Test Results

Variable	AVE	Cronbach's Alpha	rho-A	Composite Reliability	Remarks
Product Quality (X1)	0.697	0.786	0.797	0.873	Reliable
Price (X2)	0.707	0.791	0.833	0.878	Reliable
Location (X3)	0.660	0.740	0.743	0.853	Reliable
Online Promotion (Z)	0.655	0.867	0.879	0.904	Reliable
Repurchase Intention (Y)	0.663	0.830	0.834	0.887	Reliable

Source: SmartPLS Version 3 output, 2026

Based on the reliability test results, all variables have Cronbach's Alpha, rho-A, and Composite Reliability values above the minimum standard of 0.6, so all research instruments are declared reliable and suitable for use in the subsequent structural-model testing stage.

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4.3. Inner Model Test Results

Structural-model (inner model) testing aims to predict the causal relationships between variables in the study. The results of the coefficient-of-determination (R^2) test are presented in Table 6.

Table 6. Coefficient of Determination (R^2) Test Results

Variable	R Square	R Square Adjusted	Criterion
Online Promotion (Z)	0.584	0.578	Moderate
Repurchase Intention (Y)	0.701	0.685	Moderate

Source: SmartPLS Version 3 output, 2026

The R Square value for the online-promotion variable of 0.584 shows that 58.4% of the variance in online promotion can be explained by product quality, price, and location, falling into the moderate-effect category. The R Square value for the repurchase-intention variable of 0.701 shows that 70.1% of the variance in repurchase intention can be explained by product quality, price, location, and online promotion, also in the moderate-to-strong category according to the criteria of Hair et al. (2014). The Q^2 Predictive Relevance test results show a Q^2 value of 0.426 for repurchase intention and 0.347 for online promotion, both of which are greater than zero, so the research model is declared to have good predictive relevance.

4.4. Hypothesis Test Results

Hypothesis testing was conducted by examining the t-statistic and p-values from the bootstrapping results in SmartPLS version 3. A hypothesis is declared accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05. The hypothesis-test results are presented in Figure 2 and Table 7.

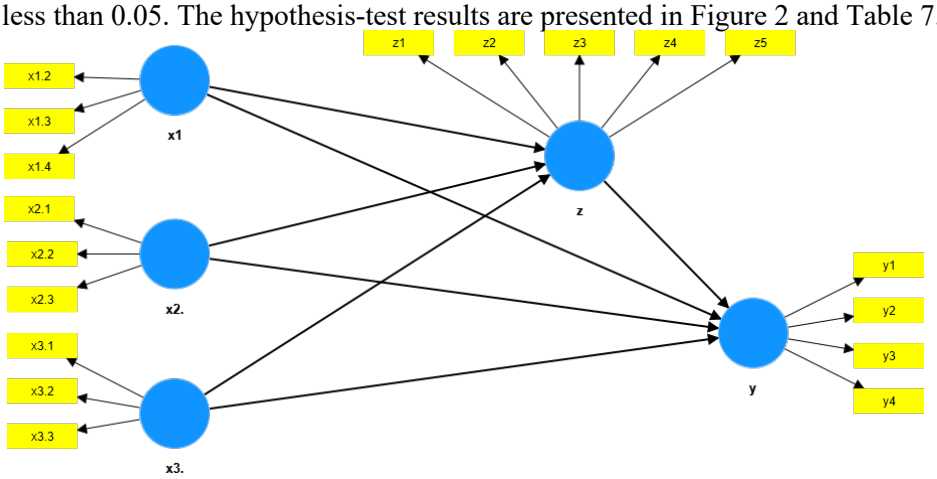


Figure 2. Structural Model Test Results (Path Coefficient and T-Statistic)

Table 7. Hypothesis Test Results

Hypothesis	X1	X2	X3	Z
H1	Product Quality → Repurchase Intention	1.890	0.059	Rejected
H2	Product Quality → Online Promotion	0.455	0.649	Rejected
H3	Price → Repurchase Intention	1.327	0.185	Rejected
H4	Price → Online Promotion	2.655	0.008	Accepted
H5	Location → Repurchase Intention	1.068	0.286	Rejected
H6	Location → Online Promotion	4.013	0.000	Accepted
H7	Online Promotion → Repurchase Intention	3.710	0.000	Accepted
H8	Product Quality → Repurchase Intention (through Online Promotion)	0.456	0.649	Rejected
H9	Price → Repurchase Intention (through Online Promotion)	1.912	0.056	Rejected
H10	Location → Repurchase Intention (through Online Promotion)	3.303	0.001	Accepted

Source: Data processed by the researcher, 2026

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4. Discussion

4.1. The Effect of Product Quality on Repurchase Intention

The results of testing the first hypothesis (H1) show that product quality has no significant effect on repurchase intention, with a t-statistic of 1.890 (< 1.96) and a p-value of 0.059 (> 0.05), so H1 is rejected. This finding indicates that although consumers rate the product quality of Pisang Keju Lezatta fairly well, the decision to repurchase is also influenced by other factors such as price, location, and online promotion, so product quality has not become the primary factor driving consumers to make repeat purchases. This finding is consistent with Handayani and Setiawan (2019), who found that product quality does not always have a significant effect on repurchase intention among consumer segments that are more sensitive to other marketing attributes.

4.2. The Effect of Product Quality on Online Promotion

The results of testing the second hypothesis (H2) show that product quality has no significant effect on online promotion, with a t-statistic of 0.455 (< 1.96) and a p-value of 0.649 (> 0.05), so H2 is rejected. This result shows that product quality has not been able to influence the effectiveness of the online promotion carried out by Pisang Keju Lezatta. Consumers tend to judge the effectiveness of online promotion based on content quality, information presentation, and the intensity of promotion on social media, rather than on the quality of the product itself.

4.3. The Effect of Price on Repurchase Intention

The results of testing the third hypothesis (H3) show that price has no significant effect on repurchase intention, with a t-statistic of 1.327 (< 1.96) and a p-value of 0.185 (> 0.05), so H3 is rejected. This result indicates that competitive pricing has not been able to directly increase consumers' desire to repurchase, which is in line with the finding of Mardiani and Kusuma (2022) that for certain culinary products, consumers prioritize experience and information channels over price alone.

4.3. The Effect of Price on Online Promotion

The results of testing the fourth hypothesis (H4) show that price has a positive and significant effect on online promotion, with a t-statistic of 2.655 (> 1.96) and a p-value of 0.008 (< 0.05), so H4 is accepted. This result shows that clear and appealing price information in online-promotion content is able to increase consumer attention toward Pisang Keju Lezatta's promotions. This finding supports the view of Kotler and Keller (2016) that price is one of the effective marketing-mix elements supporting the success of promotional activities.

4.4. The Effect of Location on Repurchase Intention

The results of testing the fifth hypothesis (H5) show that location has no significant direct effect on repurchase intention, with a t-statistic of 1.068 (< 1.96) and a p-value of 0.286 (> 0.05), so H5 is rejected. This result indicates that the physical-access limitations of the Pisang Keju Lezatta outlet, such as limited parking space and congested road access, mean that location has not yet become a strong direct driver for consumers to make repeat purchases offline.

4.5. The Effect of Location on Online Promotion

The results of testing the sixth hypothesis (H6) show that location has a positive and significant effect on online promotion, with a t-statistic of 4.013 (> 1.96) and a p-value of 0.000 (< 0.05), so H6 is accepted. This is the strongest finding among the independent-variable paths toward online promotion, indicating that easily accessible location information within online-promotion content greatly helps consumers find the Pisang Keju Lezatta outlet, thereby significantly supporting the effectiveness of this business's online promotion.

4.6. The Effect of Online Promotion on Repurchase Intention

The results of testing the seventh hypothesis (H7) show that online promotion has a positive and significant effect on repurchase intention, with a t-statistic of 3.710 (> 1.96) and a p-value of 0.000 (< 0.05), so H7 is accepted. This result shows that online promotion through Instagram and TikTok is able to increase consumers' repurchase intention; engaging, creative content and quick admin responses encourage consumers to repurchase Pisang Keju Lezatta products. This finding is consistent with the results of previous

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research stating that online promotion has a positive and significant effect on repurchase intention across various culinary-business contexts (Susanto & Toton, 2022; Dora & Dewi, 2022).

4.7. The Effect of Product Quality on Repurchase Intention through Online Promotion

The results of testing the eighth hypothesis (H8) show that online promotion is not able to mediate the effect of product quality on repurchase intention, with a t-statistic of 0.456 (< 1.96) and a p-value of 0.649 (> 0.05), so H8 is rejected. This result shows that consumers tend to judge product quality directly based on their consumption experience, so online promotion does not act as a variable that mediates the relationship between product quality and repurchase intention.

4.8. The Effect of Price on Repurchase Intention through Online Promotion

The results of testing the ninth hypothesis (H9) show that online promotion has not yet been able to significantly mediate the effect of price on repurchase intention, with a t-statistic of 1.912 (< 1.96) and a p-value of 0.056 (> 0.05), so H9 is rejected — although this value is close to the significance threshold. This result shows that online promotion displaying price information has not fully been able to substantially increase consumers' interest in making a repeat purchase, even though price is proven to have a significant effect on online promotion itself (H4).

4.9. The Effect of Location on Repurchase Intention through Online Promotion

The results of testing the tenth hypothesis (H10) show that online promotion is able to positively and significantly mediate the effect of location on repurchase intention, with a t-statistic of 3.303 (> 1.96) and a p-value of 0.001 (< 0.05), so H10 is accepted. This is the strongest mediation finding in this study, showing that online promotion that clearly conveys location information — for example, through posted location maps, location tags, and Google Maps links on Instagram and TikTok — makes it easier for consumers to find the Pisang Keju Lezatta outlet, thereby effectively increasing consumers' desire to repurchase despite the physical limitations of the location. This finding confirms that online promotion acts as a full mediator on the path from location to repurchase intention, because the direct effect of location on repurchase intention (H5) is not significant, while its indirect effect through online promotion is in fact significant.

Overall, the results of this study confirm that online promotion plays a far more dominant role than the direct effect of marketing-mix attributes (product quality, price, and location) on consumers' repurchase intention in culinary MSME businesses such as Pisang Keju Lezatta. Of the three independent variables, only price and location are proven to have a significant effect on online promotion, and online promotion is subsequently proven to have a significant effect on repurchase intention. This condition indicates that digital-marketing strategy is the key link between the physical/transactional attributes of a product and consumers' desire to make repeat purchases, particularly among culinary MSME segments that have limited resources to build premium product quality or a maximally strategic location.

5. Conclusions

Based on the results of the analysis using Partial Least Squares-Structural Equation Modeling (PLS-SEM) on 80 respondents who are consumers of Pisang Keju Lezatta Surabaya, it can be concluded that of the ten hypotheses proposed, four were accepted and six were rejected. Product quality was not proven to have a significant effect on either repurchase intention (H1) or online promotion (H2). Price had no significant direct effect on repurchase intention (H3), but had a positive and significant effect on online promotion (H4). Location likewise had no significant direct effect on repurchase intention (H5), but had a positive and significant effect on online promotion (H6), with the strongest effect among the three independent variables. Online promotion was proven to have a positive and significant effect on repurchase intention (H7). On the mediation path, online promotion was not able to mediate the effect of product quality (H8) or price (H9) on repurchase intention, but was able to significantly mediate the effect of location on repurchase intention (H10).

These findings provide the theoretical implication that, in the context of small-to-medium culinary MSMEs, online promotion acts as a strategic bridge that is far more dominant than the direct effect of conventional marketing-mix attributes on consumers' repurchase intention. Practically, this study recommends that Pisang Keju Lezatta Surabaya continue to maintain and improve its product quality and competitive pricing policy, while prioritizing the optimization of online-promotion content — particularly content that presents price and location information clearly and attractively — through Instagram, TikTok,

and WhatsApp Business, along with the use of customer testimonials and digital promotion programs to sustainably increase consumers' repurchase intention.

This study has several limitations, including a relatively small sample size (80 respondents), a research area limited to the city of Surabaya, and online-promotion media limited to the Instagram and TikTok platforms. Future research is recommended to expand the number and scope of respondents, to add other variables that may potentially influence repurchase intention, such as customer satisfaction, service quality, brand image, and consumer trust, and to broaden the research object to other culinary businesses or MSMEs so that the results have a better level of generalizability.

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