

## **The Influence of Product Quality, Nostalgia Perception, and Emotional Attachment on Repurchase Intention: Evidence from Bolu Rampah Consumers in South Sulawesi**

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### **Abstract**

This study aims to analyze the influence of product quality, perceived nostalgia, and emotional connection on repurchase intention among consumers of the traditional culinary product The Bolu Rampah in South Sulawesi. The research is motivated by the shifting consumption patterns of society, particularly among younger generations, who tend to adopt modern foods and gradually abandon traditional culinary products. The Bolu Rampah, as a distinctive cake made from local spices, holds significant potential to be developed not only as a consumer product but also as a cultural identity symbol and regional specialty. This research employs a quantitative explanatory approach involving 150 respondents selected through purposive sampling, with the criteria of having purchased The Bolu Rampah at least once within the last six months. The research instrument was developed based on validated indicators from previous studies and measured using a five-point Likert scale. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The results indicate that product quality, perceived nostalgia, and emotional connection have a positive and significant effect on repurchase intention. Among these variables, emotional connection is found to be the most dominant factor influencing repurchase intention. This finding suggests that consumer loyalty toward The Bolu Rampah is driven not only by functional product attributes such as taste and physical quality but also by emotional and cultural values embedded in the product. Practically, the findings highlight the importance of implementing emotional branding and cultural marketing strategies to strengthen The Bolu Rampah's identity as a signature souvenir of South Sulawesi that evokes not only sensory satisfaction but also collective memory and local pride.

**Keywords:** *product quality; perceived nostalgia; emotional connection; repurchase interest; traditional culinary.*

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## **INTRODUCTION**

Indonesia's rich traditional culinary heritage reflects the country's reputation for cultural diversity. Traditional foods not only fulfill nutritional needs but also represent cultural identity and ancestral heritage passed down from generation to generation (Ahsan et al., 2025). However, in the era of globalization and modernization, there has been a shift in consumption patterns, especially among the younger generation, who tend to adopt fast food and other modern foods. This has

led to traditional foods being increasingly marginalized and potentially facing extinction if serious preservation efforts are not made. A survey by GoodStats Indonesia showed that 71.4% of young Indonesians like traditional and regional foods, underscoring the enduring appeal of these foods, bolstered by their distinctive flavors and historical significance (Rahman, 2019). Traditional foods are deeply embedded in a region's cultural and culinary heritage, offering unique sensory experiences that contribute to the nation's identity and heritage. Despite the increasing influence of fast food, particularly in urban areas such as Java and Bali, traditional foods remain popular due to their affordability and cultural value, particularly outside these regions where they are preferred over fast food (Briawan et al., 2023). Young Indonesians' perceptions of traditional foods are also shaped by nutritional awareness, as they increasingly prioritize health over mere taste preferences.

In Makassar City, traditional dishes such as Coto Makassar, Pallubasa, Konro, and Burasa not only showcase the region's rich culinary heritage but also serve as important attractions for culinary tourism, attracting both domestic and international visitors. The city's culinary sector is robust, with 7,391 active food and beverage businesses contributing significantly to the local economy (Jariyah et al., 2024). Coto Makassar, a historical dish rooted in the Gowa Kingdom, exemplifies the deep cultural significance of local cuisine, often prepared using unique techniques and local ingredients (Pradiati, 2023). However, challenges such as inadequate infrastructure and the need for better human resource management hinder further development (Jariyah et al., 2024). Overall, the growth potential of Makassar's traditional food industry is substantial, requiring collaborative efforts to maintain authenticity and enhance competitiveness.

One traditional food that is starting to gain attention is Bolu Rampah, a specialty cake made from local spices with a unique flavor. Bolu Rampah has great potential to be developed as a superior culinary product that can strengthen local cultural identity and boost the community's economy. However, to achieve this, in-depth research is needed into the factors influencing consumer repurchase intention for this product. Some suspected influencing factors include product quality, perceptions of nostalgia, and the emotional connection consumers feel towards the product.

Bolu Rampah, a traditional cake enriched with local spices, holds significant potential as a culinary product that can enhance local cultural identity and stimulate economic growth. As highlighted in various studies, traditional foods serve as vital cultural assets that foster community pride and resilience, thereby strengthening national identity (Abror et al., 2024). Furthermore, community empowerment, job creation, and general well-being can result from the growth of small and medium enterprises (SMEs) centered on traditional culinary products (Mahmudi, 2023). Thus, with the right marketing strategies and community engagement, Bolu Rampah can emerge as a key player in cultural preservation and economic development.

Makassarese people's perceptions of traditional foods, particularly bolu Rampah, are an interesting topic to research. Besides being a source of energy, traditional culinary delights also symbolize a region's identity and cultural heritage. One appetizer with significant cultural and historical significance in Makassar is bolu Rampah, which is often served at various traditional ceremonies.

In a marketing context, customer repurchase intention is strongly influenced by product quality. According to a study conducted in Batam City by Ismanto and Rais (2024), Generation Z's purchase intention for traditional snacks is strongly influenced by product quality. The results showed that customers base their purchasing decisions on quality features including appearance, texture, and taste. In addition to product quality, psychological factors such as perceptions of nostalgia and emotional connections also play a role in shaping repurchase intention. According to research by Prayogo et al. (2024), millennials and Generation Z are more likely to repurchase traditional snacks Srabi Notosuman when they feel nostalgic for the snack. This suggests that past memories associated with the product can increase consumer loyalty. Furthermore, Nurfadhya (2024) emphasized that traditional foods such as The Bolu Rampah can evoke collective memories and deep emotional connections, which in turn encourage consumers to make repeat purchases.

Factors such as product quality, perceived nostalgia, and emotional connection are important elements in shaping repeat purchase intention. According to research on consumer behavior, the subjective experience and personal attachment that develops from consuming a product are as important as the product's performance when deciding whether to make a repeat purchase (Rakhmatullah, 2025).

### **H1 : Product Quality Has a Positive and Significant Influence on Repurchase Intention of The Bolu Rampah South Sulawesi**

The relationship between product quality and consumer repurchase intention has been the subject of substantial research. According to Iqbal (2024), customer opinions about product quality have a significant impact on their loyalty and likelihood of repurchasing. Another study that found a direct correlation between product quality and repurchase intention is Prasetyo & Wibowo (2023).

### **H2 : Nostalgia Perception Has a Positive and Significant Influence on Repurchase Intention for The Bolu Rampah South Sulawesi**

The concept of nostalgic perception is increasingly relevant in the context of modern consumption. According to Anggraeni (2024), nostalgia can be a powerful affective stimulus influencing purchasing decisions, particularly for products with historical or cultural value.

### **H3 : Emotional Relationships Have a Positive and Significant Influence on Repurchase Intention of The Bolu Rampah South Sulawesi**

Emotional connections have also been studied as a determining factor in building consumer loyalty (Ronasih & Widhiastuti, 2021). Brands and consumers tend to remain connected over the long term when products evoke strong feelings.

## **METHODOLOGY**

The research method used in this study is quantitative and classified as exploratory. This methodology was used because the main objective of this study was to conclude how Product Quality, Perceived Nostalgia, and Emotional Relationships affect the dependent variable of Repurchase Intention. By using quantitative methods, scientists were able to quantitatively examine correlations and evaluate hypotheses.

Participants were residents of Makassar City and buyers of traditional Bolu Rampah food. The SEM-PLS approach, which stands for Structural Equation Modeling, was used in this study.

A 5-point Likert scale, with options ranging from “Strongly Disagree” (1) to “Strongly Agree” (5), was used to statistically and systematically assess respondents' views and attitudes according to each dimension.

People in South Sulawesi who purchased Bolu Rampah from their retail locations or online were included in the study population. To select a sample from this population, a non-probability sampling technique called purposive sampling was used. The researchers aimed to find respondents who met certain criteria, therefore they chose this technique:

1. Have purchased The Bolu Rampah at least once in the last six months.
2. Aged 17 years and above.
3. Can fill out the questionnaire independently.

Based on the 16 research indicators, the sample size was determined based on the rule-of-thumb guidelines in SEM-PLS analysis (Hair et al., 2022), which is a minimum of 5 to 10 times the number of indicators. The formula used is:

$$n \geq (\text{number of indicators}) \times (\text{number of respondents per indicator})$$

With:

- Number of indicators = 16
- Number of respondents per indicator = 5 to 10 people

This estimate indicates that a minimum of 80 respondents and a maximum of 160 respondents are needed for the sample. The researchers chose to use 160 respondents as a sample to increase data visibility and the validity of the research results. Sample collection was conducted at The Bolu Rampah outlets with the highest consumer visits, namely Perintis, Pettarani, and Hertasning Outlets, as well as through The Bolu Rampah's official social media platforms to reach online consumers. The selection of these collection locations aims to obtain representative data from consumers who actively purchase, both in person and online, thus being able to reflect repeat purchasing behavior in the target population.

## RESULTS AND DISCUSSION

The measurement model, often referred to as the external model, is evaluated for its validity in terms of convergent and discriminant validity. External model evaluation assesses how well the indicator measures the underlying concept. The primary objective is to examine the indicator's reliability and validity, or whether it measures what it claims to measure. Convergent validity from external loadings, discriminant validity from Average Variance Extracted (AVE), and reliability from Composite Reliability (CR) were examined as part of the primary evaluation. After the screening and profiling process was completed, the researchers tested the 150-respondent dataset on the primary test. Below is a screenshot of the SmartPLS external model:

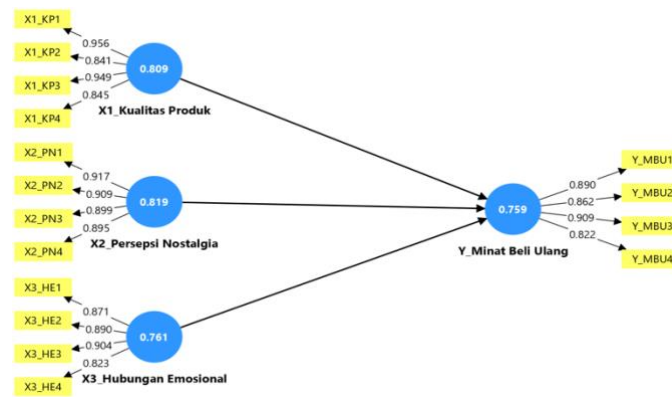


Figure 1. Outer Research Model  
Source: SEM-PLS output, 2026

The purpose of this model evaluation was to identify which research variables were endogenous and which were exogenous, and to investigate the relationship between the two. After the screening and profiling process, 160 participants who qualified for the main examination underwent structural model testing. Figure 2 below displays the results of this structural model testing:

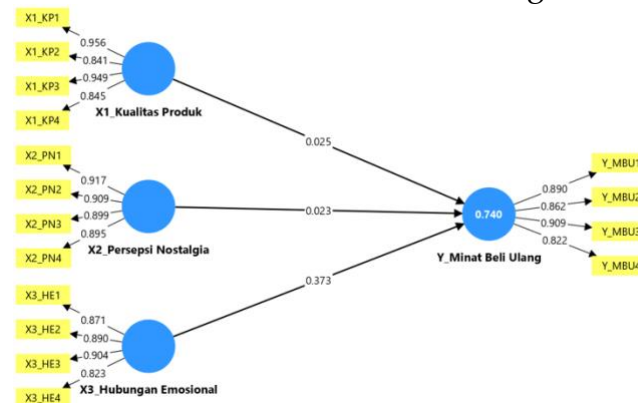


Figure 2. Structural Model Test  
Source: SEM-PLS output, 2026

The predictive power of a structural model is tested by examining the *a* value for each endogenous variable. The *R-squared value* indicates how well a structural model predicts the outcome of an experiment. A strong model is indicated by a rule of thumb of 0.75, a moderate model by 0.50, and a poor model by 0.25. The table below displays the *R-squared results* :

**Table 1. R-Square Test**

Variables	R- Square
Y_Interested in Repurchasing	0.740

Source: Processed Data, 2025

Based on the data in the table, the Repurchase Intention variable (Y) has an R-Square value of 0.740. In the strong category, this result indicates that product quality, perceived nostalgia, and emotional connection account for 74% of the variance or

change in the repurchase intention variable. Meanwhile, variables not included in this study account for the remaining 26%.

To determine whether removing a construct from the model significantly affects the endogenous construct, we calculate the F-square value to see how much the R-square value changes. Conventionally, a small effect size is indicated by an F-square value of 0.02, a medium effect size by 0.15, and a high effect size by 0.35. When the effect size is smaller than 0.02, it means the variable is insignificant. The following table displays the results of the F-square values:

**Table 2. F-Square Test**

Variables	f-Square	Information
X1 -> Y	0.025	Little Influence
X2 -> Y	0.023	Little Influence
X3 -> Y	0.373	Big Influence

Source: Processed Data, 2025

Based on the table above, the following conclusions can be drawn:

- 1) The product quality variable has a small influence on the repurchase intention variable ( $f^2 = 0.025$ ).
- 2) The Nostalgia Perception variable has a small influence on the repurchase intention variable ( $f^2 = 0.023$ ).
- 3) The emotional relationship variable has a large influence on the repurchase intention variable ( $f^2 = 0.373$ ).

Use structural equation modeling (SEM) to evaluate how well the suggested model fits the research data. In other words, GoF indicates how well the researcher's theoretical model fits the actual data. When there is little or no difference between the actual data and the data predicted by the model, we say the model has a good fit. One way to evaluate how well the model's independent variables explain the dependent variable is by using the R-Square ( $R^2$ ) value. The extent to which the endogenous variables can be explained by the model is proportional to its  $R^2$  score. Furthermore, the model's predictive power is evaluated using the Q-Square ( $Q^2$ ). A  $Q^2$  score greater than 0 indicates that the model is highly relevant to the data in terms of its predictions. The following is the formula for determining the total degree of Goodness of Fit (GoF):

$$\text{GoF} = \sqrt{(R^2 \times \text{AVE})}$$

A low fit is indicated by a GoF score of 0.10, a moderate fit by a score of 0.25, and a good fit by a score of 0.36 or higher. This is a measure of the overall global fit of the model. Therefore, if the GoF value is greater than or equal to 0.36, it can be concluded that the model has a good overall fit and accurately explains the relationships between the study variables.

$$\begin{aligned} \text{GoF} &= \sqrt{(R^2 \times \text{AVE})} \\ \text{GoF} &= \sqrt{(0.740 \times 0.787)} \\ \text{GoF} &= \sqrt{0.582} \\ &= 0.763 \end{aligned}$$

The calculation results show a GoF value of 0.763, which is high. The overall fit indicates that this research model is appropriate and has adequate explanatory power

for the relationships between latent variables, thus claiming a good fit. This indicates that the research concept is highly valid and can accurately reflect the actual facts.

The hypothesis that external (influencing) variables have a direct impact on internal (influencing) variables can be tested using direct effects analysis. The table below displays the results of the data processing:

**Table 3. Direct Effect Analysis Test**

Variables	Original Sample	T Statistics	P Values	Note:
X1 -> Y	0.227	1,967	0.049	Sig.
X2 -> Y	0.310	3,010	0.003	Sig.
X3 -> Y	0.404	4,458	0.000	Sig.

The data processing results table displays the path coefficient values between the independent and dependent variables, which are obtained through the SmartPLS path coefficient test.

- 1) The results of the analysis show that the Product Quality variable (X1) has a positive and significant effect on Repurchase Intention (Y) with a coefficient value of 0.227, a *t-statistic value* of 1.967, and a *p-value* of 0.049. Since the *p-value* is <0.05, it can be concluded that Product Quality has a positive and significant effect on consumer Repurchase Intention. This implies that consumers are more likely to make repeat purchases when they perceive a product to be of higher quality.
- 2) The Nostalgia Perception variable (X2) also shows a positive and significant influence on Repurchase Intention (Y) with a coefficient value of 0.310, a *t-statistic value* of 3.010, and a *p-value* of 0.003. Since the *p-value* is <0.05, it can be concluded that Nostalgia Perception has a positive and significant influence on increasing Repurchase Intention. This indicates that consumers are more likely to repurchase a product if they have a greater sense of nostalgia for the product or similar past events.
- 3) The Emotional Relationship variable (X3) has the strongest influence on Repurchase Intention (Y) with a coefficient value of 0.404, a *t-statistic value* of 4.458, and a *p-value* of 0.000. A *p-value* far below 0.05 indicates that Emotional Relationship has a positive and significant influence on Repurchase Intention. This implies that buyers are more likely to make repeat purchases in the future if they have a strong emotional attachment to a brand or product.

### The Influence of Product Quality on Repurchase Intention

The findings of this study indicate that Product Quality significantly influences Repurchase Intention positively ( $p < 0.05$ ), with a coefficient value of 0.227. Customers are more likely to make repeat purchases when they have a positive impression of The Bolu Rampah product quality. This finding suggests that customers evaluate goods based on more than just their external appearance; they also consider South Sulawesi's culinary identity, which represents the quality of consistent taste, texture, aroma, and authenticity. These results reinforce *Consumer Behavior theory*, which emphasizes that perceived quality is an important determinant in shaping customer satisfaction and

fostering loyalty (Alfareza & Sukaatmadja, 2024) . Consistent quality creates trust and a sense of satisfaction, which continuously fosters repurchase intention. In the food and beverage industry, quality is often defined as the match between consumer expectations and experiences regarding sensory attributes such as taste, aroma, texture, and freshness (Suryani et al., 2024) .

### **The Influence of Nostalgia Perception on Repurchase Intention**

The analysis results show a positive and statistically significant influence of Nostalgia Perception on Repurchase Intention, with a coefficient value of 0.310 and a p-value of 0.003 ( $<0.05$ ). Thus, the stronger the feeling of nostalgia that develops regarding a product, the higher the likelihood that buyers will repurchase it. This finding confirms that emotional bonds built through past memories have an important role in maintaining consumer loyalty to local products, including regional souvenir products such as The Bolu Rampah. This result is in line with the concept of *emotional marketing and consumer nostalgia* theory which states that nostalgia is a form of positive emotion that arises due to the interaction between past memories and current consumption experiences (Hajlaoui & Gharbi, 2021) . Nostalgia encourages individuals to relive pleasant experiences in the past through products associated with those memories. Products that are able to evoke positive memories, both personal and collective memories, will have high emotional value, thereby increasing consumers' tendency to repurchase (Lin, 2023; Subramaniam & Rathnapriya, 2024) .

### **The Influence of Emotional Relationships on Repurchase Intention**

The study found that of all the variables influencing repurchase intention, emotional connection had the greatest impact ( $r=0.404$ ,  $p=0.000$ ). This finding indicates a strong correlation between the emotional connection consumers have with The Bolu Rampah products and their likelihood of repurchasing them. Therefore, it can be said that customers are more loyal and likely to repurchase an item if they have a strong emotional connection to it. This finding aligns with research by Handique & Sarkar (2024) which shows that emotional connection significantly influences customer loyalty, as positive emotions can create memorable brand experiences that are difficult to replace with other brands. Similarly, research by Alshohaib (2024) confirms that emotional connection can be a key predictor in building repurchase intention, even stronger than rational variables such as price and promotion.

## **CONCLUSION**

Based on the analysis results, it can be concluded that product quality, perception of nostalgia, and emotional connection have a positive and significant influence on consumer repurchase intention of The Bolu Rampah in South Sulawesi. Based on these results, there are several influences on consumer decisions to repurchase products, including irrational influences such as product taste or physical quality, as well as more subjective influences such as memories associated with previous purchases or strong ties to a particular culture. Consistent product quality builds trust and satisfaction, perception of nostalgia strengthens consumers' collective memory and historical closeness to the product, while emotional connection is the

most dominant factor because it creates deep affective bonds, local pride, and a sense of belonging to the brand.

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