

ABSTRACT

The rapid growth of the culinary industry has intensified competition among noodle restaurant businesses in Bandung City. The phenomenon examined in this study is the decline in repurchase intention, as indicated by the decreasing number of visitors, resulting in inconsistent consumer visit levels. This study aims to analyze the effect of product quality and price on consumer satisfaction and their implications for repurchase intention at Bakmie Feng Bandung. The research employed descriptive and verificative methods with a sample of 100 respondents. The research instrument was tested using SmartPLS 4.1 through outer model and inner model analyses. The data analysis methods included validity testing, reliability testing, R-Square, F-Square, Goodness of Fit (GoF), and hypothesis testing. The results indicate that product quality has a positive and significant effect on consumer satisfaction with a path coefficient of 0.251, while product quality has a positive but insignificant effect on repurchase intention with a path coefficient of 0.120. Furthermore, price has a positive and significant effect on consumer satisfaction with a path coefficient of 0.490, whereas price has a positive but insignificant effect on repurchase intention with a path coefficient of 0.143. Consumer satisfaction has a positive and significant effect on repurchase intention with a path coefficient of 0.449. In addition, product quality and price have a positive and significant indirect effect on repurchase intention through consumer satisfaction as an intervening variable, with indirect path coefficients of 0.113 and 0.220, respectively.

Keywords: *Product Quality, Price, Consumer Satisfaction, Repurchase Intention.*