

# FACTORS AFFECTING REPURCHASE INTENTIONS OF MEAT AT SUPERINDO: PRODUCT VARIETY, PERCEIVED RISK, AND PRICE PERCEPTION

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**Abstract** - This study aims to analyze the effect of product diversity, risk perception, and price perception on meat repurchase intention at Superindo. This study uses a quantitative method with a questionnaire as a research instrument. The research sample amounted to 100 respondents who are meat consumers at Superindo who live in Surabaya. Data were analyzed using multiple linear regression analysis. The results showed that product diversity, risk perception, and price perception have a positive effect on meat repurchase intentions at Superindo. Product diversity has a positive effect on meat repurchase intentions because it provides consumers with a wider variety of product choices. Risk perception has a positive effect on meat repurchase intentions because consumers who feel safe will repurchase the product. Price perceptions have a positive effect on meat repurchase intentions because consumers who feel the product price is reasonable will be more likely to repurchase the product.

**Keywords:** product diversity, risk perception, price perception, repurchase intention, meat, Superindo.

## INTRODUCTION

Many people choose to cut meat from their diet in the hope of immediate weight loss. However, it is important to remember that meat is a source of essential nutrients required by the body to perform vital metabolic functions, including protein, fat, vitamins and minerals. Therefore, meat plays an important role in the human diet with major implications on health and cultural aspects around the world. Meat production involves a variety of domestic animal species, influenced by factors such as religious beliefs, culture, convenience and availability (Paredi et al., 2013). Meat is also a major source of protein with high biological value, and contains a variety of vitamins essential for health (Wyness, 2013). In addition, the intrinsic quality characteristics of meat, such as color, flavor, tenderness, texture, juiciness, and aroma, are influenced by factors such as animal genetics, feed, husbandry practices, and post-mortem processes that occur during the conversion of muscle to meat (Hocquette et al., 2010). Preservation of fresh meat is important in the meat industry, and various methods and technologies have been developed to extend the shelf life of meat (Zhou et al., 2010). One important aspect of meat preservation is the inhibition of microbial growth and deteriorative changes such as discoloration and oxidation, which must be minimized (Aymerich et al., 2008). Meat tenderness is also recognized as one of the main factors that determine meat quality and the level of consumer satisfaction (Dikeman, 1987; Miller et al., 1995). In Indonesia, SUPERINDO has become one of the largest supermarkets providing high quality meat. By providing easy access to high-quality meat, SUPERINDO meets the needs of consumers who choose to shop at modern markets or supermarkets to ensure the quality of the desired product. This confirms that in the meat industry in Indonesia, SUPERINDO plays an important role in meeting consumer demands and preferences related to meat quality (Darmawan, 2012).

SUPERINDO, or PT Lion Super Indo, is a food retail company with roots in the Netherlands, established in 1997. With brands from Ahold Helhaize, SUPERINDO has expanded to various countries including Belgium, Czech Republic, Germany, Greece, Luxembourg, Netherlands, Romania, Serbia, USA, Indonesia, and Portugal. In Indonesia, SUPERINDO has established its footprint with more than 40 retailers spread across the island of Java and the southern part of the island of Sumatra. In the context of the retail industry in Indonesia, SUPERINDO plays an important role in providing a variety of food products with a fresh guarantee. They prioritize freshness and product quality through quality sourcing and the implementation of strict and continuously monitored standard operating procedures. SUPERINDO's commitment to product quality and safety standards reflects the importance of efficient and reliable supply chain management in Indonesia's retail industry. In the context of the increasingly competitive retail industry, SUPERINDO's ability to maintain and expand its reach demonstrates their expertise in understanding and meeting the needs of Indonesian consumers. As such, SUPERINDO is not only a significant player in the retail industry in Indonesia, but also a role model in ensuring high quality standards in the supply of food products in the country. Their presence that has extended to key islands in Indonesia signifies their contribution in meeting the needs of consumers in different parts of the country.

SUPERINDO, as a shopping place committed to maintaining visitor satisfaction with high quality, has a close relationship between customer satisfaction and repurchase intentions (Fared et al., 2021). Customer satisfaction can be measured more broadly, especially through aspects of repeat purchases and customer experience with products (Suchanek & Kralova, 2019). Repurchase intention refers to the customer's willingness to buy the product again in the future (Fang et

al., 2011). Expectations of product quality and actual experience of quality play a role in shaping product satisfaction (Oliver et al., 2006). In this context, customers who feel that the products they buy from SUPERINDO have a quality that matches their expectations are likely to be more satisfied and have a higher probability of buying the product again in the future. Special discounts can reduce the perception of purchase risk. Where consumers feel more comfortable buying products at lower prices (Ernawati & Darmawan, 2017; Mardikaningsih, 2018). Consumers who believe in the brand and are satisfied are more likely to make purchases (Mardikaningsih & Putra, 2021). Previous research also supports the positive relationship between customer satisfaction and repurchase intentions. Studies by Matzler et al. (2004); Back and Lee (2009) show that customer satisfaction tends to increase repurchase intentions. In addition, Ostrom and Lacobucci (1995) explain that product quality can affect customer satisfaction and repurchase intentions differently, emphasizing the importance of product quality in retaining customers and encouraging repeat purchases. By focusing on high quality, SUPERINDO not only increases customer satisfaction through its products, but also opens up greater opportunities to encourage repurchase intentions by consumers who have experienced the quality of the products they offer (Retnowati et al., 2020; Putra et al., 2022).

The variety of products offered by SUPERINDO attracts the attention of consumers because of the various choices available. Product diversity is the completeness of the product which concerns the depth of breadth and quality of the products offered as well as the availability of these products at any time in the store (Engels et al., 1995). With the variety of products available, SUPERINDO can meet all the needs desired by its consumers. Product diversity encourages consumers to try different products and buy more of the items they need and want (Sinambela et al., 2022). The availability of a variety of products that suit consumer needs can encourage the expansion of purchases (Darmawan, 2011). This product diversity is one of the main factors that attracts consumers, especially because it provides a more varied alternative choice (Mardikaningsih & Sinambela, 2021). When consumers have a variety of choices that differ in terms of availability, quantity, quality, suitability of taste, desire, and readiness to buy, they tend to be more satisfied with their shopping experience. According to Botti and Iyengar (2006), more varied choice alternatives can encourage the level of consumer satisfaction. In the explanation of Brown (1969) and Wahab et al. (2017), product diversity, or product assortment, provides an opportunity for consumers to express and choose products according to their preferences. This provides flexibility for customers to choose products that best suit their needs and tastes, which in turn can increase the level of customer satisfaction, as expressed by Desara et al. (2021). In addition, research by Razzouk et al. (2002) and Darmawan (2019) show that product diversity includes various aspects, such as availability, quantity, quality options, taste suitability, desirability, and readiness to be purchased by consumers. All these aspects provide customers with more options to fulfill their needs, which aligns with the idea that product diversity contributes to the level of customer satisfaction. This indicates that the more product variety available to consumers, the more likely consumers are to be satisfied (Amalia, 2022). This is because consumers tend to be more satisfied when they have a large selection of products that match their preferences (Putra, 2020; Khayru et al., 2021). Finally, Lombart et al. (2018) noted that the level of satisfaction felt by customers can have an impact on repurchase intentions automatically. Thus, by providing a complete variety of products and assortments, SUPERINDO can not only attract consumers, but also increase the chances of consumers returning to shop at their stores at a later time.

The diversity of products sold at SUPERINDO not only includes various types of products, but also has high food quality standards so that consumers can buy with the confidence that the risks they will receive are minimal. Risk considerations can strengthen decision-making sensitivity (Mardikaningsih & Darmawan, 2023). Food-related risks hold an important position in people's risk assessment, as explained by Knox (2000). Perceived risk is an important issue in understanding consumer behavior in the purchase decision-making process (Karamustafa & Erbaş, 2011; Hidayat et al., 2015; Mardikaningsih, 2019; Darmawan, 2023). Risk perception can be accepted as a function of uncertainty about the likelihood of dissatisfaction as a result of potential purchasing behavior (Samadi & Nejadi, 2009). Concerns about food risk have continued to increase in recent decades, according to Payson (1994), and have become one of the ever-present issues in everyday life (Green et al., 2003; Darmawan et al., 2022). Consumer behavior theory also indicates that once consumers identify perceived risks in a purchase situation, subsequent behavior can be influenced by these risks (Darmawan, 2014; Taylor, 1974). Consumer behavior in this case can create diverse brand awareness (Mardikaningsih & Putra, 2017; Darmawan & Arifin, 2021; Issalillah et al., 2021). In addition, food risk is also related to unhealthy eating patterns (Goldberg & Strycker, 2002). Consumer risk perception indirectly influences intention through attitude formation, as shown by the research of Kim et al. (2008) and Choi et al. (2013). Furthermore, the risk perceived by consumers can have an impact on the intention to purchase, according to research by Kim et al. (2008) and Yoon & Chung (2018). Chiu et al. (2012) found in their research that although the impact may be weak, perceived risk still has a significant influence on repeat purchase intention, especially for experienced buyers. Therefore, by offering products with high food quality standards, SUPERINDO not only fulfills consumers' needs for product diversity, but also helps to reduce the perceived risk by consumers, which in turn can increase their purchase intention.

The diversity of products sold at SUPERINDO not only has good food quality standards, but is also priced equally, creating a positive price perception for consumers. Price perception is an evaluation of the monetary value and non-monetary sacrifices made by customers to obtain a product (Petrick, 2004). According to Schiffman and Kanuk (2004); Wiyandarini and Mardikaningsih (2021), price perception is a view or perception of price, how customers perceive certain prices (high, low, reasonable) can have a strong influence on purchase intent and purchase satisfaction. In addition, price

perception also includes the customer's emotional experience in obtaining the product, which can be a positive or negative signal for behavior (Lichtenstein et al., 1993). It is important to note that the price of products at SUPERINDO is in line with the quality offered, confirming the importance of the match between price and quality to form a positive image (Beneke & Zimmerman, 2014). Price perception plays a crucial role in influencing purchasing decisions and attracting customer attention to products and services (Juhaeri, 2018; Jahroni et al., 2021; Essardi et al., 2022; Prihatna & Irfan, 2022; Djazilan & Darmawan, 2023). In Peter and Olson's (2010) perspective, price perception involves the way price information is understood and interpreted by consumers, thus providing meaning to them. In other words, how price information can be understood and has meaning for customers is an important factor in the formation of price perceptions. Furthermore, research by Petrick (2004); Munnukka (2008); Liu and Lee (2016); Mirza and Ali (2017); Ladhari et al. (2019) show agreement that price perception plays a key role in influencing customer repurchase intentions. By offering products at prices commensurate with their quality, SUPERINDO not only builds positive price perceptions, but also increases the likelihood of consumers returning to purchase products from them in the future.

This study presents a comprehensive approach to meat purchasing behavior in the human diet, with a particular emphasis on purchases in modern retail stores. Furthermore, the study relates this to SUPERINDO's central role as an alternative provider of high-quality meat in Indonesia. In the context of consumer behavior and repurchase intentions, this study highlights the importance of customer satisfaction in shaping repurchase intentions, with a focus on product quality and customer experience. In addition, the diversity of products offered by SUPERINDO is described as a key attraction factor for consumers, with an emphasis on the wide range of options available. The study also highlights the importance of positive price perception and risk perception in influencing repurchase decisions, emphasizing the match between price and product quality. As a whole, this study combines important elements in understanding consumer behavior related to meat products and the decision to repurchase at SUPERINDO. It provides an in-depth insight into the factors that influence consumers' decisions in choosing and purchasing meat products, as well as why they may be inclined to choose to repurchase from SUPERINDO. The emphasis on aspects such as nutrition, product quality, customer experience, and price perception helps enrich insights in the context of consumer behavior related to meat and food retailing in Indonesia. The purpose of this study was to determine the effect of product diversity, perceived risk, and perceived price on repurchase intentions.

## RESEARCH METHODS

This research uses a quantitative approach so that the research data is in the form of numbers and the analysis used is multiple linear analysis using the SPSS version 2.6 application. The population is meat buyers at SUPERINDO who live in the city of Surabaya and the research sample is 100 respondents.

According to Blackwell et al. (2015), product diversity is a complete product that can be related to the model, size, color, and quality of the goods offered and is available on the market at all times. Groover (2010) says that product diversity is a product that has a different design or type of product from other companies. Product diversity adalah a variety of products offered to sellers with shapes or variations so that buyers have the convenience of choosing the products they will buy (Purnamasari et al., 2002; Overby & Lee, 2006). According to Mehrjoo and Pasek (2014), indicators to measure product diversity are: 1) brand choice, 2) availability, 3) completeness, 4) shape, and 5) size.

According to Forsythe and Shi (2003), risk perception is defined as a combination of situations involving uncertainty. Perceived risk is a construct that measures uncertainty beliefs about unpleasant possibilities (Featherman & Pavlou, 2003). The risk perceived by customers greatly influences consumer behavior in decision making (Eggert, 2006). Indicators to measure risk perception are: 1) financial risk, 2) product performance risk, 3) social risk, 4) psychological, 5) physical and time (Chang, 2008; Liljander et al., 2009).

Price perception according to Kim et al. (2012) is defined as the perception of the price of goods and services offered by one seller compared to other sellers. Price perception is something that must be given up or sacrificed by individuals in using a particular system (Leong et al., 2015). According to Mai (2016), price can be said to be an obstacle for consumers to buy a product. According to Yasri et al. (2020), the indicators for measuring price perceptions are: 1) price affordability, 2) price compatibility with product quality, and 3) price compatibility with benefits.

Repurchase intention is the behavior of a consumer who wants to repurchase a product with the same brand as a result of a positive attitude resulting from an evaluation of conformity with the desired expectations of the brand based on the brand experience (Aslam, 2018). Kim and Yang (2020) define repurchase intention as a consumer's desire to repurchase the same product or service in the future. Repurchase intentions describe the actual actions of customers in repurchasing or reusing the same product (Ibzan et al., 2016). According to Lee and Feick (2001) loyal customers tend to buy the same product again and again or to buy different products and services from the same provider. According to Hellier et al. (2003) measure repurchase intentions with indicators, namely: 1) Intend to buy the same amount, 2) Intend to buy by increasing the amount, and 3) Intend to buy with increased frequency / intensity.

Answers to each instrument item using Likert have gradations from strongly disagree to strongly agree, which can be explained as follows: 1) strongly disagree, 2) strongly disagree, 3) disagree, 4) disagree, 5) somewhat agree, 6) agree,

7) strongly agree, and 8) strongly agree. The results of questionnaires filled out by consumers will be analyzed using multiple linear analysis. The data will also be tested using validity test, reliability test, classical assumption test, t test, F test, and coefficient of determination using SPSS version 26 software.

## RESULTS AND DISCUSSIONS

The results of the descriptive analysis of the 82 respondents who filled out the questionnaire showed some interesting patterns in the characteristics of the respondents. The majority of them were female, with 66 people. Most respondents were between 20-30 years old, with 69 people of the total respondents falling within this age group. In terms of education, the majority of respondents were high school graduates, reaching 70 people. When breaking down monthly expenditure, around 61 people of the respondents had monthly expenditure between Rp 1,000,000.00 to Rp 3,000,000.00. The majority of respondents' occupations are students, 69 people. Finally, in terms of the frequency of visits to Superindo over the past 3 months, more than half of the respondents, 51 people, visited less than 5 times. This information provides an overview of the characteristics of respondents that can be the basis for further analysis related to consumer behavior and the formulation of more effective marketing strategies.

The validity test results which show that the corrected item value is above 0.30 on each research variable is a good indication that these indicators can be considered valid. The corrected item value is a measure that measures the extent to which each indicator (item) on a variable can predict or measure that variable. If the corrected item value is above 0.30, this indicates that the indicators have a fairly strong correlation with the variable being measured, and they are able to adequately measure the concept to be measured. Therefore, you can conclude that the indicators on each research variable are valid and can be used to measure these variables properly.

If all items on the variables of product diversity, price perception, risk, and repurchase interest have an  $r$  alpha value (correlation coefficient between items on the scale) which is more than Cronbach's Alpha 0.6, then this indicates that the instrument used in the study has a fairly high level of reliability. Cronbach's Alpha is used to measure the level of internal consistency or reliability of a set of questions or items that refer to the same construct. In this case, if all items on the variables mentioned have an  $r$  alpha value of more than 0.6, then it indicates that the items are consistent in measuring the variables they represent. This strengthens the argument that the instruments used in the study can reliably measure product diversity, perceived price, risk, and repurchase intention well.

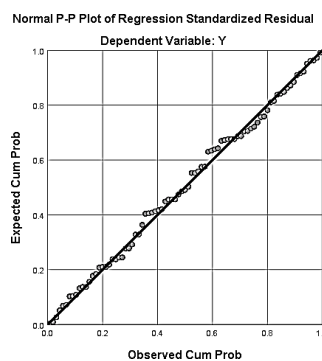


Figure 1. Normality Test  
Source: SPSS Output

The results of the normality test conducted in this study, as seen in Figure 1, indicate that the data is normally distributed. This is a positive result because in many statistical analyses, it is assumed that the data follows a normal distribution. If the data is indeed normally distributed, this facilitates the use of many statistical methods that rely on that assumption.

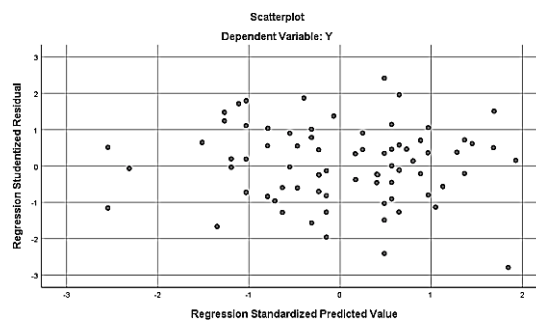


Figure 2. Normality Test  
Source: SPSS Output

Based on the analysis of the resulting Scatterplot graph in Figure 1, it is found that the data points spread above and below the regression line or around the line. There is no particular pattern that indicates that the distribution of data points forms a certain pattern, such as data that widens then narrows and widens again. In addition, the data points do not gather only on one side of the regression line, which would be a sign of a heteroscedasticity problem. Based on this analysis, it can be concluded that there is no strong indication of a heteroscedasticity problem in the regression model. The distribution of the data points looks fairly even around the regression line, which is an expected characteristic of a good and ideal regression model. Therefore, the regression model can be considered feasible and can be used to predict purchase intention based on the independent variables that have been used in this study.

The multicollinearity test is known from table 3 with tolerance and VIF measures. Based on SPSS output, it is known that the tolerance value is 0.752 and the VIF value of the product diversity variable shows a value of 1.329, the risk perception variable has a tolerance value of 0.830 and a VIF value of 1.205 and the price perception variable has a tolerance value of 0.881 and a VIF value of 1.135, so the variables in this study do not show multicollinearity.

The next process after multicollinearity testing is autocorrelation testing. Autocorrelation refers to the correlation between values in adjacent data in a time series or in sorted data. To test for autocorrelation, the Durbin-Watson statistic is usually used. The value of the Durbin-Watson statistic ranges between 0 and 4, with 2 being the expected value when there is no positive or negative autocorrelation in the data. The Durbin-Watson value obtained is 1.982. This value is in the range between -2 to 2, which indicates that the data is not autocorrelated. This means that there is no significant positive or negative correlation pattern between adjacent data in the time series or data sequence.

Table 1  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.790	3.294		1.454	.150		
X1	2.961	.524	.424	5.655	.000	.752	1.329
X2	2.448	.472	.370	5.191	.000	.830	1.205
X3	1.955	.441	.307	4.429	.000	.881	1.135

Source: SPSS Output

Based on the results of the regression analysis you provided, it can be concluded that of the three variables studied, product diversity has the most dominant influence in influencing the repurchase decision process. This is supported by the highest regression coefficient of 2.961. Perceived risk has the next influence, with a regression coefficient of 2.448. Price perception has a lower influence than the other two variables, with a regression coefficient of 1.955.

The t test is used to determine the partial effect of each independent variable on the dependent variable. By looking at the significance number with the condition that if the number is below 0.05, the hypothesis is rejected, it is found that for the product diversity variable (X1), partially the variable has a significant effect on the repurchase interest of Superindo consumers (Y); this can be seen from the significance figure which is 0.000. For the risk perception variable (X2), partially the variable has no significant effect on the repurchase intention of Superindo consumers (Y); this can be seen from the significance figure which is 0.000. As for the price perception variable (X3), this variable has a significant effect on the repurchase interest of Superindo consumers (Y); this can be seen from the significance figure which is 0.000.

Table 2  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3096.188	3	1032.063	52.651	.000 <sup>b</sup>
	Residual	1548.559	79	19.602		
	Total	4644.747	82			

Source: SPSS Output

The calculated F value is 52.651 with a significance of 0.000. The significance value that is smaller than 0.05 (0.000 < 0.05) indicates that there is a significant relationship between product diversity, risk perception, and price perception with repurchase intention at Superindo. Therefore, the hypothesis that there is an influence or relationship between these three variables on repurchase intention at Superindo can be accepted. In other words, the results show that product diversity, risk perception, and price perception play an important role in influencing customers' repurchase intention at Superindo. This can provide valuable guidance for Superindo in designing more effective marketing strategies and understanding the factors that influence customer purchasing decisions.

From the Coefficient of Determination (Adjusted) value of 0.654, it can be concluded that 65.4% of the variation in Superindo consumers' repurchase intention can be explained by the independent variables that have been studied, namely product diversity, risk perception, and price perception. In other words, these factors play an important role in

influencing consumer repurchase intention. However, about 34.6% of the variation in repurchase intention cannot be explained by the variables examined in this study. Other factors were not included in the study. Therefore, these results highlight the importance of considering other factors in designing more holistic marketing strategies and understanding the broader dynamics in consumer behavior.

Table 3  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.816 <sup>a</sup>	.667	.654	4.427	1.982

Source: SPSS Output

Product diversity is proven to have a role in shaping repurchase intentions at SUPERINDO. These results are in accordance with the study of Lombart et al. (2018). Consumers who find products they like in categories with product diversity will directly make purchasing decisions (Kemarauwana et al., 2022; Kurnianingtyas, 2023). Product diversity refers to the wide selection of products available at SUPERINDO, including the availability, quantity, quality, and variety of meat products. SUPERINDO should ensure that they continue to maintain and expand their meat product diversity. This could include offering different types of meat (chicken, beef, fish, etc.), variety of cuts, and processed meat products. Inventory and supply chain management should be optimized to ensure adequate product availability and maintain product diversity (Khayru & Issalillah, 2021; Kurniawan et al., 2023). SUPERINDO can adopt a marketing strategy that emphasizes the diversity of their meat products as one of the competitive advantages. This can be done through promotional campaigns, discounts, and special offers.

Perceived risk plays a role in repurchase intentions at SUPERINDO. These results agree with the study of Chiu et al. (2012). Risk perception includes consumer concerns about existing risks (Halizah et al., 2022; Munir & Darmawan, 2022; Putra et al., 2023). In this case, it is related to meat consumption, such as food safety, product quality, and health impacts. SUPERINDO must ensure the quality and safety standards of their meat products are very high. This includes close supervision of the supply chain, management of product quality, and fulfillment of food safety requirements. Consumer education on meat sourcing, processing and nutritional benefits can help reduce perceived risks. SUPERINDO can provide clear information about the origin and quality of the meat they sell, for example by providing food safety certification or informing about good animal husbandry practices.

Price perception has a role in shaping repurchase intentions. This is in line with studies from Petrick (2004); Munnukka (2008); Liu and Lee (2016); Mirza and Ali (2017); Ladhari et al. (2019); Darmawan (2020); Irfan and Hariani (2022); Al Togar and Al Hakim (2022) with the statement that price perception is one of the factors that affect consumer satisfaction. Consumers who are satisfied with the price of a product tend to have high repurchase intentions (Al Hakim, 2023). Perceptions of reasonable or affordable prices can increase buying interest (Putra, 2022; Issalillah & Khayru, 2022). In addition, perceiving a fair price as a good offer can keep customers loyal to the brand (Hariani & Sinambela, 2020; Masruroh, 2021; Putra et al., 2022). Price perception includes consumers' evaluation of the monetary value they pay to obtain meat products at SUPERINDO. The price of meat products must be in line with the quality offered. High-quality meat products can support higher prices, but must provide appropriate value to consumers. SUPERINDO can use flexible pricing strategies, such as bundle offers or special discounts, to influence consumers' price perception. SUPERINDO can regularly conduct customer satisfaction surveys and price analysis to ensure that price perceptions match the value provided.

## CONCLUSIONS

This study proves the significant effect of product diversity, risk perception, and price perception on repurchase intentions. Based on the research results and conclusions, the suggestion that can be conveyed is that the company makes product variations in the form of healthy package products with a balanced nutritional value. This healthy package product is in accordance with the rules of eating good meat no more than 50-70gr or 2-3 pieces per day, while for consumption per week no more than 350-500gr. By selling this healthy package product, SUPERINDO is expected to provide education, this education can be written on the front packaging with an attractive image. The education provided is in the form of a slow cooking meat cooking method, this method is done by using a special tool. Special tools cook meat at relatively low temperatures for a long time. This method preserves important nutrients in the meat and reduces the possibility of carcinogen compounds forming due to high temperatures. This healthy package variant can make it easier for customers who are implementing a diet program. It is hoped that in selling this healthy package product, consumers can easily estimate their health needs by cooking the right way to reduce the risk of diseases that occur due to meat consumption. Risks also need to be considered in the daily consumption of healthy food, processing of meat products starting from the health of slaughtered animals before slaughter and conducting post mortem examinations or checking the health of offal from carcasses after slaughter carried out by authorized officers must also be carried out to prevent the circulation of abnormal parts or tissues originating from slaughtering sick animals, for example in the case of liver worms.

This post mortem examination is carried out to ensure the feasibility and safety of meat before it is distributed or consumed. Consumers are expected to increase satisfaction due to the quality obtained and be more careful in choosing products. The products offered at SUPERINDO are comparable to the quality obtained.

SUPERINDO needs to continuously monitor and evaluate these factors to understand changing consumer preferences and needs. Employee training can be conducted to educate consumers on the safety and benefits of meat products. SUPERINDO can use technology to monitor and improve their supply chain to ensure consistent product availability and quality.

By integrating an understanding of these factors into management strategies, SUPERINDO can maximize consumer satisfaction and build strong customer loyalty, which in turn will increase repurchase intentions and maintain their market share in the food retail industry in Indonesia.

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