

Assessment of Product Attributes, Consumer Perceived Value, and Repurchase Intention: A Case of All-You-Can-Eat Beef Buffet

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ABSTRAK

Produk dengan nilai atribut yang lebih tinggi akan menciptakan persepsi nilai konsumen yang lebih tinggi. Semakin tinggi nilai yang dirasakan, semakin tinggi niat pembelian kembali konsumen pada produk. Penelitian ini bertujuan untuk menganalisis pengaruh atribut produk terhadap nilai dan niat konsumen untuk membeli kembali hidangan daging sapi di prasmanan All-You-Can-Eat (AYCE). Survei mandiri yang tidak dibatasi dilakukan dengan memanfaatkan convenience sampling, dan jumlah sampel yang diperoleh adalah 230 responden. Analisis Structural Equation Modelling (SEM) digunakan untuk menyelidiki pengaruh variabel. Penelitian ini mengungkapkan bahwa responden didominasi perempuan (66,10%) berusia antara 18 hingga 25 tahun, dan telah mengunjungi AYCE untuk membeli hidangan daging sapi setidaknya satu kali. Semakin tinggi nilai atribut produk, semakin tinggi nilai persepsi konsumen terhadap hidangan daging sapi di prasmanan AYCE ($p < 0,05$). Mengenai niat untuk membeli kembali, penelitian ini menunjukkan bahwa nilai yang dirasakan dan atribut produk memiliki pengaruh positif yang signifikan ($p < 0,05$) terhadap niat konsumen untuk membeli kembali hidangan daging sapi di prasmanan AYCE. Penelitian ini menyoroti atribut produk intrinsik dan ekstrinsik membawa nilai persepsi tinggi dan niat membeli kembali konsumen. Temuan penelitian ini merekomendasikan pemasar untuk mengembangkan strategi pemasaran yang efektif melalui penambahan nilai kepada konsumen. Produk diferensiasi dan pengambilan keputusan tentang atribut intrinsik dan ekstrinsik. Untuk bersaing dengan bisnis serupa, atribut produk perlu ditingkatkan dan dipertimbangkan dengan cermat.

ABSTRACT

Products with higher attribute values will create higher consumer value perceptions. The higher the perceived value, the higher the consumer's repurchase intention on the product. This study seeks to analyse the effect of product attributes on the consumer's perceived value and intention to repurchase beef dishes at the All-You-Can-Eat (AYCE) buffet. Unrestricted self-selected surveys were conducted with convenience sampling is utilized, and the number of samples obtained is 230 respondents. Structural Equation Modelling (SEM) analysis was used to investigate the effect of the variables. This study reveals that respondents are predominantly female (66.10%) in the range of 18 to 25 years old, and have visited AYCE to buy beef dishes at least one time. The higher the product attributes value, the higher the consumer's perceived value of beef dishes at AYCE buffet ($p < 0.05$). Regarding the intention to repurchase, this study indicated that perceived value and product attributes have a significant positive effect ($p < 0.05$) on consumers' intention to repurchase beef dishes at AYCE buffet. This research highlights the both intrinsic and extrinsic product attributes bring high perceived value and consumer repurchase intentions. The findings of this study recommend marketers for developing effective marketing strategies through adding value to consumers. Differentiation products and making the decision on intrinsic and extrinsic attributes. To compete with similar businesses, product attributes need to be upgraded and given careful consideration.

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1. INTRODUCTION

Product's attributes are major motivations that influence consumer behavior in deciding to buy (Purnama et al., 2017; Wickliffe & Pysarchik, 2001; Zhang et al., 2002). Attributes describe the constituent elements of product consisting of intrinsic and extrinsic attributes. Intrinsic attributes are attributes directly attached to the product composition (e.g. taste, aroma, texture, color, nutritional content) (Bolha et al., 2020; Piqueras-Fiszman & Spence, 2015). In contrast, extrinsic attributes are attributes that are not directly attached to the product composition but affect the product's value (e.g. price, packaging, sales location, services, sales promotion) (Asioli et al., 2017; Risius et al., 2019). Extrinsic attributes such as packaging affect to the perception of hedonistic value from consumers (Asioli et al., 2017; Wang & Yu, 2016). Hedonistic value is a form of consumer experience consisting of product or service that is unique, has symbolic meaning, stimulates emotions, and creates product image (Jang & Ha, 2015; Liu et al., 2023). Consumers in understanding product in addition to seeing the inherent intrinsic attribute value, also concern to the extrinsic attribute value. The attribute value by consumers will be used as basis for evaluating the usefulness of products that affect the perception of consumer value. Products with higher attribute values will affect the perception of higher consumer values in these products (Kotler & Keller, 2016; Yu & Lee, 2019). Attribute dimension has the weakest effect and confidence in the purchasing (Ali, 2019; Simová & Cinkánová, 2016). Extrinsic attributes are one of the components of product attributes that can cause benefit values related to aspects of satisfaction that consumers get with product (Kotler & Keller, 2016; Yu & Lee, 2019). Product attributes are used for evaluating the value and benefits of product that will create perceived value (Ali, 2019; Simová & Cinkánová, 2016). Perceived value is the difference between the total value of benefits obtained by consumers from using the product and the total costs incurred for the product (Kotler & Keller, 2016; Yu & Lee, 2019). Consumer perceived value is very important to define the concept related to the quality of the attributes of product (Rasyid, 2019).

The perceived value is used to measure the level of consumer satisfaction (Katt & Meixner, 2020; Satriandhini et al., 2019). Consumer satisfaction is obtained from the characteristics inherent in product that will affect consumers' decisions in repurchase the product (Ibzan et al., 2016; Tan & Brahmana, 2019). Repurchase intention can be identified by knowing the transactional interest, preferential interest, and exploratory interest of consumers (Katt & Meixner, 2020; Satriandhini et al., 2019). The higher the perceived value, the higher the repurchase intention of the product (Ibzan et al., 2016; Tan & Brahmana, 2019). Product attributes and perceived value have positive effect on product repurchase intentions (Dubihlela & Ngxukumeshe, 2016; Nguyen et al., 2015). Product attributes have an effect on consumer value perception which also affects the intention to repurchase food products (Romadhoningrum & Santosa, 2022; Walsh et al., 2014). Consumer perception value towards food products including beef is influenced by various affective factors such as attitudes, taste, interests, emotions and social factors (Dubihlela & Ngxukumeshe, 2016; Nguyen et al., 2015). PERVAL (Perceived Value) model that is used to measure the perception of consumer value towards product (Romadhoningrum & Santosa, 2022; Walsh et al., 2014). The four main aspects of PERVAL include quality value, value of money, emotional value, and social value. Quality value is the value of the benefits obtained from the product based on its quality and performance. Value of money is the value of the benefits obtained from the product based on the fees paid. Emotional value comes from the product's ability to cause positive feelings in consumers. Social value is the value of benefits obtained from the ability of the product to improve social self-concept.

Repurchase intention is a post-purchase action when consumers feel satisfaction with product or service that was purchased, consumed, or used before (Nabila et al., 2023; Yolandari & Kusumadewi, 2018). Repurchase intention is also defined as motivational statement from consumers to repeat the buying behavior of product brand (Nabila et al., 2023; Yolandari & Kusumadewi, 2018). The repurchase intention is realized in the form of planned decision to make repurchase of particular product, taking into account the possible situation and conditions. The high repurchase intention indicates that the products consumed provide satisfaction to consumers, product attributes and consumer value perceptions (Dubihlela et al., 2016; Yasri et al., 2020)

The all-you-can-eat buffet-style dining is popular food delivery system for people who want wide variety of foods and want to eat a lot. Previous research on all-you-can-eat has focused on pricing, service quality, clocking for a meal, and the relationships between eating behavior and obesity (Bichler et al., 2020; Just & Wansink, 2011; Oyewole, 2013; Siniver et al., 2013; Siniver & Ynaniv, 2012; Temple & Nowrouzi, 2013; Wansink & Payne, 2008). A limited study of the consumer value in AYCE buffet. This study applied Structural Equation Modeling (SEM) to express repurchase intentions based on product attributes and perceived value by consumers. This study investigates the effect of product attributes on beef dishes at AYCE buffets on perceived value and repurchases intentions from consumers. AYCE buffet is currently popular with self-service concept, where consumers only pay once to enjoy AYCE meals within limited time. AYCE buffets are mostly applied to buffets that sell beef dishes with barbecue concept. This research will

help entrepreneurs from AYCE beef buffets regarding appropriate marketing strategies based on consumer behavior towards the attributes of beef dishes.

2. METHODS

This study is based on primary data from survey of respondents using a self-administered questionnaire. The questionnaire was used to obtain data on respondent characteristics and answers to closed and open questions related to the variables used, including product attributes, perceived value, and repurchase intentions. To measure consumer value, respondents were selected based on the research objectives with the criteria of having purchased beef dishes at least once at the AYCE buffet (Etikan, 2017; Suwito et al., 2017). The nonprobability sampling technique in this study used a purposive sampling approach which is a sample determination technique with certain considerations (Etikan, 2017; Suwito et al., 2017). The selected consumer sampled number was adjusted to the minimum number of samples required by SEM (Măță et al., 2020; Sagan, 2019). Data from this study were analyzed through SEM. Confirmatory Factor Analysis (CFA) tests the validity of the variable constituent indicators, which is known by identifying the estimated value of the loading factor through Standardized Regression Weights with a threshold value ≥ 0.50 (Măță et al., 2020; Sagan, 2019). Consistency of the reliability of each variable is obtained by calculating the value of construct reliability (CR) and variance extracted (VE). The threshold for construct reliability is ≥ 0.60 , and the variance extracted ≥ 0.50 . The goodness of Fit model test is conduct to measure the level of goodness of the predictive model for research consisting of three index criteria including absolute (Chi-Square, CMIN/DF, GFI, RMSEA), incremental (AGFI, TLI, NFI, CFI, IFI), and parsimony (PNFI, PGFI). Chi-square is used to determine the degree of match between the predicted model (Rasool et al., 2021; Szakos et al., 2021). Hypothesis testing is known by identifying the output Regression Weights. A hypothesis is accepted if the critical ratio (C.R.) > 1.96 and probability ($p < 0.05$).

A validity test is used to measure the validity of the research instrument. The validity test in this study used Confirmatory Factor Analysis (CFA). Validity testing with CFA is carried out to test the one-dimensionality of construct-forming indicators. The constructs used in this study include product attribute constructs (AP), value perception (PN), and repurchase intentions (NBU). The loading factor values of all indicators > 0.5 except the PN4 indicator can be seen in Table 1. The largest loading factor value in the NBU1 indicator (transactional interest) with a value of 0.963, while the smallest loading factor value is on the PN4 indicator (social value) with a value of 0.364. The loading factor value between the PN4 indicator and the PN construct shows a fairly weak relationship because the $p < 0.5$. The PN4 loading value indicator is invalid and will be eliminated in the analysis data collection, while the other indicators are valid so they are still used in the research questionnaire.

Table 1. Validity Test Result

Indicators		Construct	Loading Factor Value	Status
AP1	< ---	AP	0.710	Valid
AP2	< ---	AP	0.840	Valid
PN1	< ---	PN	0.751	Valid
PN2	< ---	PN	0.769	Valid
PN3	< ---	PN	0.837	Valid
PN4	< ---	PN	0.364	Not Valid
NBU1	< ---	NBU	0.963	Valid
NBU2	< ---	NBU	0.599	Valid
NBU3	< ---	NBU	0.604	Valid

A reliability test is used to determine the stability and reliability of a measuring instrument or research instrument. The reliability test in this study was carried out by looking at the value of construct reliability and the variance extracted. A construct reliability is used to determine the consistency of measurement while variance extracted is used to determine the number of variants of the entire indicator that can explain the construct (Rasool et al., 2021; Szakos et al., 2021). The values of construct reliability and variance extracted in SEM are obtained through the following formula:

$$\text{Construct Reliability} = \frac{(\sum \text{Standardized Loading})^2}{(\sum \text{Standardized Loading})^2 + \sum \epsilon_j}$$

$$\text{Variance Extracted} = \frac{\sum \text{Standardized Loading}^2}{\sum \text{Standardized Loading}^2 + \sum \epsilon_j}$$

Where $\epsilon_j = 1 - \text{Standardized Loading}$. The research indicator is declared reliable if the value of construct reliability ≥ 0.60 and the variance extracted ≥ 0.50 . Table 2 showed that each construct has construct reliability value of ≥ 0.60 and an extracted variance value of ≥ 0.50 . Based on the results of the reliability test, it can be said that the construct used in the study is reliable. Reliable constructs can be used in the subsequent retrieval of analytical data.

Table 2. Reliability Test Result

Construct	Construct Reliability	Variance Extracted	Status
AP	0.842	0.728	Reliable
PN	0.896	0.742	Reliable
NBU	0.849	0.664	Reliable

A common model of path diagram in SEM which assumes that a variable can influence an outcome directly and indirectly through another variable, is compiled based on exogenous and endogenous constructs. Exogenous constructs (independent variables) in this study include product attributes (AP) and value perceptions (PN), while endogenous constructs (dependent variables) include value perceptions (PN) and repurchase intentions (NBU). Path diagram analysis was converted into the structural equation model form as follows.

$$\begin{aligned}\eta_1 &= \gamma_{11}\xi_1 + \zeta_1 \\ \eta_2 &= \gamma_{21}\xi_1 + \beta_{21}\eta_1 + \zeta_2\end{aligned}$$

Where η_1 = value perception construct; η_2 = repurchase intention construct; ξ_1 = product attribute construct; γ_{11} = loading factor ξ_1 against η_1 ; γ_{21} = loading factor ξ_1 against η_2 ; β_{21} = loading factor η_1 against η_2 ; ζ_1 = structural error in the construct of value perception; ζ_2 = structural error in the repurchase intention construct.

3. RESULTS AND DISCUSSIONS

Results

Personal Characteristics of AYCE Consumers

There are 230 samples of respondent who participate in this research already presented in Table 3. Most of the respondents are women (66.1%) which are dominated by the age group between 18 to 25 years old (89.6%). The age group between 15 to 25 years spent their leisure time to meet-up each other in cafes or buffets. This shows that the majority of respondents are familiar with AYCE concept buffets and are not at the trying stage. Higher level of knowledge and education tend to choose foods that are of better quality.

Table 3. Characteristics of Respondents

Demographic Profile	Response	Percentage (%)
Sample Size (n)	230	
Gender		
Male	78	33.9
Female	152	66.1
Age (Year)		
19 - 25	206	89.6
26 - 33	16	3.9
34 - 41	5	2.2
>42	3	1.3
Educational Background		
Basic-Secondary School	117	50.8
University	105	49.2
Occupation		
Government Employee	9	3.9
Self-Employee	12	5.2
Labor	26	11.3
Unemployment	183	79.6

Demographic Profile (Student, Scholarship Grantee, etc.)	Response	Percentage (%)
Monthly Income		
≤ IDR 1, 000,000.00	86	37.4
IDR 1,000,001.00 – IDR 3,000,000.00	99	43.0
IDR 3,000,001 – IDR 5,000,000.00	23	10.0
> IDR 5,000,000.00	22	9.6
Frequency Purchasing		
1 Time	52	22.6
2-3 Times	75	32.6
4-5 Times	24	10.4
> 5 Times	79	34.4

The majority of respondents are students (72.6%) with the most frequent visits to AYCE beef buffets more than one time (77.4%). It can be concluded that selected consumers are familiar with beef dishes in buffets with the AYCE concept and they make repeated purchasing. As product with high sensitivity to income, selected respondent beef products appeared high income group (an average of 3.377.049 IDR) (Buda & Mohamed, 2021; Katt & Meixner, 2020).

Performance of Fitted Model

This section consists of describing the overall suitability of the model. In order of size of unimportant variables and important variables path factor. Use this information to report the results hypothesis test. The variables used to prove the hypothesis need to be tested for causality between constructs which will be interpreted in the form of path diagram. The relationship between complex variables in the study was tested through SEM analysis to obtain comprehensive picture of the overall model (Buda & Mohamed, 2021; Katt & Meixner, 2020). The path diagram in SEM is based on theoretical model states that the constructs built in the path diagram are divided into two groups, namely exogenous constructs and endogenous constructs. The exogenous construct (independent variable) in this study includes product attributes (AP) and perceived value (PN), whereas the endogenous construct (dependent variable) is perceived value (PN) and repurchase intention (NBU). The value perception construct in this study acts as an independent variable that affects the construct of repurchase intention and becomes the dependent variable that is influenced by the product attribute construct. The reliability test proves that all research variables are reliable and consistent. These variables include product attributes (CR=0.762; VE=0.616), perceived value (CR=0.876; VE=0.703), and repurchase intention (CR=0.848; VE=0.654). Eight indicators that measure variables have an estimated factor loading value of Standardized Regression Weights above five, which means that all indicators are valid and can be used in research data collection. Results of the CFA of variables including product attribute (AP), perceived value (PN), and repurchase intention (NBU), which were built from eight indicators already presented in Figure 1.

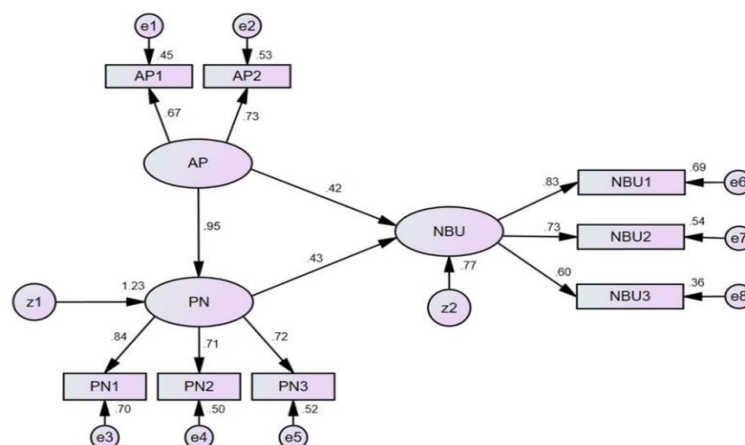


Figure 1. Fitted Model

The model fit test (Goodness of Fit) is used to measure the accuracy between the input observations and the predictions of the proposed model. In this study, the test is divided into three types of measurement criteria, namely absolute fit measures (Chi Square, CMIN/DF, GFI, RMSEA), incremental fit measures (AGFI,

TLI, NFI, CFI, IFI) and parsimony fit measures (PNFI and PGFI). Results of the goodness of fit analysis test on the variables can be seen in Table 4. The goodness of fit model is in the good category of fit. Most of the indexes prove that the model is good, while some indexes that do not fit can be improved by modifying the model.

Table 4. Goodness of Fit Model Test

Index	Cut-off Value	Result	Description	Index	Cut-off Value	Result	Description
Chi-Square	Expected Small	62.926	Good	NFI	≥0.90	0.934	Good
CMIN/DF	≤5	3.702	Good	CFI	≥0.90	0.950	Good
GFI	≥0.90	0.935	Good	IFI	≥0.90	0.951	Good
RMSEA	≥0.08	0.109	Poor	PNFI	0.60 to 0.90	0.611	Good
AGFI	≥0.90	0.861	Marginal	PGFI	Close to 1	0.441	Poor
TLI	≥0.90	0.918	Good				

Note: GFI: Goodness of Fit Index; RMSEA: Root Mean Square Error of Approximation; CMIN stand for Chi-square value; AGFI: Adjusted Goodness of Fit Index; TLI: Tucker Lewis Index

Relationship Among Product Attributes, Perceived Value, and Repurchase Intentions

Response form selected consumers as respondents to the statement items in the questionnaire are calculated based on the total score. The total score determines the value level of product attributes, perception value, and repurchase intention. Based on Table 5 the total score is categorized into three interval levels namely low, medium, and high. Product attributes values are in high category indicate that the attributes of beef dishes in general have been considered good and in accordance with the wishes and expectations of consumers. For both intrinsic and extrinsic attribute, the majority of respondents rated beef dishes at AYCE buffets as having good taste. Food product is declared delicious if consumers feel satisfaction and feeling of pleasure when consuming these foods.

Table 5. Value Level of Product Attributes, Perception Value, and Repurchases Intention

No.	Variables	Percentage	Variables Category	Range Category
	Product Attribute Value			45 – 60
1	Intrinsic Attribute	70.40	High	
	Extrinsic Attribute	63.90	High	
	Consumer Perception Value			40.34 – 55
2	Quality Value	79.10	High	
	Value of Money	60.90	High	
	Emotional Value	58.30	High	
	Repurchase Intention			34 – 45
3	Transactional Interest	67.40	High	
	Preferential Interest	52.60	High	
	Exploratory Interest	51.30	High	

Consumer value perception of beef dishes in AYCE buffets is determined by three assessment indicators, namely quality value, value of money, and emotional value. Quality value is defined as consumers benefit value through beef dishes quality while value of money is what consumer pay. Emotional value is from the ability of beef dishes to cause positive feelings in consumers. AYCE buffet offers beef is considered good and high quality although expensive but consumers pay for the comfort and enjoy the beef dish. The effect of beef dish attributes consisting of intrinsic (AP1) and extrinsic (AP2) attribute indicators on consumer value perceptions and repurchase intentions on beef dishes at AYCE buffets. The consumer perception value in this study consists of quality value (PN1), value of money (PN2), emotional value (PN3), and social value (PN4). The repurchase intention in this study consists of indicators of transactional interest (NBU1), preferential interest (NBU2), and exploratory interest (NBU3). Results of the analysis showed that product attributes have significant and positive effect on perceived value, perceived value has significant and positive effect on repurchase intention, and product attributes have significant and positive effect on repurchase intention already presenten in Table 6.

Table 6. Hypothesis Testing Result

	Estimate	SE.	C.R.	P	Description
AP → PN	0.954	0.195	8.667	0.001	Significant and positive
PN → NBU	0.434	0.264	2.021	0.043	Significant and positive
AP → NBU	0.418	0.381	2.048	0.041	Significant and positive

Product attributes have positive and significant effect on the perception of consumer value. The estimated value of 0.954 indicates that the influence of the relationship between the constructs is positive have positive effect on the perception of consumer value in beef dishes at AYCE buffets (C.R. 8.667; $p < 0.001$). The attributes of beef products served in AYCE buffets affect to consumer perception value. The intrinsic attributes include the taste, aroma, texture, color, fat content (marbling), and nutritional content of beef dishes. Extrinsic attributes include price, halal status, payment method, buffet location, buffet service, and buffet promotion. The perception value had positive effect on consumers repurchase intentions on beef dishes at AYCE buffets. The estimated value of 0.434 indicates that the influence of the relationship between the constructs is positive and significant (C.R. = 2.021; $p = 0.043$).

Discussion

The product attribute and value perception relationship used structural model test. The result showed that the contract of product attributes has a positive and significant effect on consumer value perceptions (Moon et al., 2018; Wang & Yu, 2016). The estimated value of 0.954 indicates the effect of the relationship is positive because the value > 0 . The C.R. value of 8.667 with $p < 0.001$ indicates the relationship between constructs is significant because the C.R. value > 1.96 and $p < 0.05$. The effect of product attributes on perceived value is positive, so the higher the attribute value, the higher the perceived value of consumers. The results of the study are in accordance with previous research which stated that product attributes have positive effect on consumer value perceptions e.g. sensory content (intrinsic) and packaging (extrinsic) (Putra, 2019; Wang & Yu, 2016). The implication of the research results is to improve the quality of beef product attributes both in terms of intrinsic and extrinsic so as to increase the perception value from consumers. Product attributes affect the repurchase intention of consumers towards beef dishes at AYCE buffets. The positive implication of the research results is to improve the quality of the attributes of beef dishes provided by buffets both from an intrinsic and an extrinsic perspective. Improving the quality of product attributes is expected to be able to create value of satisfaction for consumers so that it has an impact on consumers repurchase intentions for beef dishes at AYCE buffets which are getting higher.

Product attributes in this study are intrinsic and extrinsic attributes of beef dishes. Intrinsic attributes include taste, aroma, texture, color, fat content (marbling), and nutritional content of beef dishes. Extrinsic attributes are price, halal status, payment method, restaurant location, restaurant service, and restaurant promotion. The implication of the research results is to improve the quality of beef dish attributes both from the intrinsic and extrinsic sides so as to increase the perceived value of consumers.

The perceived value has a positive and significant effect on repurchase intentions. The estimated value of 0.434 indicates the effect of the relationship is positive because the value > 0 . The C.R. value of 2.021 with $p < 0.043$ indicates the relationship between constructs is significant because the C.R. value > 1.96 and $p < 0.05$. The relationship analysis between perceived value and repurchase of product showed that perceived value had an effect on consumers repurchase intentions for beef dishes at AYCE buffets. This result also supported by similar research which stated that perceived value has been shown to be a good predictor of consumer purchase intention (Salehzadeh & Pool, 2017; Wang & Yu, 2016). The effect of perceived value on repurchase intention is positive so that the higher the perceived value, the higher the intention of consumer repurchase intention on a product. The results of the study are in accordance with previous research which states that perceived value has a positive effect on consumer repurchase intentions on a product (Salehzadeh & Pool, 2017; Wang & Yu, 2016).

Results show that the attributes of beef dishes at AYCE buffets affect consumers' perception of value. The influence of the relationship is positive, so the higher the attribute value, the higher the consumer's perceived value. These type of consumers tend to focus primarily on product attributes (Agustina et al., 2017; Ummul Muzayyanah et al., 2023). Attributes of beef dishes at AYCE buffets also affect repurchase intention with positive relationship, so the higher the attribute value, the higher the repurchase intention. The consumer's perception of the value of beef dishes at the AYCE buffet affects repurchase intention with positive relationship, so the higher the perceived value, the higher the consumer's repurchase intention. There are some limitations to this study. The variations in demographic factors were not examined in this study. To see if there are any differences in respondents' satisfaction with product attributes, future studies may divide respondents based on age and gender. Finally, the study only evaluated customers' perceptions of product features and their intention to repurchase based on those perceptions;

subsequent studies should investigate and assess people in circumstances when they actually make purchasing decisions. The implication of this study has suggested that improving intrinsic and extrinsic product attributes. Consumer intent to make subsequent purchases may be increased by raising the perceived value and of the products. High perceived value is obtained by increasing the value of beef product attributes. Beef product attributes that need to be improved are intrinsic and extrinsic attributes inherent in the product.

4. CONCLUSION

Based on the results, it can be concluded that the attributes of beef dishes at AYCE buffets positively affect consumers' perceived value and repurchase intentions. Product attributes with high value will affect consumers' perceived value and repurchase intention, which is getting higher. Perceived value also affects repurchase intentions directly, so that when consumers' perceived value for beef dishes at AYCE buffets is high, it will increase consumers repurchase intentions. Product attributes have significant positive effect on perceived value. The higher the product attribute value, the higher the consumer's perception of the value of beef dishes at AYCE buffets. Perceived value has real positive effect on repurchases intention. Creating high perceived value of the products by increasing product attributes can increase consumer intention to repurchase. These can be new products for existing customers or existing products for new customers, and conducting marketing campaigns on social media. Nearly half of customer had tried the AYCE buffet for the first time because of post on social media. Customers are more likely to recommend a restaurant if given a quick response on social media.

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