

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Impact of Digital Marketing, Price, Interior Design, and Taste on Repeat Purchase Decisions at Fadhil Songka Restaurant

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ABSTRACT

Various factors influence consumer repurchase decisions in the culinary sector, but few studies have quantitatively measured their individual contributions. This study aims to examine the influence of digital marketing, price, interior design, and taste on repurchase decisions at Fadhil Songka Restaurant, Palopo City. The approach employed was a quantitative explanatory design, utilizing survey data from 205 randomly selected consumers. The results of the partial regression analysis showed that all four variables had a positive and statistically significant effect on repurchase decisions ($p < 0.05$). Simultaneously, the research model was statistically significant ($F = 34.268$, $p < 0.001$) and explained 39.5% of the variance in repurchase behavior ($R^2 = 0.395$). These findings underscore the importance of optimizing digital marketing strategies, establishing competitive prices, and enhancing aspects of the dining experience, including interior design and food quality. Future research is recommended to explore other factors that influence customer loyalty in the culinary industry.

Keywords: Digital Marketing, Price, Interior Design, Taste, Repeat Purchase Decisions.

I. INTRODUCTION

The culinary industry in Indonesia has experienced rapid growth in recent years, driven by rising incomes, shifting lifestyles, and technological advancements. This development has intensified competition among businesses, particularly with the ease of digital access, which allows consumers to explore a wide range of culinary options quickly and efficiently. In this context, the ability to retain customers through repeat purchases is a key factor in business sustainability, as stated by [author]. They stated that repeat purchases not only maintain income but also form long-term loyalty. One of the key elements in retaining consumers is a digital marketing strategy, which has now become the primary tool for reaching and influencing them. Rizal et al. (2021) explain that the growth of social media and digital platforms has changed the way consumers seek information and make purchasing decisions.



Restaurants that utilize digital marketing effectively tend to have a competitive advantage in attracting and retaining customers. However, the success of digital marketing also depends heavily on audience engagement and the relevance of the content offered.

Apart from digital promotion strategies, price is another very important factor in repeat purchase decisions. Yuliana (2023) revealed In a market that is increasingly sensitive to economic changes, consumers tend to be more selective and responsive to competitive price offers. No less important is the interior design aspect of restaurants, which now has its own appeal, especially for young consumers who prioritize visual experiences. Ramadhan and Ratnawili (2024) Stated that an attractive and "Instagrammable" interior design not only creates a positive first impression but also encourages a memorable and shareable dining experience. This experience can encourage repeat customers. In addition, the element of taste remains the primary foundation in forming consumer loyalty. According to t Hasan et al. (2023) Found that taste quality and consistency play a crucial role in the culinary experience, influencing repeat purchase decisions. Varied taste preferences across regions and cultures add to this complexity, making it crucial to understand local tastes for the success of culinary businesses.

This research was conducted at Fadhil Restaurant, located in Songka Village, Palopo City. This business faces increasingly fierce competition, both from fellow local businesses and national restaurant chains that are beginning to enter the Palopo market. Fadhil Restaurant's strategic position within the local culinary market dynamics makes it an interesting case study. Initial observations revealed several obstacles affecting repeat purchases at this restaurant. These include suboptimal use of digital marketing, resulting from low social media engagement and poorly targeted promotions. Regarding pricing, some consumers considered it uncompetitive. Meanwhile, the interior design, while attractive, did not fully meet the expectations of young consumers. Furthermore, inconsistent taste between visits was a major complaint, impacting customer loyalty.

Several previous studies have shown mixed results regarding the influence of digital marketing, price, interior design, and taste on repeat purchases. For example, Iqbal and Aman (2021) as well as Yuliana (2023) Stated that digital marketing and price have a positive and significant influence, while Fransiska (2023) Found the opposite result, stating that neither variable had a significant influence. Similarly, interior design and taste, which, according to several studies, have a significant influence, Ramadhan and Ratnawili (2024) , Septiana, et al. (2024) , found a significant influence, while Hasan, et al. (2023) Sriwahyuni, et al. (2023) , stated that there was no significant influence. Although numerous studies have explored the factors influencing purchasing decisions in the culinary industry, most studies focus on large cities, with little attention paid to mid-sized cities like Palopo.

Previous research tends to analyze digital marketing, price, interior design, and taste separately, resulting in a lack of a comprehensive approach examining how these factors combine to influence repeat purchases, particularly in regions with distinct consumer characteristics. This study aims to address this gap by analyzing the holistic influence of these four factors at Rumah Makan Fadhil, thereby enriching the literature and providing practical insights for local culinary businesses in Palopo. This study aims to comprehensively analyze the influence of digital marketing, price, interior design, and taste on repeat consumer purchasing decisions at Fadhil Restaurant in Palopo City. It also aims to identify the most significant factors influencing consumer loyalty and provide practical recommendations for enhancing marketing strategies in the local culinary sector.

II. Literature Review and Hypothesis Development

2.1. Digital Marketing

Digital marketing, according to Sriminarti (2024) It is a means to build brand image and support sales to the target market, while Maszudi et al. (2023) Defines it as a marketing process utilizing digital media to promote brands across various online platforms. Fatha et al. (2023) It adds that digital marketing is a strategy that utilizes the internet for global promotion, effective communication, and reaching a broader target market. This definition aligns with the concept of *Integrated Marketing Communications* (Kotler & Keller, 2016), which emphasizes the importance of message consistency across various digital channels to create a strong relationship between brands and consumers.

Based on these opinions and theories, it can be concluded that digital marketing is a marketing process that utilizes digital media and the internet to promote products, build brand image, and effectively reach consumers. This makes it a crucial element of modern marketing strategies that are responsive to technological developments. The indicators used to measure the effectiveness of digital marketing refer to: Saputro and Sugiharto (2018) Which identifies four important aspects, including:

- a. Interactivity: the ability of digital media to create two-way communication between companies and consumers;
- b. Incentive programs: promotional strategies that add value;
- c. Site design: visual elements that influence consumer appeal; and
- d. Cost efficiency: the cost advantages of digital marketing over conventional media. These four indicators also reflect the basic principles of integrated marketing communications in a digital context.

2.2. Price

According to Kotler and Amstrong (2021) Price is the value of money paid to obtain a product or service, and is the only element in the marketing mix that generates revenue. Swastha and Irawan (2020) , adding that price reflects the monetary value required to obtain a particular combination of goods and services, and is a significant variable influencing consumer decisions. Senda, et al., (2023) , also stated that price is often the primary consideration in decision-making because it is considered to reflect benefits and is in accordance with the consumer's financial condition. Understanding pricing in the context of modern marketing refers to the *Marketing Mix framework* (McCarthy, as cited in Kotler & Keller, 2016), where price is one of the four main elements (product, price, place, and promotion) that influence the success of a marketing strategy. Price also plays a role in the consumer evaluation process, according to Customer Value Theory, which states that purchasing decisions are based on a comparison between perceived benefits and the sacrifice (in the form of price) that must be paid.

Based on this understanding, it can be concluded that price is the monetary value of a product or service, which plays a crucial role in influencing purchasing decisions. Determining the right pricing strategy is a crucial factor in winning the competition and effectively positioning the product in the market. According to Iqbal and Aman (2021) There are four leading indicators used to measure consumer perceptions of prices, namely:

- a. Price affordability, namely the extent to which prices are in accordance with consumer purchasing power.
- b. Price-quality ratio, namely, whether the price reflects the quality of the product.
- c. Competitive pricing, namely the price of the product compared to competitors.
- d. Price-benefit balance, which indicates consumers' perceptions of the value received relative to the price paid. These four indicators reflect consumers' subjective perceptions of how price is evaluated as part of the overall value that a company provides.

2.3. Interior Design

According to Fathoni, et al., (2022) Interior design is defined as the process of planning, arranging, and designing spaces within a building to create an environment that meets human needs for shelter and protection, while also influencing individual visual perception and emotions. Sriwahyuni et al. (2023) It is noted that interior design focuses on the layout and aesthetics of a room to provide comfort and effectiveness for users. Furthermore, Desmariansi, et al., (2023) Emphasized that interior design involves the arrangement of space that not only fulfills basic human needs, but also influences the way activities take place, the expression of ideas, the appearance of the space, and the character of individuals when carrying out activities.

In line with the development of interior design science over the last decade, cutting-edge concepts such as biophilic design and attention restoration theory demonstrate that incorporating natural elements, including lighting and ventilation, can enhance the comfort and psychological well-being of users. In addition, the experiential interior design (EID) and intelligence-based design approaches focus on how space design triggers users' neurological and emotional responses (Coburn et al., 2017). Contemporary views on interiority emphasize the importance of bodily experience in space, not only functionally, but also socially and culturally (Atmodiwirjo & Yatmo 2023). By considering these theories, it can be concluded that interior design is not only a technical and aesthetic activity, but also reflects a multidisciplinary approach that considers psychological, sensory, social, and ecological aspects in designing space. Putra et al. (2022) Put forward several interior design indicators, namely as follows:

- a. Spatial comfort, which includes good furniture arrangement, ventilation, and lighting, is in line with the principles of biophilic design, which encourage psychological recovery.
- b. Aesthetics and decoration, namely the use of neurologically appealing visual elements (neuroaesthetics), encourage positive emotions and attachment to space.
- c. The suitability of the design to the theme is related to the formation of the identity of the space according to the interiority approach, which sees space as an expression of culture and social experience.
- d. Functionalit, namely spatial planning that supports mobility and ease of access, which is relevant to the principles of systemic and regenerative design in creating adaptive, efficient, and sustainable spaces.

2.4. Taste

Wulandari and Kamil (2024) state that taste encompasses the characteristics of the five human senses, including taste, aroma, texture, and temperature, which can significantly contribute to customer satisfaction if presented according to consumer preferences. Mutiara et al. (2021) note that taste

encompasses appearance, aroma, texture, and temperature, and involves the senses of taste, smell, touch, sight, and hearing, all of which play a crucial role in food selection. Meanwhile, Septiana et al. (2024) explained that taste buds produce taste on the tongue and other parts of the mouth, and have a crucial role in the manufacture of food and beverages, where producers strive to create quality products with distinctive flavors to attract the attention of consumers who will judge the suitability of consumption based on the tasting experience.

These approaches are in line with the theory of multisensory flavor perception proposed by Spance (2024), which explains that the experience of taste does not only depend on basic tastes (sweet, salty, bitter, sour, and umami), but is also influenced by input from other senses such as visual and olfactory. This theory is in line with the concept of crossmodal correspondences by Velasco et al. (2018), who stated that visual elements, such as color and shape, can alter a person's perception of food taste. In addition, the study Brunstrom (2021) Regarding the emotional eating environment, it emphasizes that the sensory experience of food is also greatly influenced by the user's mood, expectations, and emotional context. Based on these theories, taste can be defined as an integrated combination of sensory characteristics, including taste, aroma, texture, visual appearance, and temperature, which creates a holistic consumption experience. This understanding provides a solid basis for measuring and evaluating taste perception scientifically and systematically. Septiana, et al. (2024) It stated that indicators for assessing the taste of something consist of:

- a. Appearance, an attractive visual appearance can increase appetite.
- b. Flavor, the primary taste quality, is the main element perceived by the taste buds, including sweet, salty, sour, bitter, and umami, which are important in influencing consumer enjoyment.
- c. Aroma, the distinctive smell of food that enhances the appeal of the taste.
- d. Temperature, proper serving enhances texture and taste satisfaction.

2.5. Repeat Purchase Decision

Repeat purchase decisions are a crucial indicator of consumer loyalty to a product or brand. Nico and Widoatmodjo (2022) Stated that this decision reflects the actions of consumers who choose to make repeat purchases after a previous experience was deemed satisfactory and built trust. This aligns with the view. Marcellino et al. (2021) Stated that repeat purchases occur when consumers are satisfied with the benefits and quality of the product they receive. Ilyas et al. (2020) It was also emphasized that repurchase intentions are closely related to consumers' perceptions of a product's consistency in delivering value that meets their expectations. This suggests that positive customer experiences have a significant impact on their future purchasing decisions.

In the context of consumer behavior theory, repurchase decisions are not only seen as a result of momentary gratification, but are part of a complex cognitive and affective process. According to the *Customer Retention model* (Oliver, 2010) Repeat purchases occur when consumers develop a strong emotional connection to the product and brand. Meanwhile, *the Brand Loyalty theory* by Chauldhuri and Holbrook (2021) Emphasizes that repeat purchases are not just a matter of habit, but a form of commitment based on trust, affection, and long-term satisfaction. Recent studies also show that consumers tend to be more loyal to brands that successfully create consistent and meaningful experiences. (Chinomona, 2021).

Based on this theoretical basis, it can be concluded that repeat purchasing decisions are not only an indicator of loyalty but also reflect the company's success in building long-term relationships with its consumers. This decision is not solely determined by product quality, but also by the overall

experience that includes service, emotional value, and brand perception. According to Zulkarnain (2021) Three indicators can be used to assess repeat purchase decisions, namely:

- Making repeat purchases shows that consumers consciously choose to use the same product again.
- Give recommendations to people. Another form of indirect promotion that reflects satisfaction and trust.
- Reluctant to switch to another brand, shows emotional attachment and preference for a brand even though there are alternatives.

This study examines the influence of digital marketing, price, interior design, and taste on repeat purchase decisions at Fadhil Songka Restaurant, Palopo City. The framework is based on the Customer Perceived Value Theory, which posits that purchasing decisions are driven by consumers' perceptions of the value they receive. This value is formed by several factors, such as promotional effectiveness (digital marketing), price perception, environmental comfort (interior design), and product quality (taste). Recent studies also indicate that these factors can directly influence repurchase decisions, eliminating the need for intermediary variables. Therefore, it is assumed that all independent variables in this study have a direct influence on customer repurchase decisions.

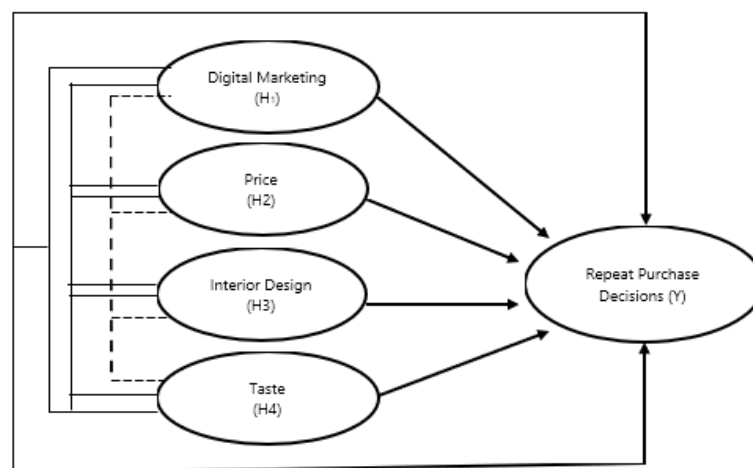


Figure 1. Conceptual Framework

Information:

- = Impact
- ==> = Simultaneous Impact
- - -> = Partial Impact

A research hypothesis is a statement that predicts the relationship between two or more variables that can be tested empirically. There are several hypotheses. In this study, including :

- It is suspected that *digital marketing* has a positive and significant impact on repeat purchasing decisions, partially at the Fadhil Songka Restaurant in Palopo City.

- b. It is suspected that price has a positive and significant impact on repeat purchasing decisions, partially at the Fadhil Songka Restaurant in Palopo City.
- c. It is suspected that interior design has a positive and significant impact on repeat purchasing decisions, partially at the Fadhil Songka Restaurant in Palopo City.
- d. It is suspected that taste has a positive and significant impact on repeat purchasing decisions, partially at the Fadhil Songka Restaurant in Palopo City.
- e. Digital marketing, price, interior design, and taste simultaneously have a positive and significant influence on customer repurchase decisions at Fadhil Songka Restaurant, Palopo City.

III. RESEARCH METHODS

3.1. Types and Approaches of Research

This study employs a quantitative approach to examine the influence of digital marketing, price, interior design, and taste on repeat purchase decisions at Fadhil Songka Restaurant in Palopo City. This approach aims to test the causal relationship between variables through statistical analysis, in accordance with the characteristics of explanatory research. (Kotler and Armstrong , 2021).

3.2. Sampling Techniques and Population

Because the exact number of consumers was unknown, the researchers used accidental sampling (*convenience sampling*), a sampling method based on consumers who happened to be at the location and were willing to fill out a questionnaire during their visit. This technique was chosen because *it* made it easier to reach respondents directly during the restaurant's operating hours. (Iqbal and Aman , 2021)

3.3. Sample Size

The sample size in this study consisted of 205 respondents, determined based on the principles of multiple linear regression analysis. According to Maszudi et al. (2023 A minimum of 5 to 10 respondents is required for each variable indicator. Since each of the four independent variables has five indicators, the minimum number required is approximately 200 respondents. Thus, 205 respondents are considered sufficient to ensure validity and generalizability.

3.4. Data Collection Techniques

Data collection was conducted over two weeks by distributing a closed questionnaire based on a 5-point Likert scale to consumers who were eating or had just finished eating at the restaurant. The questionnaires were distributed directly by researchers and field assistants with a brief explanation of the research objectives and a guarantee of data confidentiality. Each respondent was given approximately 5–10 minutes to complete the questionnaire independently.

3.5. Validity Test, Instrument Reliability, and Classical Assumption Test

The collected data is then tested through validity and reliability tests to ensure the quality of the measurement instrument. Next, a classical assumption test was conducted to meet the prerequisites for using multiple linear regression. The classical assumption tests applied included:

- a. Normality Test, to ensure that the residual data is usually distributed. Normality is tested using the Kolmogorov-Smirnov test or graphical analysis (PP Plot and histogram).
- b. Multicollinearity Test, to test whether there is a high correlation between independent variables. Multicollinearity is detected if the Variance Inflation Factor (VIF) value is > 10 and Tolerance < 0.1 .
- c. Heteroscedasticity test, to ensure that the residual variance is constant. This test is performed using a scatterplot or Glejser test. Data is considered free of heteroscedasticity if there is no specific pattern or a significance value of greater than 0.05.

3.6. Data Analysis Techniques

After all assumptions are met, hypothesis testing is carried out through two main tests:

- a. T-test, to assess the influence of each independent variable (digital marketing, price, interior design, and taste) on partial repurchase decisions.
- b. F test, to assess the influence of the four variables simultaneously on repeat purchase decisions.

The significance criterion used is a significance level (α) of 0.05 (5%). Test results are considered statistically significant if the *p-value* is < 0.05 . In this context, if the significance value is less than 0.05 and the regression coefficient is positive, it can be concluded that the independent variable has a positive and significant influence on the dependent variable. Test results will be interpreted based on the direction and strength of the relationship between the variables. The regression coefficient value indicates the magnitude of each variable's influence on repurchase decisions. The most significant and dominant variables will be the focus of managerial discussions and recommendations.

IV. ANALYSIS RESULTS AND DISCUSSION

4.1. Analysis Results

a. Validity and Reliability Test

Validity testing is conducted to assess the extent to which a research instrument accurately measures what it is intended to measure. In this study, validity testing is conducted by comparing the calculated *r* value (the correlation coefficient between statement items and the total score) to the table *r* value.

Table 1. Results of Instrument Validity and Reliability Tests

Research Variables	Item	r Count	r Table	Cronbach Alpha	Information
Digital Marketing (X ₁)	X1.1	0.137	0.703	0.716	Valid and Reliable
	X1.2	0.137	0.727		
	X1.3	0.137	0.573		
	X1.4	0.137	0.707		
	X1.5	0.137	0.716		
Price (X ₂)	X2.1	0.137	0.716	0.726	Valid and Reliable
	X2.2	0.137	0.709		
	X2.3	0.137	0.704		
	X2.4	0.137	0.701		
	X2.5	0.137	0.623		

Interior Design (X ₃)	X3.1	0.137	0.711	0.735	Valid and Reliable
	X3.2	0.137	0.714		
	X3.3	0.137	0.723		
	X3.4	0.137	0.644		
	X3.5	0.137	0.700		
Taste (X ₄)	X4.1	0.137	0.659	0.722	Valid and Reliable
	X4.2	0.137	0.770		
	X4.3	0.137	0.618		
	X4.4	0.137	0.632		
	X4.5	0.137	0.753		
Repeat Purchase Decision (Y)	Y1	0.137	0.746	0.613	Valid and Reliable
	Y2	0.137	0.752		
	Y3	0.137	0.758		

From the table above, it can be concluded that all statement items have a *calculated r value* greater than *the r table* (0.137), which indicates that all instrument items in this study are valid. Additionally, the Cronbach's Alpha value for each variable exceeds the minimum value of 0.6, indicating that the research instrument is reliable and suitable for further data collection.

b. Classical Assumption Test

The normality test aims to determine whether residual data are usually distributed. In this study, the normality test was conducted using two approaches: visual inspection via P–P Plot and Kolmogorov–Smirnov (K–S) statistical test. The results of the normality test are displayed as follows:

Table 2. Results of Normality Test

Statistics	Mark
Kolmogorov–Smirnov Z	0.812
Asymp. Sig. (2-tailed)	0.524

Aims to find out whether there is a high correlation between independent variables in the model. Testing is carried out by examining the Variance Inflation Factor (VIF) and Tolerance values. If $VIF < 10$ and $Tolerance > 0.1$, it can be concluded that multicollinearity does not occur.

The results of the multicollinearity test are shown as follows:

Table 3. Multicollinearity Test Results

Variables	VIF	Tolerance
Digital marketing	1,367	0.731
Price	1,439	0.695
Interior Design	1,837	0.544
Taste	1,863	0.537

Based on the table above, all VIF values are < 10 and Tolerance values are > 0.1 , so it can be concluded that there is no multicollinearity in this regression model. The next test is the heteroscedasticity test, which is an analysis to detect inconsistent variations in the error of a regression model. In a good regression model, it must be free from symptoms of heteroscedasticity.

Heteroscedasticity can be identified through residual scatterplots and is also supported by statistical tests. In this study, the test was conducted using two methods:

- 1) Visual inspection via Scatterplot.
- 2) Glejser statistical test.

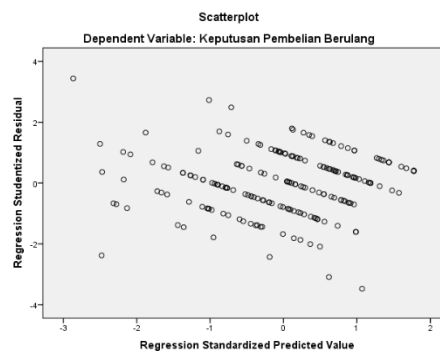


Figure 2. Test Results heteroscedasticity

The figure above shows that the residual points are randomly distributed without a clear pattern, indicating that the regression model does not exhibit heteroscedasticity. This is consistent with the results of the Glejser statistical test.

c. Multiple Linear Regression Analysis

To analyze the impact of *digital marketing*, price, interior design, and taste on repeat purchase decisions at Fadhil Restaurant, this study employed a multiple linear regression analysis. This method aims to measure the impact of each variable on repeat purchase decisions. The results of this analysis are presented in the following table:

Table 4. Results of Multiple Linear Regression Analysis

Model	B
(Constant)	1,414
<i>Digital marketing</i>	0.094
Price	0.157
Interior Design	0.113
Taste	0.161

Based on the data contained in the table above, the following multiple linear regression equation is obtained:

$$Y = 1.414 + 0.094X_1 + 0.157X_2 + 0.113X_3 + 0.161X_4 + e$$

From this regression equation, the following can be concluded:

- a. The constant of 1.414 indicates that if the variables of *digital marketing*, price, interior design, and taste are zero, then the repeat purchase decision will be at 1.414.
- b. The regression coefficient for the *digital marketing variable* is 0.094, indicating that every one-unit increase in the *digital marketing variable* leads to a 0.094-unit increase in repeat purchase decisions. This means that *digital marketing* has a positive impact on repeat purchase decisions.

- c. The regression coefficient for the price variable is 0.157, indicating that every one-unit increase in price leads to a 0.157-unit increase in repeat purchase decisions. This means that price has a positive impact on repeat purchase decisions.
- d. The regression coefficient for the interior design variable is 0.113, indicating that each one-unit increase in the interior design variable will cause a 0.113-unit increase in repeat purchase decisions. This means that interior design has a positive impact on repeat purchase decisions.
- e. The regression coefficient for the taste variable is 0.161, indicating that each one-unit increase in the taste variable will cause a 0.161-unit increase in repeat purchase decisions. This means that taste has a positive impact on repeat purchase decisions.

d. t-Test (Partial)

The t-test measures the effect of each independent variable on the dependent variable, individually. This method allows researchers to assess the contribution of each independent variable to the regression model. The results of the t-test from this study can be seen in the following table:

Table 5. t-Test Results

Variables	t Count	Sig.
Digital marketing	2,272	0.024
Price	3,704	0,000
Interior Design	2,419	0.016
Taste	3,286	0.001

Based on the t-test results table above, it is known that:

- a. Digital marketing has a t-value of 2.272 and a significance value (p-value) of 0.024,
- b. Price has a t-count of 3.704 and a significance value of 0.000,
- c. Interior design has a t count of 2.419 and a significance value of 0.016
- d. Taste has a t count of 3.286 and a significance value of 0.001

Because all significance values (p-values) are <0.05 , the four independent variables have a partially significant influence on the dependent variable, namely repeat purchase decisions. This indicates that each variable makes a significant contribution to the regression model individually.

e. F Test (Simultaneous)

The F-test is used to assess the simultaneous influence of independent variables on the dependent variable. Through this test, researchers can evaluate how effectively a regression model explains variation in the dependent variable, considering the contributions of all independent variables involved. The results of the F-test in this study can be seen in the following table:

Table 6. F Test Results

Model	F Count	Sig.
Regression	34,268	0,000

Based on the F-test results table above, it is evident that the calculated F-value for the influence of digital marketing variables—price, interior design, and taste—on repeat purchase decisions at the Fadhil

Songka Palopo Restaurant is 34.268. This value is greater than the F table value of 2.417 with a significance level of 0.000, which is smaller than 0.05 at a 95% confidence level. Therefore, it can be concluded that the variables of *digital marketing*, price, interior design, and taste simultaneously have a significant impact on repeat purchase decisions at the Fadhil Songka Palopo Restaurant.

f. Coefficient of Determination

The coefficient of determination test aims to evaluate the extent to which a regression model can explain variation in the dependent variable. The measure used is the Adjusted R^2 value, which corrects R^2 based on the number of predictor variables and sample size, making it more accurate for models with more than one independent variable.

Table 7. Results of the Determination Coefficient Test

Adjusted R Square	Percentage of Influence
0.395	39.5 %

Based on the table above, the Adjusted R Square value of 0.395 indicates that 39.5% of the variation in repeat purchase decisions can be explained by digital marketing, price, interior design, and taste. Meanwhile, the remaining 60.5% is influenced by other factors not included in this regression model. This value indicates that the regression model has a pretty good, although not perfect, level of fit.

4.2. Discussion

a. Partial impact of digital marketing on repeat purchasing decisions at the Fadhil Songka Restaurant in Palopo City

The test results of the influence of *digital marketing* on repeat purchase decisions at the Fadhil Songka Restaurant in Palopo City show that the calculated t-value of 2.272 is greater than the t-table value of 1.972, with a significance value of 0.024, which is smaller than 0.05. Additionally, the regression coefficient for digital marketing is positive at 0.094, indicating that an increase in digital marketing has a positive impact on repeat purchase decisions. Thus, it can be concluded that *digital marketing* has a positive and significant impact on repeat purchase decisions at the Fadhil Songka Restaurant in Palopo City, thereby accepting the first hypothesis in this study.

The results of this study align with those of Yuliana (2023), which indicate that digital marketing has a positive impact on repeat purchasing decisions. In addition to aligning with these results, Sriminarti (2024) also supports them, stating that intensive digital interaction and an attractive marketing website display significantly influence consumer purchasing decisions. However, these results differ from those of others, who have stated that digital marketing does not significantly influence purchasing decisions among consumers of entertainment products, which is likely due to differences in market segmentation and product types. Thus, the effectiveness of digital marketing is highly contextual and influenced by implementation strategies and the characteristics of the targeted consumers.

b. The partial impact of price on repeat purchasing decisions at the Fadhil Songka Restaurant in Palopo City

The test results of the influence of price on repeat purchase decisions at the Fadhil Songka Restaurant in Palopo City show that the calculated t-value of 3.704 is greater than the t-table value of

1.972, with a significance value of 0.000, which is smaller than 0.05. Additionally, the regression coefficient for price is positive at 0.157, indicating that a price increase has a positive impact on repeat purchase decisions. Thus, it can be concluded that price has a positive and significant impact on repeat purchase decisions at the Fadhil Songka Restaurant in Palopo City, thereby accepting the second hypothesis in this study.

The finding that price has a significant effect on repeat purchases supports the results of Iqbal and Aman (2021). and Senda et al. (2023) , who emphasized the importance of affordability and fair pricing in retaining customers. However, a study by Hasan et al. (2023) Showed that for products dominated by taste, consumers are more tolerant of price variations as long as quality is maintained. This difference indicates that in the general culinary context, especially in lower-middle-class areas, price remains a primary consideration. Meanwhile, in the premium or niche segments, factors such as product differentiation and experience become more important than price itself. Therefore, Rumah Makan Fadhil can consider offering price flexibility to this sensitive segment while maintaining its perception of quality.

c. The partial impact of interior design on repeat purchasing decisions at the Fadhil Songka Restaurant in Palopo City

The test results of the influence of interior design on repeat purchase decisions at the Fadhil Songka Restaurant in Palopo City show that the calculated t-value of 2.419 is greater than the t-table value of 1.972, with a significance value of 0.016, which is smaller than 0.05. Additionally, the regression coefficient for interior design is positive at 0.113, indicating that improvements in interior design have a positive impact on increasing repeat purchase decisions. Thus, it can be concluded that interior design has a positive and partially significant impact on repeat purchase decisions at the Fadhil Songka Restaurant in Palopo City, thereby accepting the third hypothesis in this study.

The results of this study align with research conducted by Ramadhan and Ratnawili (2024) , which stated that interior design has a positive effect on repeat purchase decisions. This indicates that the atmosphere and aesthetics of a place can enhance the customer experience, making them feel comfortable and at home. An attractive interior design not only attracts attention but also creates a positive impression that encourages customers to return, thereby increasing loyalty and visit frequency. However, a study by Sriwahyuni et al. (2023) Found no significant effect between interior design and increased visitor numbers. This difference is likely influenced by local market conditions or segmentation: in large cities, design variation may no longer be a key differentiator as consumers become accustomed to a variety of spatial concepts, while in Palopo, "Instagrammable" or comfortable design may be a significant added value.

d. The partial impact of taste on repeat purchasing decisions at the Fadhil Songka Restaurant in Palopo City

The test results of the influence of taste on repeat purchase decisions at the Fadhil Songka Restaurant in Palopo City show that the calculated t-value of 3.286 is greater than the t-table value of 1.972, with a significance value of 0.001, which is smaller than 0.05. Additionally, the regression coefficient for taste is positive at 0.161, indicating that an increase in taste has a positive impact on repeat purchase decisions. Thus, it can be concluded that taste has a positive and significant impact on repeat purchase decisions at the Fadhil Songka Restaurant in Palopo City, thereby accepting the fourth hypothesis in this study.

The finding that taste has a positive impact on repeat purchase decisions is in line with Septiana et al. (2024) Emphasized the importance of consistency in taste to build loyalty. However, this contradicts Hasan et al. (2023) Who found no significant effect in their study on toast. These differences in results may be due to the type of food and consumer expectations regarding taste standards. Main dishes, such as those served at Rumah Makan Fadhil, typically demand higher standards of taste and consistency than snacks. Furthermore, in a mid-sized city like Palopo, taste is a key indicator of quality, as customers tend to focus on the immediate culinary experience rather than other symbolic attributes.

- e. The impact of digital marketing, price, interior design, and taste simultaneously on repeat purchasing decisions at the Fadhil Songka Restaurant in Palopo City

The results of the simultaneous test indicate that the calculated F-value of 34.268 exceeds the F-table value of 2.417. In addition, the significance value is 0.000, which is smaller than 0.05, and *the adjusted R-squared value is 0.395*. From these results, it can be concluded that simultaneously, the variables of *digital marketing*, price, interior design, and taste have a significant impact on repeat purchasing decisions at the Fadhil Songka Restaurant in Palopo City, with a percentage of influence reaching 39.5 %. Therefore, the fifth hypothesis in this study is accepted. Simultaneously, all four variables contribute significantly to repeat purchase decisions. These results support the concept of an integrated marketing mix strategy. Compared with previous studies that only tested two or three variables (Iqbal & Aman , 2021 ; Mutiara et al. , 2021 This study presents a holistic approach and shows that the combination of variables has a more substantial effect than when tested separately.

However, the potential interaction effects between variables were not explored in this study. For example, the interaction between price and taste, or between interior design and digital marketing, could either strengthen or neutralize each other's influence. Further research could use a moderation or mediation approach to examine these relationships in more depth. Although the results of this study indicate that the four independent variables (digital marketing, price, interior design, and taste) have a positive and significant influence on repeat purchase decisions, the analysis only considers the influence of each variable partially and simultaneously, without considering the possibility of interaction effects between variables. In practice, however, combinations of variables such as price and taste, or digital marketing and interior design, may mutually reinforce or even neutralize each other's influence on consumer decisions. The addition of interaction analysis, such as through a regression model with interaction terms ($X_1 X_2$, $X_2 X_4$, etc.), can provide a more comprehensive understanding of the complexity of consumer behavior.

V. Conclusion

Based on the analysis, it can be concluded that digital marketing, price, interior design, and taste significantly influence repeat purchase decisions at Fadhil Songka Restaurant in Palopo City, both partially and simultaneously. Each variable contributes positively, indicating that customer retention success is not determined by a single factor but by the integration of various marketing and service quality aspects. However, this study has several limitations, such as being conducted on only one business (single case), which means the results cannot necessarily be generalized to the entire culinary industry or other regions. Additionally, the use of a linear regression approach does not account for interaction effects between variables, such as whether the influence of digital marketing is more substantial when the taste is high. The sampling technique used was accidental sampling, which carries the risk of bias in representing the overall customer population.

For business practice, it is recommended that Fadhil Restaurant continue to strengthen its digital marketing strategy by creating and sharing relevant and consistent content on social media. Periodic price adjustments should also be made to remain competitive without compromising quality. Improvements in interior design can focus on creating a comfortable atmosphere that aligns with the visual trends of young consumers. Moreover, maintaining consistency in taste requires clear operational standards and regular training for chefs and kitchen staff. These steps are expected to enhance customer satisfaction and drive repeat purchases.

For further research, it is suggested to explore other factors, such as customer satisfaction, service quality, or brand loyalty, as mediators or moderators of the existing variables. The use of advanced quantitative approaches, such as Structural Equation Modeling (SEM) or path analysis, can help capture the complex relationships between these variables. Additionally, expanding the study to include multiple restaurants with different classifications (premium, traditional, and franchise) could enrich the generalizability of the findings and provide deeper insights into the factors affecting repeat purchase decisions in the culinary industry.

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