

AN ANALYSIS OF REPURCHASE INTENTION TOWARD LEMONILO INSTANT NOODLES IN SURABAYA



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Abstract

The growing societal shift toward wellness trends has driven alterations in dietary habits, particularly the rising demand for wholesome instant noodle alternatives like Lemonilo. Nonetheless, identifying the elements that affect consumer loyalty and repeat purchases is critical within this fiercely contested sector. Consequently, this investigation intends to evaluate how product excellence and cost awareness impact buyers' intent to repurchase Lemonilo instant noodles in Surabaya. This research utilized a quantitative framework featuring an explanatory approach. Information was gathered via surveys administered to 110 selected participants through purposive sampling, targeting individuals aged 17 and above residing in Surabaya who had previously bought Lemonilo items. The collected data underwent analysis utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, executed via SmartPLS. The outcomes demonstrate that product excellence exerts a favorable and meaningful impact on the willingness to repurchase. Similarly, cost awareness also significantly and positively affects repeat purchase intentions. Additionally, cost awareness emerged as a more critical determinant compared to product excellence. These insights indicate that sustaining competitive pricing models and elevating product excellence are vital to boosting buyer commitment toward Lemonilo instant noodles in Surabaya.

Keywords: Product Quality, Price Perception, Repurchase Intention

INTRODUCTION

Globalization, driven by rapid technological development and digitalization, has significantly transformed modern lifestyles and consumption patterns (Caesar Dendeng et al., 2025). Increasing time constraints encourage consumers to choose convenient food options (Rahmah Oktaviani, 2023), while growing awareness of health issues has increased concerns about non-communicable diseases such as obesity and diabetes (World Health Organization, 2022). These changes have encouraged consumers to pay greater attention to the quality and nutritional content of the food they consume and to consider healthier alternatives.

The growing healthy lifestyle trend, particularly in urban areas, has influenced consumers to evaluate food products more critically (Sonya & Zuhairo, 2025). In this context, repurchase intention is closely related to post-purchase evaluation, which determines whether consumers are willing to purchase a product again (Agustina & Julitriarsa, 2021). At the same time, demand for convenient food products continues to increase as consumers face increasingly busy lifestyles (Ahsan et al., 2025). Instant noodles remain one of the most popular convenient food choices, although they are often associated with lower nutritional quality when consumed excessively (Rahmah Oktaviani, 2023).

Indonesia is the second-largest instant noodle consumer in the world, with consumption reaching 14.54 billion servings in 2024 (GoodStats, 2024). This high level of consumption indicates that instant noodles have become an important part of Indonesian consumers' eating habits, making continued purchasing and repurchase intention important issues to examine. This condition is particularly relevant in major urban areas such as Surabaya, which is characterized by high population mobility and diverse consumer preferences. Such conditions create substantial market opportunities for convenient food products, while consumers also have numerous alternatives and may therefore become more selective in evaluating product quality and price.

One product that has emerged in response to changing consumer preferences is Lemonilo, which positions its instant noodles as a healthier alternative. Lemonilo ranked third among the best-selling instant noodle brands on e-commerce platforms in 2022 (Kompas, 2022). However, its subsequent market position declined to fourth place in the instant noodle market in 2023 (MarketHac, 2023). This decline suggests that consumers' initial interest in Lemonilo may not necessarily translate into sustained repurchase behavior.

This phenomenon is also associated with consumers' perceptions of Lemonilo's product quality and price. Some consumers have expressed concerns regarding the taste and quality of Lemonilo, including perceptions that its texture is less chewy than that of conventional instant noodles (Ainan Salsabila, 2023). In addition, Lemonilo's relatively higher price compared with conventional instant noodles may influence consumers' repurchase decisions (Alem Jiddan & Alananto Iskandar, 2024). The higher price may lead consumers to reconsider whether the benefits and quality received are commensurate with the cost incurred. Therefore, product quality and price perception are relevant factors to examine in explaining consumers' repurchase intention toward Lemonilo.

Previous studies have demonstrated that product quality and price perception significantly influence repurchase intention (Candra et al., 2023). However, existing studies have examined these relationships in different product and research contexts. For example, Candra et al. (2023) examined repurchase intention among Wizzmie consumers in Surabaya,

focusing on product quality and service quality rather than Lemonilo instant noodles and price perception. Thus, although the study provides evidence of the importance of product quality in influencing repurchase intention within the Surabaya market, it does not address the specific context of Lemonilo as a healthier instant noodle brand. Similarly, previous research on price perception and repurchase intention has not specifically examined Lemonilo consumers in Surabaya. Therefore, limited research has simultaneously examined product quality and price perception as determinants of repurchase intention toward Lemonilo instant noodles in Surabaya. This represents a research gap, particularly given Lemonilo's positioning as a healthier instant noodle alternative, its relatively higher price, and concerns regarding product quality in the current market.

More specifically, Permana and Dhameria (2025) examined Lemonilo consumers and found that product quality significantly influenced repurchase intention. However, their study focused on the role of customer satisfaction and was conducted in a different geographical context. Therefore, their findings do not directly explain whether product quality and price perception simultaneously influence repurchase intention among Lemonilo consumers in Surabaya.

Based on these phenomena and the identified research gap, this study aims to analyze the effect of product quality and price perception on repurchase intention toward Lemonilo instant noodles in Surabaya.

REVIEW OF LITERATURE

Consumer Behavior

Consumer behavior refers to the process through which individuals select, purchase, use, and evaluate products or services to satisfy their needs and wants (Adha, 2022). This process involves cognitive, emotional, and social considerations that influence consumers' purchasing decisions (Irwansyah et al., 2021). Consumer behavior generally consists of pre-purchase, purchase, and post-purchase stages, with post-purchase evaluation playing an important role in determining subsequent purchasing decisions (Kotler & Keller, 2016).

In the context of Lemonilo instant noodles, consumers evaluate their consumption experience based on the quality of the product and the price paid relative to the benefits received. A positive post-purchase evaluation can generate satisfaction and strengthen consumers' intention to repurchase (Agustina & Julitriarsa, 2021). Therefore, consumer behavior provides the theoretical basis for understanding how product-related evaluations, particularly product quality and price perception, may influence repurchase intention.

Product Quality

Product quality refers to the ability of a product to meet or exceed consumer needs and expectations (Kotler & Keller, 2016). Tjiptono (2017) explains that product quality is reflected in attributes that determine the product's ability to provide a satisfactory consumption experience. From the perspective of consumer behavior, product quality influences repurchase intention because consumers tend to evaluate their previous experience before deciding whether to purchase the same product again. When the product performs as expected, consumers are more likely to experience satisfaction, reduce perceived risk, and develop a stronger intention to repurchase (Oliver, 2015).

This relationship is supported by Candra et al. (2023), who found that perceived product quality significantly increases repurchase intention. Similarly, Permana and Dhameria (2025) and Yanti et al. (2025) reported a positive relationship between product quality and consumers' willingness to repurchase instant noodle products. However, product quality does not necessarily influence repurchase intention directly in every purchasing context, because consumers may also consider other evaluations, particularly price and perceived value (Dwiarta & Ardiansyah, 2021). This suggests that consumers are more likely to repurchase when the quality they experience is considered valuable relative to the sacrifice incurred.

Based on these arguments, this study focuses on three indicators of product quality that are considered particularly relevant to instant noodles, namely taste, product variation, and hygiene. These indicators represent consumers' direct post-consumption evaluations and are therefore relevant to explaining repurchase intention.

Price Perception

Price perception refers to consumers' subjective evaluation of whether the price of a product is reasonable, affordable, and consistent with the benefits received (Kotler & Keller, 2016). Zeithaml (1988) explains that consumers evaluate price by comparing the monetary sacrifice required with the benefits and quality obtained. Thus, price perception is not determined solely by the nominal price but by how consumers interpret the value of the product relative to the price paid.

The relationship between price perception and repurchase intention can be explained through consumers' post-purchase evaluation. When consumers perceive that the price is fair and corresponds with the quality and benefits obtained, the perceived value of the product increases, which can strengthen satisfaction and encourage repurchase intention. Jiddan and Iskandar (2024) and Widargo and Dermawan (2024) found that favorable price perceptions positively influence repurchase intention. Similarly, Henny Welsa et al. (2021) identified affordability, price fairness, competitiveness, and price–benefit suitability as important dimensions in consumers' price evaluations.

Nevertheless, a higher price does not automatically reduce repurchase intention. Consumers may accept a relatively higher price when the product provides benefits or quality that they perceive as superior (Dwiarta & Ardiansyah, 2021). This indicates that the effect of price perception depends on the consumer's evaluation of the trade-off between price and product benefits. Therefore, in the context of Lemonilo, which is positioned as a healthier alternative to conventional instant noodles, consumers may be willing to repurchase when the price is perceived as reasonable in relation to the quality and benefits offered.

Repurchase Intention

Repurchase intention refers to the consumer's tendency or willingness to purchase the same product again after experiencing it previously (Agustina & Julitriarsa, 2021). Repurchase intention is formed through post-purchase evaluation, particularly when consumers perceive that the product has successfully fulfilled their expectations. Positive experiences can increase satisfaction and trust, thereby reducing uncertainty and strengthening the likelihood of future purchases.

In this study, repurchase intention is viewed as the outcome of consumers' evaluation of product quality and price perception. Consumers who perceive Lemonilo as having good quality and a price that is appropriate to its benefits are expected to develop a stronger

intention to purchase the product again. Repurchase intention is measured through transactional interest, referential interest, preferential interest, and exploratory interest, which reflect consumers' willingness to repurchase, recommend, prioritize, and seek further information about the product.

Relationship Between Variables and Hypotheses Development

Product Quality and Repurchase Intention

The relationship between product quality and repurchase intention can be explained through post-purchase evaluation. Consumers compare their actual consumption experience with their initial expectations. When the taste, product characteristics, and hygiene meet or exceed expectations, consumers are more likely to experience satisfaction and perceive lower risk in making another purchase. This positive evaluation strengthens their intention to repurchase (Trio Simanjuntak & Badrudin, 2024).

Empirical findings generally support this relationship. Candra et al. (2023) found that product quality has a significant positive effect on repurchase intention. Similar findings were reported by Permana and Dhamera (2025) and Yanti et al. (2025) in the context of instant noodle products. However, Dwiarta and Ardiansyah (2021) emphasize that consumers' evaluation of quality is also closely related to perceived value, indicating that quality alone may not be sufficient to explain repurchase decisions. This difference suggests that the influence of product quality depends on how consumers evaluate the benefits obtained from the product relative to other considerations.

Therefore, for Lemonilo instant noodles, better perceived quality is expected to create a more positive consumption experience, increase consumer satisfaction, and subsequently strengthen repurchase intention.

H1: Product Quality has a positive effect on Repurchase Intention of Lemonilo Instant Noodles in Surabaya.

Price Perception and Repurchase Intention

Price perception influences repurchase intention through consumers' evaluation of the fairness and value of the price paid. When consumers perceive that the price is affordable and proportional to the quality and benefits obtained, the sacrifice involved in purchasing the product is considered reasonable. This favorable evaluation can increase perceived value and encourage consumers to purchase the product again.

Jiddan and Iskandar (2024) and Widargo and Dermawan (2024) found that favorable price perceptions positively influence repurchase intention. These findings indicate that consumers are more willing to repurchase products when the price is considered fair and consistent with the benefits received. However, Dwiarta and Ardiansyah (2021) suggest that consumers may still accept a relatively higher price when the perceived quality and benefits compensate for the additional monetary sacrifice. Thus, the effect of price perception should be understood not merely in terms of whether a product is cheap or expensive, but in terms of whether the price is perceived as appropriate relative to the value obtained.

In the case of Lemonilo, this consideration becomes particularly relevant because its positioning as a healthier instant noodle alternative may lead consumers to evaluate whether the additional price is justified by the perceived quality and health-related benefits. A positive evaluation of this price–benefit relationship is therefore expected to strengthen repurchase intention.

H2: Price Perception has a positive effect on Repurchase Intention of Lemonilo Instant Noodles in Surabaya.

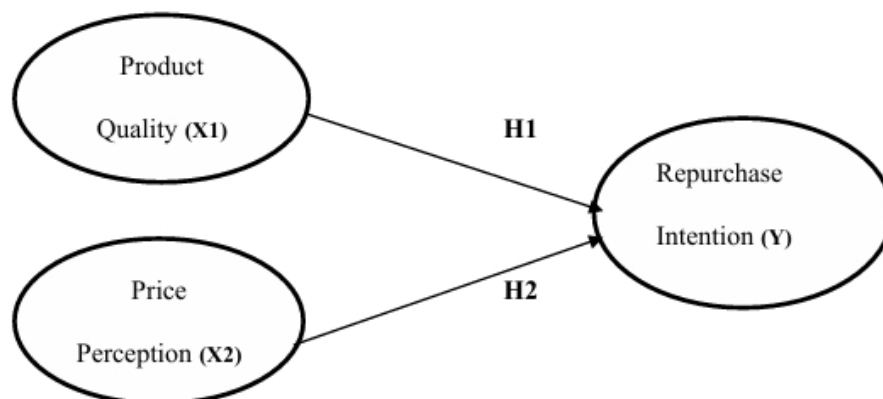


Figure 1.
Conceptual Framework

Hypotheses

H1: It is hypothesized that Product Quality has a positive effect on Repurchase Intention of Lemonilo Instant Noodles in Surabaya.

H2: It is hypothesized that Price Perception has a positive effect on Repurchase Intention of Lemonilo Instant Noodles in Surabaya.

RESEARCH METHOD

This study adopts a quantitative approach with an explanatory research design to examine the effects of product quality (X1) and price perception (X2) on repurchase intention (Y) for Lemonilo instant noodles in Surabaya. Data were collected through a structured questionnaire using a survey method.

The respondents were selected using purposive sampling based on the criteria of living in Surabaya, being at least 17 years old, and having previously purchased Lemonilo instant noodles. The study involved 110 respondents, determined based on the PLS-SEM rule of thumb of 5–10 times the number of indicators (Hair et al., 2019). As this study uses 11 indicators, the maximum multiplier was applied (10×11), resulting in 110 respondents.

Data were collected using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), based on Sugiyono (2017) in (Suryanti et al., 2021). Product quality was measured using three indicators: taste, product variety, and hygiene, adapted from Essinger and Wylie in (Tri Wijayanti & Almaidah, 2021). Price perception was measured using four indicators: affordability, price–quality suitability, price competitiveness, and price–benefit suitability, based on Kotler and Armstrong (2018) in (Nizar Assaukani et al., 2024). Repurchase intention was measured using four indicators: transactional, referential, preferential, and exploratory intention, based on Ferdinand (2014) in (Widya Yanti et al., 2025).

The primary data were analyzed using SmartPLS through the evaluation of the measurement model (outer model) for validity and reliability and the structural model (inner

model) for hypothesis testing. Bootstrapping was used to assess path coefficients, R-square, and significance, with a p-value < 0.05.

RESULTS AND DISCUSSION

Results

The statistical analysis of 110 respondents indicates that the majority of consumers are female (86.36%) and aged between 17–23 years (43.64%). This demonstrates that Lemonilo instant noodles are predominantly consumed by a younger demographic who possess a high awareness of healthy lifestyles and food safety. Furthermore, most respondents hold a bachelor's degree (55.45%) and belong to the middle-income group (42.73%), implying that purchasing decisions are jointly driven by health consciousness and adequate purchasing power. These characteristics indicate that consumers tend to prioritize product benefits and quality rather than price factors alone.

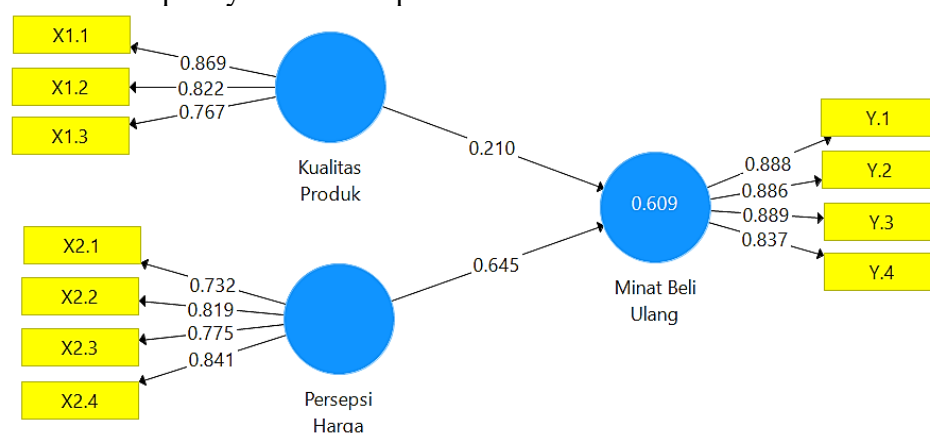


Figure 2
Convergent Validity Results

The evaluation of the measurement model demonstrates that all indicators meet the convergent validity requirements, featuring outer loading values above 0.70. This confirms that the indicators serve as valid representations of their respective constructs. Table 1 presents the convergent validity results.

Table 1.
Convergent Validity Results

Variable	Indikator	Loading Value	Result
Product Quality	X1.1	0.869	Valid
Price Perception	X2.4	0.841	Valid
Repurchase Intention	Y.3	0.889	Valid

Source: SmartPLS output, processed (2026)

Based on the evaluation of test metrics, every latent variable demonstrates Cronbach's alpha, rho_A, and Composite Reliability scores that surpass the 0.70 benchmark, thereby establishing robust internal consistency across the model. Furthermore, the evaluation shows that the AVE coefficients for all variables are greater than 0.50, which verifies satisfactory convergent validity. A comprehensive breakdown of these statistical parameters is compiled in Table 2.

Table 2.
Reliability and Validity Results

Variable	Cronbach's Alpha	rho A	Composite Reliability	AVE
Product Quality	0.757	0.773	0.860	0.673
Price Perception	0.898	0.900	0.929	0.766
Repurchase Intention	0.802	0.812	0.871	0.628

Source: SmartPLS output, processed (2026)

The structural model indicates that product quality and price perception explain 60.9% of the variance in repurchase intention ($R^2 = 0.609$), while the remaining 39.1% is explained by other factors outside the model. Based on the classification proposed by Ghazali (2018), the value indicates a moderate level (Adelia et al., 2025).

Table 3.
R-Square Results

Variable	R-Square	Adjusted R-Square	Interpretation
Repurchase Intention	0.609	0.602	Moderate

Source: SmartPLS output, processed (2026)

The assessment of effect sizes demonstrates that price perception exerts a substantial impact on repurchase intention ($f^2 = 0.745$), whereas product quality exhibits a relatively minor impact ($f^2 = 0.079$), as detailed in Table 4. These outcomes imply that target buyers tend to place a heavier emphasis on evaluating price-to-value aspects rather than focusing solely on isolated product characteristics.

Table 4.
Effect Size (f-Square)

Relationship	f-Square	Effect Level
Product Quality → Repurchase Intention	0.079	Small
Price Perception → Repurchase Intention	0.745	Large

Source: SmartPLS output, processed (2026)

Through the bootstrapping procedure, empirical data confirms that both independent factors significantly impact repurchase intention. Specifically, product quality demonstrates a favorable and statistically significant link ($\beta = 0.210$; $t = 2.719$; $p = 0.007$). Meanwhile, price perception exhibits an even more pronounced positive impact ($\beta = 0.645$; $t = 10.326$; $p < 0.001$). Therefore, price perception can be considered the stronger predictor of repurchase intention among the two independent variables examined in this study.

These outcomes imply that product quality contributes to repurchase intention, while price perception plays a more pivotal role in consumers' repurchase. This pattern is particularly evident in intention choices. Target buyers generally perform a rational assessment regarding whether the functional benefits of a premium, healthier instant noodle brand like Lemonilo justify the monetary cost. Consequently, this indicates that perceived value represents a central element in reinforcing long-term customer commitment.

Table 5.
Hypothesis Testing Results

Relationship	Path Coefficient	T Statistics	P Values	Decision
Product Quality → Repurchase Intention	0.210	2.719	0.007	Accepted
Price Perception → Repurchase Intention	0.645	10.326	0.000	Accepted

Source: SmartPLS output, processed (2026)

On the whole, the empirical evidence demonstrates that product quality alongside price perception heavily determines repurchase intention. Even so, price perception stands out as the most critical determinant, validating that consumers are highly responsive to considerations of value relative to cost rather than isolated physical attributes. This pattern is particularly evident among younger individuals and middle-class households, who tend to establish balanced buying choices by meticulously weighing price-to-benefit ratios.

Discussion

The empirical data demonstrate that product quality has a positive and significant effect on repurchase intention ($\beta = 0.210$; $t = 2.719$; $p = 0.007$), meaning that a higher level of perceived quality increases the likelihood of consumers making repeat purchases. Taste stands out as the strongest indicator of product quality, indicating that despite its positioning as a wellness-oriented instant noodle, Lemonilo must continuously meet consumer taste expectations. Additionally, the use of natural ingredients and healthier manufacturing practices may positively shape consumer evaluations. This finding is consistent with Permana and Dhamera (2025), who found that product quality has a positive and significant effect on repurchase intention for Lemonilo instant noodles. The consistency between the present finding and the previous study indicates that positive evaluations of product quality can strengthen consumer satisfaction and encourage repeat purchases.

Concurrently, price perception demonstrates a positive and significant effect on repurchase intention and emerges as the most dominant determinant in this research framework ($\beta = 0.645$; $t = 10.326$; $p < 0.001$). Its large effect size ($f^2 = 0.745$) further confirms its substantial contribution to repurchase intention. Consumers generally assess price not merely as an expense but also in relation to the benefits and value they receive. Although Lemonilo carries a higher price than conventional instant noodles, consumers may still consider it reasonable when the perceived health benefits and product quality justify the cost. This finding is consistent with Jiddan and Iskandar (2024), who found that price perception has a positive and significant effect on repurchase intention in food products. The similarity of these findings indicates that consumers are more likely to repurchase when the price is perceived as reasonable relative to the quality and benefits received.

CONCLUSION

Drawing from the empirical outcomes of this investigation, it can be inferred that product quality and price perception are strongly linked to consumers' repurchase intention regarding Lemonilo instant noodles in Surabaya. Product quality, specifically regarding flavor alignment with consumer expectations, occupies a major role in driving repeat buying behavior. Furthermore, price perception represents a key consideration, where the harmony

between financial cost and expected benefits stands out as the most vital driver in determining a consumer's willingness to re-buy the product.

These results suggest that corporate entities must continually preserve and elevate product quality, particularly regarding flavor profiles, to reinforce consumer trust and overall satisfaction. Additionally, businesses need to carefully manage pricing strategies to ensure that market costs remain proportional to the utility provided, thereby fostering a balanced value perception among the target market.

From a theoretical standpoint, this investigation adds value to the evolution of consumer behavior and marketing literature, particularly by clarifying the dynamics of repurchase intention within the healthy instant food segment. For future research, it is highly advised to integrate further empirical variables including consumer satisfaction, brand image, trust, or health-conscious orientations to establish a more thorough and holistic insight into the elements that determine repurchase intention.

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