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Summary
This research is motivated by the competitive conditions in the culinary business sector, particularly in the food and beverage industry, which is currently experiencing intense competition. To meet consumer demands, companies must employ various strategies to sustain their businesses. The purpose of this study is to examine and analyze the influence of price and product quality on repurchase intention of Mixue, both partially and simultaneously. The study applies a quantitative approach with 100 respondents, using probability sampling as the sampling technique. Data analysis was conducted using the SPSS software application. The results of the coefficient of determination test show that repurchase intention can be explained by price and product quality factors by 63.9%, while the remaining 36.1% is explained by other variables. The findings also show that price has a significant effect on repurchase intention of Mixue, and product quality significant effect on repurchase intention Mixue. The results of the F-test indicate that price and product quality simultaneously have a significant effect on repurchase intention of Mixue.

Keywords
Price, Product Quality, Repurchase Intention

1 | INTRODUCTION

2 | LITERATUR REVIEW

H1: Price has a positive and significant effect on repurchase intention.

H2: Product quality has a positive and significant effect on repurchase intention.

3 | METHOD

3.1 | Research design

Menjelaskan jenis dan pendekatan penelitian yang digunakan (Contoh: Kuantitatif, Kualitatif, Mixed methods, Eksperimen, Studi kasus, Penelitian tindakan (action research).

3.1 | Data collection

- Menjelaskan siapa yang menjadi subjek penelitian. Untuk penelitian kuantitatif: Populasi, Jumlah sampel, Teknik sampling. Untuk penelitian kualitatif: Informan utama, Kriteria pemilihan informan.

3.2 | Measurement

- Menjelaskan alat ukur yang digunakan (Kuesioner, Tes, Pedoman wawancara, Lembar observasi, Dokumentasi).
- Menjelaskan jenis skala yang digunakan. Contoh: Likert 1-5, Likert 1-7, Semantic Differential, Guttman, Nominal, Ordinal.
- Menjelaskan banyaknya indikator atau pertanyaan untuk tiap variable beserta sumber indikator atau asal instrument yang digunakan.

3.3 | Data Analysis

Menjelaskan cara data dianalisis. Kuantitatif: Statistik deskriptif, Uji t, ANOVA, Regresi, SEM. Kualitatif: Analisis tematik, Analisis isi (content analysis), Model Miles & Huberman

4 | RESULT

4.1 | Measurement Fit (Validity & Reliability)

4.2 | Hypothesis testing

4.1 | Discussion

- Menjelaskan makna hasil penelitian. Apa arti dari hasil yang diperoleh. Mengapa hasil tersebut terjadi.
- Mengaitkan hasil dengan teori atau penelitian terdahulu. Apakah hasil penelitian mendukung atau bertentangan dengan penelitian sebelumnya. Menjelaskan persamaan dan perbedaannya.
- Menginterpretasikan temuan. Menjelaskan faktor-faktor yang mungkin memengaruhi hasil. Memberikan argumentasi ilmiah berdasarkan data.
- Membahas implikasi penelitian. Dampak hasil penelitian terhadap teori, praktik, atau bidang ilmu terkait.

5 | CONCLUSION

- Menjelaskan hasil terpenting yang diperoleh. Ditulis secara singkat dan jelas berdasarkan data yang telah dianalisis.
- Jawaban atas rumusan masalah atau hipotesis. Menunjukkan apakah tujuan penelitian telah tercapai. Menjelaskan apakah hipotesis diterima atau ditolak (jika ada).
- Makna atau implikasi hasil penelitian. Menjelaskan kontribusi hasil penelitian terhadap ilmu pengetahuan, praktik, atau kebijakan tertentu. Implikasi **dirangkum secara singkat** sebagai bagian dari pesan utama penelitian.

5.1 | Limitations and Future research

Sample of table and graphic

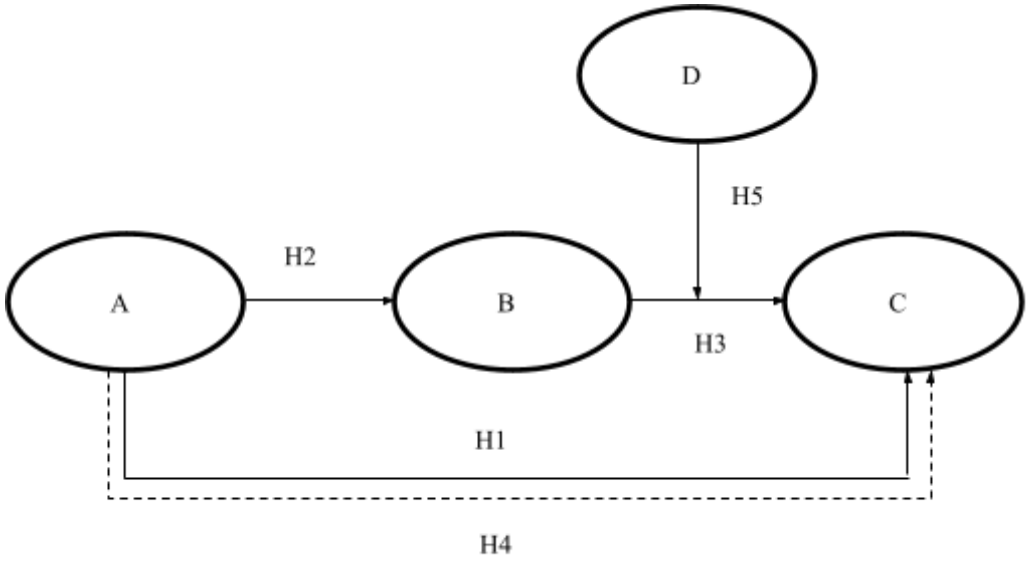


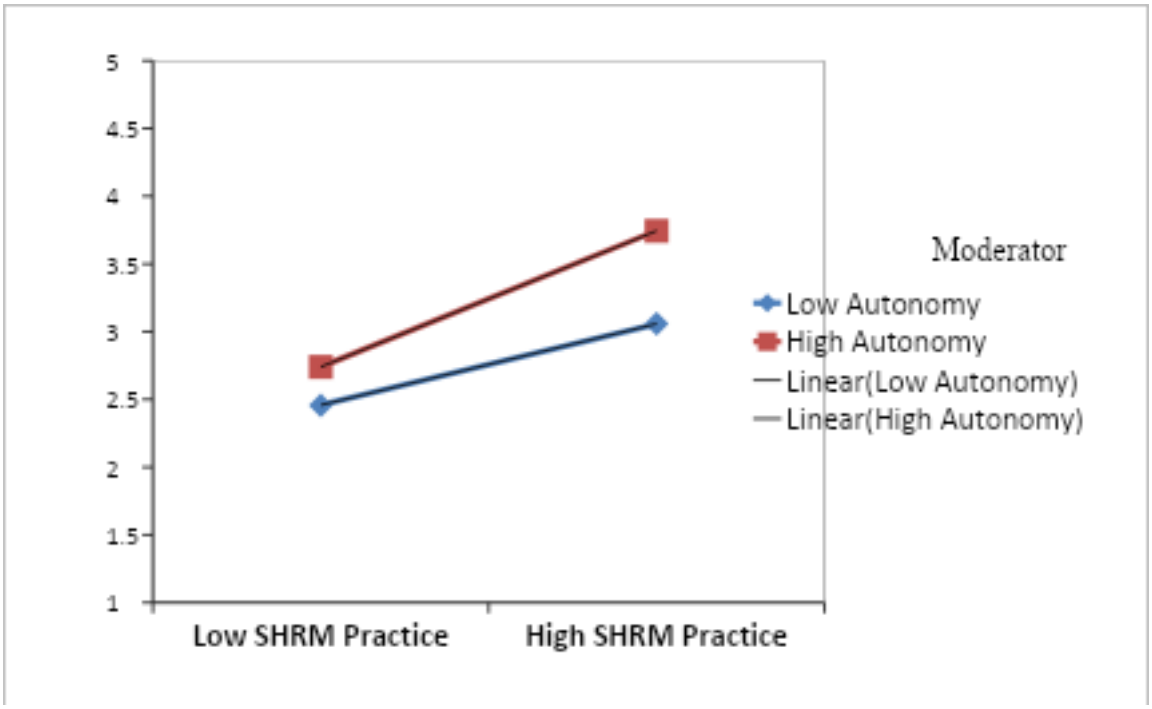
Figure 1 Theoretical Framework of Research

Tabel 1. Responden Profile

Information	F	Percentage
Gender		
Male	37	37%
Female	63	63%
Total	**100**	**100%**
Age		
< 18 years	29	29%
18 – 25 years	40	40%
26 – 35 years	20	20%
>35 years	11	11%
Total	**100**	**100%**
Purchase intensity		
2-5 times	36	36%
5-10 times	43	43%
>10 times	21	21%
Total	**100**	**100%**
Occupation		
Student	28	28%
University Student	28	28%
Private Sector/State-Owned Enterprise Employee	17	17%
Entrepreneur	15	15%
Civil Servant/Military/Police Officer	12	12%
Total	**100**	**100%**

Tabel 4. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,121	0,966		0,125	0,901
Price	0,174	0,044	0,307	3,938	0,000
Product quality	0,378	0,051	0,574	7,367	0,000



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Artikel ilmiah

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