

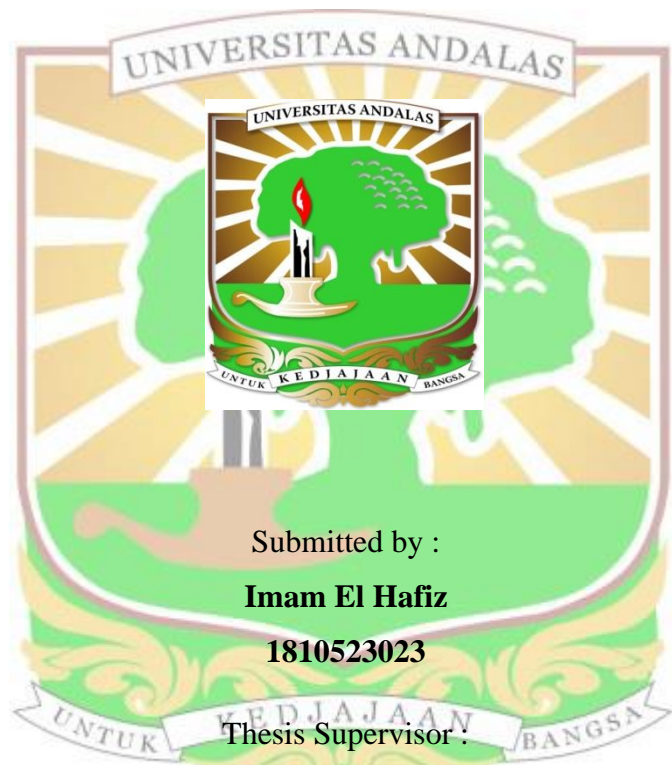
**THE INFLUENCE OF PRICE VALUE, AFFORDANCES VALUE, AND
VISIBILITY ON REPURCHASE INTENTION IN FOOD DELIVERY**

APPS : A STUDY OF SATE MANANGKABAU CUSTOMERS

THESIS

Submitted to fulfill the requirements for a bachelor's degree in Management

Department – Faculty of Economics and Business



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THE INFLUENCE OF PRICE VALUE, AFFORDANCES VALUE, AND VISIBILITY ON REPURCHASE INTENTION IN FOOD DELIVERY APPS: A STUDY OF SATE MANANGKABAU CUSTOMERS

Thesis by : Imam El Hafiz

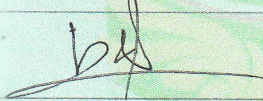

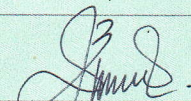
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ABSTRACT

This research aims to determine how price value, affordances value, and visibility affect repurchase intention among consumers of Sate Manangkabau who make purchases through food delivery apps (FDAs). The sample for this study consists of Sate Manangkabau consumers who have made at least one purchase through food delivery apps (FDAs). This research was conducted quantitative approach with a sample size of 103. The data then been processed and analyzed using SmartPLS 4.0. The results indicate that price value has a positive and significant impact on repurchase intention, affordances value has a positive and significant impact on repurchase intention, and visibility has a positive and significant impact on repurchase intention.

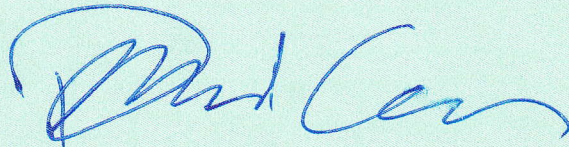
Keyword : Price Value, Affordances Value, Visibility, Repurchase Intention, Food Delivery Apps (FDAs)

This thesis is already examined and passed on June 11, 2025. This abstract has been approved by supervisor and examiners :

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