

Analysis Of Factors Influencing Consumer Behavior And Repurchase Decisions Of Street Food Vendors In Garut Regency

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Abstract—This study aims to analyze the influence of price, vendor image, location, physical environment, and perceived nutritional value on repurchase decisions among consumers of street food vendors in Garut Regency. The increasing popularity of street food consumption highlights the importance of understanding the factors that influence consumer loyalty and repeat purchase behavior. This research uses a quantitative approach with a survey method. Data were collected through questionnaires distributed to 150 respondents who are consumers of street food across various areas in Garut Regency. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS software. The results indicate that price, vendor image, physical environment, and perceived nutritional value have a positive and significant effect on repurchase decisions, while location does not show a significant influence. Among the five factors, vendor image and perceived nutritional value have the most dominant impact on consumers' decisions to repurchase food from street vendors. These findings provide important implications for street food entrepreneurs to consider pricing strategies, improve business image, choose strategic locations, maintain the physical environment of their stalls, and provide clear information about the nutritional value of their products in order to increase customer satisfaction and loyalty.

Keywords: Price, Vendor Image, Location, Physical Environment, Perceived Nutritional Value, Repurchase Decision, Street Food.

I. INTRODUCTION

In the Indonesian economic landscape, the informal sector particularly street food vendors. Plays a strategic role in supporting local economies, including in Garut Regency. Street food businesses, categorized as micro, small, and medium enterprises (MSMEs), remain a preferred choice for consumers due to their affordability, local flavors, and accessibility.

According to data from the Garut office of Cooperatives and MSMEs (2023), there are more than 75,000 active MSMEs in the region, with approximately 18% engaged in the culinary sector, including street food. This highlights the sector's substantial contribution to the informal economy. A local survey conducted by the Central Bureau of Statistics of Garut Regency [1] reported that more than 60% of residents prefer street food as an alternative for lunch or dinner, citing affordability, suitability with local tastes, and easy access. These findings indicate strong market potential for the street food sector.

Shifts in consumer behavior have further shaped this market. A study by the Indonesian Marketing Association (IMA, 2023) found that Indonesian

consumers, including those in local areas, are increasingly influenced by hygiene, product quality, service, and emotional experience. Notably, 86% of respondents indicated a willingness to repurchase if they were satisfied with service and product quality. The COVID-19 pandemic has also reshaped consumer behavior. According to the [2], consumers have become more price-sensitive and selective, with greater emphasis on hygiene and strategic location when choosing street food. In Garut, 55% of street food vendors reported losing customers due to limited innovation and poor understanding of consumer needs, highlighting the challenges faced by this sector.

Empirical evidence from the University of Garut (2023), shows that consumer satisfaction with food, friendly service, and proximity to home or workplace are key determinants of repurchase decisions. In a survey of 150 street food consumers, 72% stated that they would repurchase if these factors were met. Furthermore, local government regulations, particularly Regional Regulation No. 3 of 2021 on Street Vendor Management, encourage vendors to improve service quality and sanitation, thereby



directly influencing consumer perception and behavior.

Consumer behavior itself is a complex response to various internal and external stimuli, such as motivation, perception, price, physical environment, menu familiarity, and perceived nutritional value. In the context of street food, consumer decisions are influenced not only by affordability and taste but also by past consumption experiences, menu familiarity, and social relationships between vendors and customers.

Repurchase intention, in this case, represents a concrete form of consumer loyalty that is essential for sustaining business continuity. From the perspective of modern marketing, understanding consumer behavior and the factors that drive repurchase is critical. Contemporary theories, such as those by [3], emphasize the interplay between internal factors (e.g., perception, motivation, attitudes) and external factors (e.g., social, cultural, and technological influences). In today's digital era, consumers are increasingly critical of product quality, perceived value, and customer experience, although traditional interpersonal interactions remain central in the street food context.

Repurchase decisions are also recognized as key indicators of customer loyalty [4] highlight that satisfaction, trust, product familiarity, and emotional value are the primary determinants of repurchase behavior, especially in micro and informal businesses. [5] similarly emphasize that consumer-perceived value is determined by perceived quality relative to price, while [6] note that direct interactions between sellers and consumers strongly shape repeat behavior within the MSME sector.

Despite the growing body of literature, research examining these factors in relation to consumer behavior and repurchase decisions in the context of street food vendors in Garut Regency remains limited. Given the unique characteristics of local consumers such as loyalty to traditional tastes, sensitivity to price, and strong attachment to local values contextual research in this area is crucial.

Therefore, this study seeks to investigate the factors influencing consumer behavior and repurchase decisions toward street food vendors in Garut Regency, focusing on price, location, perceived nutritional value, menu familiarity, and the physical environment. This research contributes not only to the academic development of consumer behavior and marketing management but also offers practical insights for street food entrepreneurs to design more targeted service strategies, improve product quality, and adopt consumer-oriented marketing approaches. Guided by contemporary frameworks such as the Consumer Behavior Theory [7], Customer Value Model [5], and Repurchase Decision Model [8], this study addresses the issue under the title: "Analysis of Factors Influencing Consumer Behavior and Repurchase Decisions among Street Food Vendors in Garut Regency."

II. LITERATURE REVIEW

Consumer behavior is the study of how individuals, groups, or organizations select, purchase, use, and evaluate products or services to satisfy their needs and wants [7]. The consumer decision-making process refers to a series of psychological and behavioral stages that individuals go through in choosing, purchasing, using, and evaluating a product or service based on their needs and preferences [3].

Repurchase decision reflects consumers' commitment to a brand or product, driven by positive perceptions of quality, value, and previous experiences [9]. Consumer satisfaction, in turn, is the final outcome of a consumption experience, arising when consumers perceive that the actual performance of a product meets or exceeds their expectations [10].

Price is defined as the amount of money charged for a product or service, or the value that consumers exchange to obtain the benefits of owning or using a product [11]. Product quality refers to the ability of a product to meet or exceed consumer expectations [3].

Location represents the physical site or strategic point where a business operates, influencing accessibility, convenience, and consumer purchasing decisions [10]. Within the marketing mix, location (place) is a critical element of distribution strategy, determining where and how products or services can be accessed by consumers.



Physical environment, according to [12], is part of the retail atmosphere, encompassing the physical elements intentionally designed to create a specific customer experience and to stimulate purchasing decisions. Street food vendors, as described by [13], are small-scale entrepreneurs conducting business in public spaces with limited facilities. They are generally non-permanent and rely on simple equipment such as carts, tents, or tables to sell their products.

III. RESEARCH METHODS

The type of research employed in this study is quantitative, utilizing statistical formulas to analyze the data and facts obtained. This approach was chosen because the research findings are presented in numerical form. As noted by [14], research methodology is a scientific procedure used to obtain data with specific purposes and applications, namely to prove, develop, or test a theory. Accordingly, this study was conducted through the distribution of questionnaires to respondents selected as the research sample, and the findings were then compared with relevant theoretical frameworks.

To ensure the validity and reliability of the data, several instruments of data collection were employed as follows:

1. **Observation:** a data collection technique conducted by directly observing the daily activities of respondents, extension activities, as well as productivity data achieved in the context of the study area.
2. **Questionnaire (Survey Instrument):** a technique involving the distribution of structured questionnaires containing written statements designed to obtain information from respondents, either about themselves or matters within their knowledge. In this study, questionnaires were distributed to respondents to gather the data required for the research objectives.
3. **Documentation:** a technique of collecting supporting data through official records, reports, or archives obtained from related government offices in this case, the Food Security Office of Garut Regency.

4. **Library Research:** a technique involving a comprehensive review of existing literature to construct the theoretical framework relevant to the research object. This included examining scientific papers, academic journals, expert opinions, and other secondary data related to the study.

IV. RESULT AND DISCUSSION

Results

4.1 Effect of Price on Repurchase Decision

The results indicate that price has a significant effect on repurchase decision, with a path coefficient of 0.241, t-statistic > 1.96 , and p-value $= 0.004 < 0.05$. This finding suggests that the more affordable and value-appropriate the price offered, the stronger its influence on consumers' repurchase decisions. Street food consumers tend to evaluate the alignment between price and perceived quality when making purchasing decisions. This result supports the study of Rahmawati (2021), which found that competitive and affordable prices increase loyalty and repurchase intention in the street food sector.

4.2 Effect of Vendor Image on Repurchase Decision

Vendor image also exerts a significant effect on repurchase decision, with a coefficient of 0.301, t-statistic > 1.96 , and p-value $= 0.004 < 0.05$. A more positive consumer perception of the vendor in terms of honesty, friendliness, prompt service, cleanliness in food presentation, and professionalism leads to a higher likelihood of repeat purchase. This finding aligns with brand image theory, which emphasizes that a positive image enhances trust and preference [15]. In this context, the vendor functions as the brand itself, making direct interaction with consumers a key determinant of loyalty.

4.3 Effect of Location on Repurchase Decision

Location does not show a significant effect on repurchase decision, with a coefficient of 0.064, t-statistic < 1.96 , and p-value > 0.05 . This implies that location is not a primary determinant of consumer behavior in repeat purchases of street food in Garut. Consumers often demonstrate flexibility and mobility in seeking out their preferred vendors, regardless of distance. Additionally, the rise of app-based food delivery services diminishes the relevance of physical location. These findings differ from



[16], who reported that strategic location affects repurchase decisions, but are consistent with [17], who found that quality and price play a more dominant role than location in street food consumption.

4.4 Effect of Physical Environment on Repurchase Decision

The physical environment significantly influences repurchase decision, with a coefficient of 0.194, t -statistic > 1.96 , and p -value = $0.004 < 0.05$. Factors such as cleanliness of the selling area, arrangement and appearance of the food cart, and the comfort of the dining area are crucial considerations for consumers. For example, consumers may associate a well-maintained food cart with higher quality and tastier food.

4.5 Effect of Perceived Nutritional Value on Repurchase Decision

Perceived nutritional value significantly affects repurchase decision, with a coefficient of 0.204, t -statistic > 1.96 , and p -value = $0.004 < 0.05$. Consumers are increasingly conscious of the nutritional content of street food, indicating that their choices are not solely based on price and accessibility but also on nutritional value. This supports Putri (2020), who found that perceived nutritional value contributes to customer loyalty in food products.

4.6 Effect of Consumer Behavior on Repurchase Decision

Consumer behavior has a significant impact on repurchase decision, with a coefficient of 0.384, t -statistic > 1.96 , and p -value = $0.004 < 0.05$. Positive experiences, satisfaction, and high engagement with street food lead to repeat purchases.

4.7 Effect of Price on Consumer Behavior

Price significantly influences consumer behavior, with a coefficient of 0.207, t -statistic > 1.96 , and p -value = $0.004 < 0.05$. Affordable, consistent, and value-aligned prices positively shape consumers' willingness to choose, try, and recommend street food. This is consistent with Nguyen et al. (2022), who reported that fair and transparent pricing enhances positive consumer behavior, particularly in street food markets of developing countries.

4.8 Effect of Vendor Image on Consumer Behavior

Vendor image significantly affects consumer behavior, with a coefficient of 0.346, t -statistic > 1.96 , and p -value = $0.004 < 0.05$. A positive vendor image encompassing personal appearance, reputation, interaction style, cleanliness, and professionalism encourages consumers to choose, purchase, and recommend the vendor's products.

4.9 Effect of Location on Consumer Behavior

Location does not significantly influence consumer behavior, with a coefficient of 0.047, t -statistic < 1.96 , and p -value > 0.05 . Although accessibility and visibility may shape initial purchase behavior, they are less influential in repeat consumption compared to factors such as price, vendor image, or product quality. The emergence of delivery services further reduces dependence on physical location.

4.10 Effect of Physical Environment on Consumer Behavior

The physical environment significantly influences consumer behavior, with a coefficient of 0.286, t -statistic > 1.96 , and p -value = $0.004 < 0.05$. Consumers are more likely to purchase, recommend, and remain loyal when the selling environment is clean, orderly, and comfortable. These results corroborate Putri and Nugroho (2023), who emphasized that cleanliness and comfort enhance perceived quality and foster loyalty in street food businesses.

Perceived nutritional value significantly affects consumer behavior, with a coefficient of 0.287, t -statistic > 1.96 , and p -value = $0.004 < 0.05$. Consumers' perceptions of nutritional benefits, ingredient safety, freshness, and health impacts shape their purchasing decisions. Health-conscious consumers, in particular, are more likely to repurchase and recommend street food when they perceive it as nutritious.

Discussion

Overall, the findings indicate that affordable pricing, positive vendor image, favorable physical environment, and perceived nutritional value drive consumer loyalty and repurchase decisions. Conversely, location plays a relatively minor role in influencing repeat behavior in the street food context. These results are consistent with [18] consumer behavior theory, which highlights the importance of



price, image, and perceived value in shaping purchasing decisions.

The results also reinforce previous studies [19], [20], which identified product quality and nutritional value as key drivers of repurchase intention in street food consumption. This supports [21], who demonstrated that nutritional perception significantly influences purchase frequency and brand preference. This aligns with [22], who argued that while location may affect initial purchases, it is not a decisive factor in repeat consumption within the street food sector.

These findings are consistent with [23], who observed that positive vendor image significantly influences purchase intention and loyalty in street food businesses. These findings align with the servicescape theory proposed by [24], which emphasizes that the physical environment shapes service quality perceptions and purchase behavior. This finding reinforces the consumer behavior model by [25], which asserts that post-purchase satisfaction strongly drives repurchase. In street food contexts, satisfaction is shaped by a combination of taste, service, price fairness, and trust in the vendor.

V. CONCLUSION AND SUGGESTION

A more positive consumer perception of the vendor in terms of honesty, friendliness, prompt service, cleanliness in food presentation, and professionalism leads to a higher likelihood of repeat purchase. Who found that quality and price play a more dominant role than location in street food consumption. The findings indicate that affordable pricing, positive vendor image, favorable physical environment, and perceived nutritional value drive consumer loyalty and repurchase decisions. Conversely, location plays a relatively minor role in influencing repeat behavior in the street food context.

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