



# The influence of service quality and perceived risk on repurchase intention with customer satisfaction as mediation

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## ABSTRACT

Nowadays, with rapid technological advances, street food is not just ordinary food sold on the side of the road but has also become the identity of a country. Unfortunately, many business actors pay little attention to the services' quality and the risks involved in their products. This paper aims to identify the influence of service quality and perceived risk variables and their impact on repurchase intention, with customer satisfaction as a mediating variable. The survey was conducted online at locations in Indonesia with 200 respondents. The research results show that Service Quality positively affects Repurchase Intention. Perceived has a negative effect on Repurchase Intention. Customer Satisfaction is proven to mediate the Service Quality and Perceived Risk variables on Repurchase Intention. This offers fresh perspectives for marketing plans that highlight the value of service quality while considering customers' perceived risks to draw domestic and foreign customers to food merchants and establish a new culture.

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## INTRODUCTION

As many as 2.5 billion people consume street food every day, and it has even become a daily food in people's lives (Kaya & Ulusoy, 2022). Rapid developments in information and communication technology have resulted in many changes in the culture, way of life and social actions of the world community (Afifah, 2022). Previously, Indonesian street food was only popular among locals, but now it is starting to be known by people abroad. One of them is Siomay which is in the top position, and Batagor which is in 6th place in the list of the 10 most delicious snacks in the world released by Taste Atlas (Annur Mutia Cindy, 2023). This indicates that street food from Indonesia is liked and welcomed in the eyes of the world. In Indonesia, survey results found that as many as 79% of respondents like eating outside the home, namely at street food stalls (Ridwan Pratama Puja, 2023). Street food has become a culinary center because its prices are cheap and easily accessible to the public. Therefore, street food is popular with all groups in developing countries (Buyruk & Aykaç, 2021).

Snack food is food that is ready to consume or prepared at a sales location, usually sold on the roadside without requiring additional processing or preparation (Syam et al., 2018; Warlenda & Desnovianti, 2018). Therefore, it often makes some consumers feel the risk of buying street food products. In 2018, according to case reports by BPOM regarding Extraordinary Events (KLB), it was stated that 16.35% of food poisoning in Indonesia was caused by school snacks and 42.14% was caused by snacks made from household food (Rahmawita et al., 2018).

This research aims to measure Service Quality and its influence on Repurchase Intention through Customer Satisfaction. In addition to service quality, street food is linked to concerns regarding the safety of the food (Alimi, 2016). Street food vendors often exhibit inadequate cleanliness, including improper handling, storage, and preparation practices, along with subpar equipment and environments (Manguiat & Fang, 2013). This research will also identify the influence of Perceived Risk on Repurchase Intention through Customer Satisfaction. Researchers hope this offers a new perspective for marketing plans that highlight the value of service quality while considering customer-perceived risks to attract domestic and foreign customers to food merchants and build a new culture.

## RESEARCH METHOD

There is a consensus that regardless of the type of service, food quality is the most important dimension of the restaurant experience (K. Kim et al., 2010; Saad Andaleeb & Conway, 2006; Sulek & Hensley, 2004). Hence, it is crucial to focus on the freshness of ingredients, maintaining proper food temperatures, presentation, and promoting healthy choices as vital aspects of food quality (W. G. Kim et al., 2009; Namkung & Jang, 2008). The significance of service encounters lies in the pivotal role played by service employees. As direct interactors with consumers, their performance influences favorable evaluations, heightened satisfaction, and increased purchasing (Liao & Chuang, 2004). (Heung & Gu, 2012) It concerns five service environmental aspects: facility aesthetics, atmosphere, spatial layout, appearance, and employee attire. Additionally, the pricing factor plays a crucial role in influencing customer purchase choices. (Saad Andaleeb & Conway, 2006) states that price has a critical effect on consumer satisfaction. The operational characteristics of street food in easier food preparation, low initial investment, lower labor requirements, and lower overhead costs allow for low product prices. Lastly, speed significantly influences customer satisfaction levels (Seo & Lee, 2021). (Wu, 2013) Highlighted was the significance of speed of service as a crucial element in service quality for fast-food establishments. Consequently, this study utilized five items to assess the quality of street food services (Seo & Lee, 2021).

Researchers commonly use consumers' perceived risks to define uncertainties and potential negative consequences of product purchases (Seo & Lee, 2021). Perceived risk is often seen as a precursor that adversely affects consumer perceived value (Snoj et al., 2004). Street food is associated with concerns regarding the safety of the food (Alimi, 2016). Starting from preparing ingredients, cooking process, to sales. Traders frequently encounter unsatisfactory sanitary conditions caused by substandard handwashing practices and insufficient cleanliness of materials and equipment due to a lack of water supply facilities. Additionally, maintaining optimal temperatures for supplies poses challenges due to inadequate infrastructure, like a lack of refrigeration. In essence, these conditions may result in foodborne illnesses stemming from recontamination, cross-contamination, and the proliferation of pathogens (Alimi, 2016), and some of these diseases can even be fatal. In addition, consumers' emotional uncertainty makes it difficult for them to predict the outcome of their purchasing decisions (Akiyama et al., 2022; Ashraf & Niazi, 2018). Customer ambiguity in relation to their satisfaction is influenced by perceived risk. They may feel dissatisfied after purchasing a product or service. According to the opinion of (Ahmadinejad et al., 2014; Akiyama et al., 2022; Ashraf & Niazi, 2018; Zhong & Moon, 2020),

Multidimensional variables consisting of functional, financial and social risks are risks that can be felt.

According to the opinion of (Su et al., 2016), customer satisfaction is related to happiness or disappointment, which means the comparison of services or products consumed in accordance with consumer expectations. Consumers can feel satisfaction when they are provided with products or services by a company that matches consumer expectations. Besides that, the level of consumer satisfaction will be high when the performance provided by the company to consumers exceeds their expectations. Perceptions of consumer satisfaction consist of different components. The view in question is the consumer's expectations before and after using a product. An individual selecting, determining and interpreting stimuli received by his senses is a process that then forms a meaning. However, the experiences from the individual's past influence his perceptions. A person's view of something does not matter when they have used the service or product first. According to the opinion of (Vahdati et al., 2014), customers or consumers are precious assets and must be maintained in the business world. When consumers complete a transaction and then use the goods they purchased or when consumers enjoy the services they have paid for, consumers certainly have expectations about the feelings they want to feel. Business people need to be able to meet the demands and expectations of their consumers. Namely, business people can create satisfaction for their consumers by meeting consumer demands and expectations beyond what they imagined. According to (Tandon et al., 2017), Consumer satisfaction includes two feelings, happiness or disappointment that arise when results are compared with expectations. This feeling of satisfaction is a state that includes needs, desires and expectations for the catering products consumed. Consumers will feel satisfied if they get the performance they expected or if the performance they get exceeds their expectations. Besides that, consumer dissatisfaction will arise if the service does not meet their wishes (Budiyono & Sutianingsih, 2019). The level of consumer emotion that shows satisfaction can be seen after the consumer enjoys it. Therefore, it can be interpreted that consumer satisfaction is the difference between consumer expectations based on the company's condition, in this case it has met consumer expectations (Purbasari & Permatasari, 2018). Opinion (Sianipar, 2019): There are 3 indicators regarding consumer satisfaction: (a) Knowing that their work is done well and does not disappoint makes consumers who use the service feel overall service satisfaction, (b) Consumers' feelings of satisfaction influence their behavior, which tends to recommend people or recommendations to other parties if their perceived performance is good, (c) Consumers who are satisfied with the product from the service they receive will tend to use the service from that product again.

Repurchase intention is one of the marketing behavior targets so that consumers are willing to buy or use the same product and brand again (Pham & Tran, 2015). However, making customers remain loyal to a product for a long time is challenging because ensuring quality and consumer satisfaction requires significant effort (Fadilah et al., 2023). Opinion (Saleem et al., 2017), consumer behavior that reflects interest in making repeat purchases is closely related to the value of the product or service, which then triggers consumer interest in using it again in the future. People's desire to repurchase a product is usually based on the beliefs and values associated with using the item. This statement is strengthened by Anoraga's ideas in (Tandon et al., 2017) And (Vahdati et al., 2014) that consumer purchasing experiences in the past can influence the level of repurchase interest. According to (Su et al., 2016), consumers tend to repurchase attitudes towards products that are repeated over a certain period based on previous experience. (Vahdati et al., 2014) Argues about consumer interest in repurchasing a product because it is influenced by consumer satisfaction with the brand which accumulates over time. (Vahdati et al., 2014) Indicates that consumer loyalty will arise when they experience satisfaction with the product or service provided, this can motivate consumers to make repeat purchases in the future, causing price elasticity to decrease, competitors are reduced in attracting consumers because consumers are not interested in moving, and costs are reduced low.

### **Service Quality and Customer Satisfaction**

The construct of consumer satisfaction finds application in various fields such as psychology, economics, business, marketing, housing, and tourism research (Jiang et al., 2017; J. Kim et al., 2017). Satisfaction is defined as the overall positive experience derived from consumers' perceptions of the service provider's actual service compared to their expectations (Marinkovic & Kalinic, 2017). Essentially, it encompasses "consumers' feelings, attitudes, or desires towards a service/product after use" (Yi et al., 2021). Quantitatively, this can be measured as the total number or percentage of consumers who have encountered experiences with a company, product, or service that surpass their anticipated level of satisfaction (Gilboa et al., 2019). Consumer satisfaction strongly correlates with service quality (Rigopoulou et al., 2008; Uzir Hossain Uzir et al., 2021). Simply, it reflects "the quality of products and services provided to customers and the level of satisfaction they feel" (J. Kim, 2021). Moreover, it results from comparing consumers' perceptions of the service received with their expectations, considering factors like technical quality, functional quality, and image (Prentice & Kadan, 2019). Service quality has been acknowledged as a pivotal focus in consumer-centric businesses (Blut, 2016; Omar et al., 2021) with (J. Kim, 2021) highlighting its significance in modeling customer satisfaction. According to SERVQUAL, service quality exhibits a positive and significant correlation with consumer satisfaction across various contexts, such as on-demand home services (Sivathanu, 2019), the hotel business in Indonesia (Nuryakin & Priyo, 2018), the life insurance industry in Malaysia (Al Halbusi et al., 2020; Panigrahi et al., 2018), grocery retail in Chile (Goic et al., 2021), and the banking industry globally (Adams et al., 2016; Setiawan & Sayuti, 2017).

### **Perceived Risk and Customer Satisfaction**

According to the opinion of (Yang et al., 2015), the impact of risk perception is influenced by several factors, namely security factors including financial risk, psychological risk and physical risk. Psychological characteristics and situation characteristics influence the perception of risk assessment in a risky situation. Similar opinions were expressed (Samadou & Kim, 2018; Samoggia et al., 2021), who agree that consumer knowledge and previous experience are factors that can be used as a benchmark for the level of risk consumers feel. According to (Qalati et al., 2021; Simbolon et al., 2020; Tho et al., 2017), Risk perception has a significant negative impact on consumer satisfaction levels, resulting in consumer disinterest in purchasing products or services with high risk. According to (Simbolon et al., 2020; Tho et al., 2017), consumers may hold different views on the risk associated with buying a product or service, known as purchase risk. The concept of perceived risk delves into the specific concerns regarding what risks are perceived in purchasing a product or service.

### **Service Quality and Repurchase Intention**

(Wiradarma & Respati, 2020) Tested the influence of service quality and customer satisfaction on repurchase intentions and stated that service quality positively influenced repurchase intentions. The level of satisfaction causes customers to have a stronger desire to make repeat purchases. Repeat purchases are made when consumers feel that all their expectations have been met, so they have the desire to make the subsequent purchase of the product or service.

### **Perceived Risk and Repurchase Intention**

In their study, (Cho et al., 2014) demonstrated that risk perception negatively impacts product repurchase intentions. (Dai et al., 2013) similarly noted the adverse effect of this risk on both purchase and repurchase intentions. (C. M. Chiu et al., 2014) explored the shopping intentions of experienced consumers, incorporating means-end and prospect chain theory, utilitarian and

hedonic values, perceived risk, and repeat purchase intention as research variables. Their findings indicated that perceived risk negatively influenced repeat purchase intention. Another study by (Y. Chen et al., 2015) constructed a model based on the paradigm of perceived benefits and risks in online user behavior, revealing that benefits and risks influence customer satisfaction and repurchase intentions in online retail. Additionally, (Martin et al., 2015) asserted that the negative impact of risk perception on repurchase intentions was more pronounced among consumers who infrequently shop online compared to virtual users.

Further investigation conducted by (Tho et al., 2017) delved into the Impact of Risk Perception on Repurchase Intention and Word of Mouth in the Mobile Telecommunication Market in Vietnam. Their findings revealed that perceived risk significantly and adversely affects repurchase intent. (Liang et al., 2018) expanded the exploration of consumer repurchase intentions, perceived value, and risk into the socio-economic domain, particularly within the context of Airbnb. The outcomes indicated that perceived risk has a detrimental effect on both the value perceived by Airbnb consumers and their repurchase intentions. In a study by (H. F. Chen & Chen, 2019) that examined the influence of website and service quality, perceived risk, and repurchase intention, the results further substantiate that perceived risk negatively impacts customer repurchase intention.

Various experts have previously articulated that within the realm of e-commerce, perceived risk significantly and adversely influences online shopping behavior. Typically, consumers exhibit hesitancy toward making online purchases when confronted with multiple risks. Consequently, the perception of risk plays a substantial role in shaping repurchase intentions in the domain of online shopping.

### **Customer Satisfaction and Repurchase Intention**

In their study, (W. Chiu & Cho, 2019) explored how perceptions of brand leadership on e-commerce websites impact Chinese customers' satisfaction and repurchase intentions, with repurchase intention being notably influenced by consumer satisfaction. Additionally, (Bao et al., 2016) affirmed a positive correlation between repurchase intention and customer satisfaction and trust in the seller. (Ashfaq et al., 2019) further validated that customer satisfaction directly impacts repurchase intentions. Satisfaction In their study, (W. Chiu & Cho, 2019) explored how perceptions of brand leadership on e-commerce websites impact Chinese customers' satisfaction and repurchase intentions, with repurchase intention being notably influenced by consumer satisfaction. Additionally, (Bao et al., 2016) affirmed a positive correlation between repurchase intention and customer satisfaction and trust in the seller. (Ashfaq et al., 2019) further validated that customer satisfaction has a direct impact on repurchase intentions.

Satisfaction is a critical benchmark for consumers evaluating the products and services offered. The desire to repurchase a product stems from positive consumer experiences with it. Within marketing literature, satisfaction represents the most extensively studied construct. Numerous researchers have underscored that companies capable of delivering customer satisfaction are more likely to retain existing customers and attract new ones (Quan et al., 2020). Further research supports the assertion that customer satisfaction, retention, and repurchase intention share positive correlations. Existing literature indicates that attracting new consumers poses greater challenges than retaining existing ones. Consequently, many business professionals highlight the importance of directing resources toward enhancing service quality and ensuring consumer satisfaction. Highly satisfied consumers tend to be less price-sensitive and are inclined to overlook occasional negative experiences with goods and services (Rodríguez et al., 2020).

(Mahadin et al., 2020) believe that consumers are necessary for repurchase intentions and promote ongoing relationships with customers. (Ali Abumalloh et al., 2020) Also found that customer satisfaction increases purchase intention. Thus, they believe efficient administration

drives positive social expectations, leading to purchase intentions. (Miao et al., 2020) concluded that customer satisfaction, customer loyalty and website success are positively correlated.

**Measurement**

The sample in this study was selected using a purposive sampling approach, with data collected based on criteria established by previous researchers. Data was obtained through a questionnaire using a 5-point Likert scale (from 1, strongly disagree, to 5, strongly agree). The number of respondents who participated in this research was 200. The criteria for respondents were consumers who had bought street food and had bought it at least twice in the last month. The research uses Structural Equation Modeling (SEM) with the AMOS 24 statistical tool to analyze and evaluate the measurement and structural models of the research constructs being built. The model suitability test will be assessed based on goodness of fit index parameters such as CMIN/DF, Root Mean Square Error of Approximation (RMSEA), and Root mean squared residual (RMR).

**Sampling and Data Collection**

Validity evaluation will rely on the standardized loading factor (SLF) value which must be  $\geq 0.50$  (Hair et al., 2014, p. 618), and construct reliability will rely on the tabulated results of construct reliability (CR) and the average variance value extracted (AVE). Furthermore, SEM analysis is a structural model analysis to assess research hypotheses that have been built and are accepted or rejected. SEM analysis will display the t-value for each coefficient. The hypothesis can be said to have a causal relationship if the t value  $\geq$  t table (1.96) with a significant level of  $\alpha$ , for example 0.05. The Sobel test will determine the indirect effect of the mediating variable.

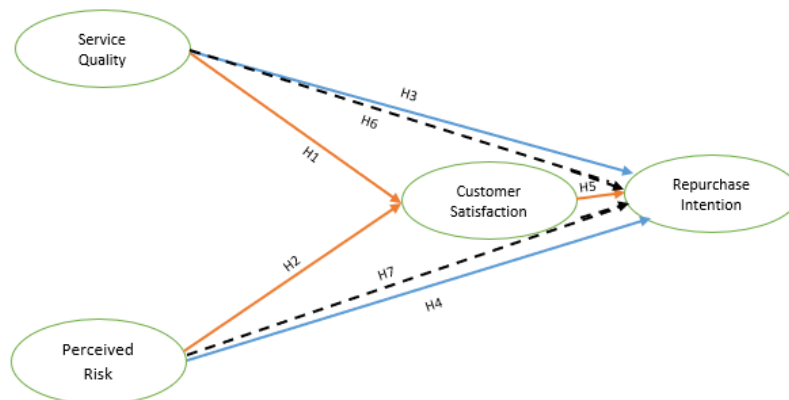


Figure 1. Based on the description above, this framework can be built

## RESULTS AND DISCUSSIONS

**Results**

This research involved 200 respondents in sample collection and analysis. This sample consisted of street food customers who lived in Indonesia and had consumed street food several times. Samples were taken from various locations in Indonesia, including Papua, Kalimantan, Sumatra, Sulawesi and Java, using an online questionnaire.

Table 1. Respondent Characteristics

Categories	Items	f	%
Age	17 to 20 years old	47	23.5%
	21 to 30 years old	125	62.5%
	31 to 40 years old	21	11%
	41 to 50 years old	6	3%

	50 years and over	1	1%	
	Total	200	100%	
Gender	Man	82	41%	
	Woman	118	59%	
	Total	200	100%	
Last education	elementary school	0	0%	
	Middle/Junior High School	6	3%	
	high school/high school	102	51%	
	D1/D2/D3	21	11%	
	Bachelor degree)	67	34%	
	Postgraduate (S2/S3)	4	2%	
	Total	200	100%	
Work	Student	21	11%	
	Civil servants	11	6%	
	Businessman	22	11%	
	Private sector employee	81	41%	
	Student	58	29%	
	POLRI/TNI	1	1%	
	BUMN	5	3%	
	Other	1	1%	
	Total	200	100%	
Income Per Month (for those who are already working)	Less than IDR 2 million	10	5%	
	More than IDR 2 million to IDR 4 million	22	11%	
	More than IDR 4 million to IDR 6 million	56	28%	
	More than IDR 6 million to IDR 8 million	30	15%	
	More than IDR 8 million to IDR 10 million	8	4%	
	More than IDR 10 million	4	2%	
	Not yet working	70	35%	
	Total	200	100%	
	Allowance Per Month (for those who have not worked)	Less than IDR 1 million	23	12%
		More than IDR 1 million to IDR 1.5 million	22	11%
More than IDR 1.5 million to IDR 2 million		21	11%	
More than IDR 2 million to IDR 2.5 million		8	4%	
More than IDR 2.5 million		6	3%	
Already working		120	60%	
	Total	200	100%	
Domicile	Papua	37	19%	
	Kalimantan	49	25%	
	Sumatra	44	22%	
	Sulawesi	40	20%	
	Java	30	15%	
	Total	200	100%	
Purpose of Purchasing Street Food	As a snack	107	54%	
	As main food	13	7%	
	As a culinary tour	80	40%	
	Total	200	100%	
Street Food Purchases in the Last Month	2 times	34	17%	
	3-4 times	95	48%	
	5-6 times	41	21%	
	More than 6 times	30	15%	
	Total	200	100%	

Based on the data above, the majority of respondents were aged 21-30 years (62.5%) and more were female (59%). The majority have a high school or equivalent education (51%) and work as private employees (41%) with the majority earning 4-6 million per month (28%).

**Measurement Model**

**Table 2.** Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) Values on Overall Model Fit

	Items	SLF	CR	AVE
<i>Service Quality</i>	Delicious street food	0.865	0.932	0.660
	Friendly street food sales staff	0.866		
	Comfortable street food shop lighting	0.682		
	Street food prices are affordable	0.840		
	Street food is served quickly	0.795		
<i>Perceived Risk</i>	Buying street food creates losses because there is no guarantee that poisoning occurs	0.949	0.933	0.895
	Buying street food doesn't fulfill my eating needs	0.959		
	Buying street food does not give the impression of prestige	0.930		
<i>Customer Satisfaction</i>	<i>The quality of street food meets my expectations</i>	0.841	0.926	0.769
	<i>I received service that met expectations</i>	0.900		
	<i>Street food is easily available</i>	0.889		
<i>Repurchase Intention</i>	<i>I will buy street food more often</i>	0.878	0.931	0.786
	<i>I would recommend street food to others</i>	0.913		
	<i>I will look for positive information about street food</i>	0.869		

Based on Table 2, the results of the validity and reliability tests show that the model indicators built meet the valid and reliable criteria. The existing indicators have standardized stress factor (SLF) values above 0.50. This shows that all metrics are valid and adequate to measure the overall composition of the resulting model. The Construct Reliability (CR) test score is more than 0.70. This shows that all instruments are reliable and can consistently measure structure throughout the models built.

**Table 3.** Goodness of Conformity Index

Goodness of Fit Index	Cut off Value	Results
$\chi^2$	Expected to be low	132,407
Df		72
$\chi^2$ - Significance Probability	$\geq 0.05$	0
CMIN/DF	$\leq 3.00$	1,839
RMSEA	$\leq 0.08$	0.065
RMR	$< 0.05$	0.124
NFI	$\geq 0.90$	0.95
IFI	$\geq 0.90$	0.977
TLI	$\geq 0.90$	0.97
CFI	$\geq 0.90$	0.976

The model conformance test shown in Table 3 shows that the model suitability requirements are accepted. Six measurements showed a good fit. If there are 3 measurements with a level of suitability, then the research model configuration can be declared adequate and accepted (Hair et al, 2014, p. 583).

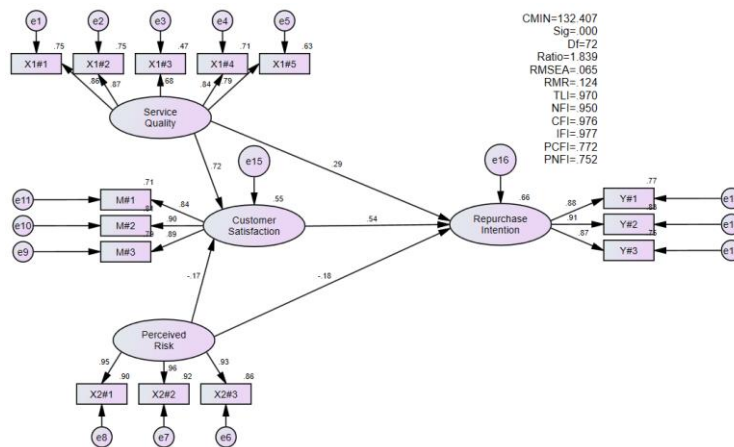


Figure 2. Full Model Testing

Hypothesis Test

Table 4. Hypothesis Test

Hypothesis	Path	Estimate	S.E	CR	P
H1	Service_Quality → Customer_Satisfaction	0.681	0.067	10,210	***
H2	Risk_Perception → Customer_Satisfaction	-0.093	0.031	-3,013	0.003
H3	Service_Quality → Repurchase_Intention	0.309	0.088	3,518	***
H4	Risk_Perception → Repurchase_Intention	-0.109	0.032	-3,394	***
H5	Customer_Satisfaction → Repurchase_Intention	0.603	0.099	6,085	***

The hypothesis is based on existing knowledge and research results show that Service Quality significantly positively affects Customer Satisfaction. This is indicated by the t and p values which support the hypothesis evidence. The calculated t-value for the Service Quality and Customer Satisfaction variables of 10.210 shows a more significant increase compared to the t-table value of 1.96, as well as the p-value which is smaller than 0.05 ( $\alpha = 0.05$ ). The results of the second hypothesis also support that Perceived Risk has a significant negative impact on Customer Satisfaction. The calculated t-value of the Perceived Risk variable on Customer Satisfaction is -3.013, indicating an effective impact with a p-value smaller than 0.05. The third hypothesis states that Service Quality significantly affects Repurchase Intention. The calculated t-value of the Service Quality and Repurchase Intention variables reached 3.518, exceeding the t-table value of 1.96, and the p-value was also less than 0.05 ( $\alpha = 0.05$ ). Meanwhile, the fourth hypothesis shows that Perceived Risk has a significant negative impact on Repurchase Intention, with t and p values supporting the hypothesis evidence. The calculated t-value for the Perceived Risk and Repurchase Intention variables is -3.394, with a p-value smaller than 0.05 ( $\alpha = 0.05$ ). The results of the fifth hypothesis are also valid, showing that Customer Satisfaction has a significant positive impact on Repurchase Intention, with a calculated t-value of 6.085 and a p-value smaller than 0.05. To confirm the indirect effect of the influence of the inherent mediating variables, we present Table 5 obtained from the results of the Sobel test.

Table 5. Sobel Test - Mediation Significance

	Sobel test statistics	Two-tailed probability
Service_Quality --> Customer_Satisfaction --> Repurchase_Intention	5.24	0.00000017
Risk_Perception --> Customer_Satisfaction --> Repurchase_Intention	-2.69	0, 00711812

According to the Sobel test results in Table 5, the Sobel test statistic reaches 5.24 with a p-value of around 0.00000017. This Sobel test statistic exceeds the t-table value of 1.96, and the p-value is smaller than 0.05 ( $\alpha = 0.05$ ). These results indicate that there is a significant indirect influence of Service Quality on Repurchase Intention through Customer Satisfaction. Meanwhile, in other Sobel test results in Table 5, the Sobel test statistic reaches -2.69 with a p-value of around 0.00711812. This Sobel test statistic is smaller than the t table value which is usually -1.96, and the p-value is also smaller than 0.05 ( $\alpha = 0.05$ ). These results show a significant indirect effect of Perceived Risk on Repurchase Intention through Customer Satisfaction.

### Discussion

Theoretical implications of this study include the need for refinement in understanding service quality within the context of street food. Despite previous researchers proposing service quality types based on restaurant classification, there is room for enhancement in comprehending and suggesting detailed marketing strategies for street food. This research contributes significantly to broadening the theoretical scope of existing studies by validating measurement factors associated with the quality of street food services. Secondly, there has been limited focus on exploring the structural dynamics of the 'service quality - repurchase intention' link within the realm of street food. Given the distinctiveness of street food services from other industries like restaurants, hotels, fast food, or luxury dining, scrutinizing structural relationships in the context of street food adds value to the tourism and hospitality field, given its significant potential as a touristic product. Thirdly, while concerns about food safety in street food have been consistently raised, the results affirm variations in the impact of food quality on repurchase intentions, particularly at the perceived risk level associated with street food. These findings underscore the significance of scrutinizing the role of risk perceptions in structural relationships.

## CONCLUSION

This study enhances our comprehension of how Service Quality and Perceived Risk influence Repurchase Intention via Customer Satisfaction. The findings demonstrate a substantial influence of Service Quality and Perceived Risk on Repurchase Intention through Customer Satisfaction. These results suggest that minimizing risk factors in the consumer experience can elevate Repurchase Intention. This paves the way for a more efficient marketing strategy to attract both domestic and international consumers to street vendors, promoting a fresh food culture that prioritizes quality service while taking into account consumers' perceived level of risk.

Although this study makes several contributions to the street food literature, it has several limitations. The distribution of respondents' age and socio-economic characteristics is uneven. Future research should revisit our research questions with more diverse respondents from different countries. In addition, investigating a comparison of consumers' risk perceptions of food safety between countries where food hygiene controls are well carried out and countries where food hygiene controls are not done well may be of interest.

In terms of managerial implications, firstly, to enhance both food quality and employee service, it is advisable to implement the following marketing strategies: ongoing menu development and assessment, regular supervision for food quality management, and training programs for improved service. Recognizing street food as a tourism product with the potential to stimulate the local economy, local governments should establish service guidelines for street food management operations and conduct educational initiatives to enhance employee knowledge about food and services. Given consumers' preference for pleasant and hygienic environments, creating spaces where street food can be enjoyed to the fullest while showcasing excellent kitchen hygiene is a priority that demands attention. Considering that many consumers anticipate affordable prices when purchasing street food, especially among low-income segments, pricing

becomes a crucial factor. Additionally, for a competitive edge among busy and modern consumers, street food vendors should prioritize fast service through strategies like utilizing pre-prepared ingredients, minimizing cooking time, monitoring service times, and consistently introducing new menus to ensure quick service.

Secondly, this study affirms the connection between service quality and repurchase intention, an aspect that warrants further exploration within the street food context. Marketing endeavors in street food should prioritize creating a more enjoyable and pleasing experience, such as fostering an entertaining environment, ensuring fast service, and having amiable staff. Researchers underscore the potential of street food as a tourism product, suggesting that if street food offerings at festivals or night markets deliver pleasure or enjoyment, it can result in heightened repurchases due to increased consumer satisfaction.

Thirdly, these findings underscore the significant impact of risk on food quality. Therefore, street vendors should persist in efforts to minimize risks to meet diverse consumer expectations regarding the safety of street food. This involves paying attention to factors like maintaining a clean environment, implementing cooling facilities, ensuring water supply facilities, and adhering to hygienic conditions for storing and cooking food. Such measures are essential for street food business operators to challenge existing perceptions that street food lacks safety. Regional governments also have a role in enhancing oversight by regularly conducting sanitation inspections, including food poisoning tests, for street food businesses. Additionally, street vendors must consistently ensure the proper storage of food ingredients at suitable temperatures. Lastly, offering information such as food safety certifications for ingredients can alleviate consumer concerns about risks.

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