

## THE ROLE OF PERCEIVED VALUE AND PERCEIVED TRUST TO OPTIMIZE REPEAT PURCHASE INTENTION BASED ON MEAN-END CHAIN THEORY IN GENERATIONS Y AND Z

Ulin Nafisyah<sup>1</sup>, Endy Gunanto Marsasi<sup>2\*</sup>

<sup>1</sup> Faculty of Business and Economics, Islamic University of Indonesia, Jl. Kaliurang km. 14.5 Sleman, Yogyakarta 5584, Indonesia, [20311240@students.uii.ac.id](mailto:20311240@students.uii.ac.id)

<sup>2</sup> Faculty of Business and Economics, Islamic University of Indonesia, Jl. Kaliurang km. 14.5 Sleman, Yogyakarta 5584, Indonesia, [183111301@uii.ac.id](mailto:183111301@uii.ac.id), SINTA ID 6805327, Scopus ID 57224778678, \*(corresponding author)

DOI : <https://doi.org/10.21107/pamator.v16i4.23841>

Manuscript received November 24<sup>th</sup>, 2023, Revised December 10<sup>th</sup>, 2023,

Published December 31<sup>st</sup>, 2023

---

### Abstract

One sector that continues to experience development is the telecommunications sector. Telecommunications can make it easier to obtain information and carry out various activities. The communication sector has a vital role in the continuity and smoothness of communication. The objective of this research is to establish the correlation between the perceived price, perceived trust, perceived value, satisfaction, and repeat purchase intention of an Internet telecommunication service among individuals belonging to Generation Y and Z. The researchers introduce perceived trust as a new and innovative aspect of their study. Mean-End Chain Theory is used in research as the leading theory. The method in this study uses a quantitative approach using purposive sampling techniques, which resulted in 155 samples. The analytical approach utilised in the present investigation was. Structural Equation Modelling (SEM), using the AMOS Graphics 24 programmed. The study's findings suggest that the perceived price has a notable adverse impact on satisfaction. The perceived price and perceived trust favourably and dramatically effect the perceived value. This research is helpful in that mobile provider managers should improve perceived trust and perceived price of services by contributing to an event and being active in online marketing.

**Keywords:** Perceived Price, Perceived Trust, Perceived Value, Satisfaction, Repeat Purchase Intention

---

© Authors; This is an Open Access Research distributed under the terms of the Creative Commons Attribution-ShareAlike 4.0 International License (CC BY-SA 4.0) (<https://creativecommons.org/licenses/by-sa/4.0/>) which allows re-distribution and re-use of a licensed work on the condition that the creator is appropriately credited and that any derivative work is made available under "the same, similar or a compatible license".

---

## INTRODUCTION

In this digital era, one of the industries that continues to experience growth is the telecommunications industry. Nowadays, telecommunications not only connects people but also includes information exchange between various systems<sup>1</sup>. The Internet network has an essential function in enabling regular tasks. The launch of technologies such as 4G and 5G is one of the innovations, changes, and advances in telecommunications technology with the speed of internet access. The speed of internet connection is an essential component in economic growth and the digitalisation needs of society<sup>2</sup>. The telecommunications sector has a substantial influence on the day-to-day existence of both people and corporations. Companies must consider strategies when customer demand increases, and competition is increasingly competitive in the telecommunications industry<sup>3</sup>. One company that plays a vital role in the telecommunications industry is a cellular service provider. Researchers conducted a mini-research to determine the subjects and objects of research. Respondents in the mini-research were dominated by the age of 15-41 years or generation Y and Z, making the researcher's basis as a subject. Generation Y is a group with a birth year of 1982-1999, and Generation Z was born in 2000-2012<sup>4</sup>. Regarding the selection of the object matter, the author opted to investigate three objects: Telkomsel, XL Axiata, and Indosat Ooredoo. The results show that the three cellular providers are the first choice and are widely used by the public. The tight competition in the telecommunications sector requires internet service provider companies to continue to provide innovation and build a good brand image. Brand image can control competition, provide advantages for the company, and attract customers because the company is different from competitors<sup>5</sup>.

This research is based on mean-end chain theory. This theory is a value-based cognitive paradigm that connects consumer behaviour comprehension and decision-

---

<sup>1</sup> Gokhan Kalem and others, 'Technology Forecasting in the Mobile Telecommunication Industry: A Case Study Towards the 5G Era', *EMJ - Engineering Management Journal*, 33.1 (2021), 15–29 <<https://doi.org/10.1080/10429247.2020.1764833>>.

<sup>2</sup> Lalit Chettri and Rabindranath Bera, 'A Comprehensive Survey on Internet of Things (IoT) Toward 5G Wireless Systems', *IEEE Internet of Things Journal*, 7.1 (2020), 16–32 <<https://doi.org/10.1109/JIOT.2019.2948888>>.

<sup>3</sup> Mohammed Al-Mashraie, Sung Hoon Chung, and Hyun Woo Jeon, 'Customer Switching Behavior Analysis in the Telecommunication Industry via Push-Pull-Mooring Framework: A Machine Learning Approach', *Computers & Industrial Engineering*, 144.April (2020), 106476 <<https://doi.org/10.1016/j.cie.2020.106476>>.

<sup>4</sup> Ali B. Mahmoud and others, "'We Aren't Your Reincarnation!'" *International Journal of Manpower*, 42.1 (2021), 193-209 <<https://doi.org/10.1108/IJM-09-2019-0448>>.

<sup>5</sup> Endy Gunanto Marsasi, Deni Saputra, and Yenni Kurnia Gusti, 'Pengaruh Kesadaran, Asosiasi, Citra Dan Kesetiaan Terhadap Ekuitas Merek Pada Produk Mie Instan Di Yogyakarta', *Kajian Bisnis Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha*, 30.2 (2022), 17-37 <<https://doi.org/10.32477/jkb.v30i2.359>>.

making when buying products or services<sup>6</sup>. The theory describes consumer perceptions of products or services that can influence purchasing decisions. Thus, value is an indicator that can lead to behavioral intentions.

The author adds perceived trust as a novelty in this study. Consumers' confidence in a product or service constitutes perceived trust. An emotion that encourages individuals to trust others based on behavior to satisfy others is perceived trust<sup>7</sup>.

Preko et al's research<sup>8</sup> found that perceived value does not affect satisfaction. This is in contrast to research by Saut & Bie<sup>9</sup> which demonstrates The relationship between perceived value and satisfaction has a significant impact. Research conducted by Jeaheng et al<sup>10</sup> shows that satisfaction is not significantly influenced by perceived price. However, research by Lamai et al<sup>11</sup> indicates that the perceived price exerts a substantial impact on satisfaction and is the primary determinant of customer satisfaction.

**Table 1: Research Gap**

Relationship	Preko et al	Saut & Bie	Jeaheng et al	Lamai et al
<i>Perceived value - Satisfaction</i>	Insignificant			
<i>Perceived value - Satisfaction</i>		Significant		

<sup>6</sup> Elena Borgardt, 'Means-End Chain Theory: A Critical Review of Literature', *Prace Naukowe Uniwersytetu Ekonomicznego We Wrocławiu*, 64.3 (2020), 141-60 <<https://doi.org/10.15611/pn.2020.3.12>>.

<sup>7</sup> Nidhi Singh and Neena Sinha, 'How Perceived Trust Mediates Merchant's Intention to Use a Mobile Wallet Technology', *Journal of Retailing and Consumer Services*, 52.March 2019 (2020), 101894 <<https://doi.org/10.1016/j.jretconser.2019.101894>>.

<sup>8</sup> Alexander Preko, Iddrisu Mohammed, and Leeford Edem Kojo Ameyibor, 'Muslim Tourist Religiosity, Perceived Values, Satisfaction, and Loyalty', *Tourism Review International*, 24.2-3 (2020), 109-25 <<https://doi.org/10.3727/154427220X15845838896341>>.

<sup>9</sup> Moeun Saut and Sieng Bie, 'Impact of Service Expectation, Experiential Quality, and Perceived Value on Hotel Customer Satisfaction', *Journal of Quality Assurance in Hospitality and Tourism*, 00.00 (2022), 1-29 <<https://doi.org/10.1080/1528008X.2022.2141414>>.

<sup>10</sup> Yoksamon Jeaheng, Amr Al-Ansi, and Heesup Han, 'Impacts of Halal-Friendly Services, Facilities, and Food and Beverages on Muslim Travelers' Perceptions of Service Quality Attributes, Perceived Price, Satisfaction, Trust, and Loyalty', *Journal of Hospitality Marketing and Management*, 29.7 (2020), 787-811 <<https://doi.org/10.1080/19368623.2020.1715317>>.

<sup>11</sup> Gam Hpung Lamai and others, 'Critical Factors Influencing Revisit Intention of Large Restaurant Chains in Myanmar', *Journal of Distribution Science*, 18.12 (2020), 31-43 <<https://doi.org/10.15722/jds.18.12.202012.31>>.

---

*Perceived price -  
Satisfaction*

Insignificant

---

*Perceived price -  
Satisfaction*

Significant

---

The prior investigations have shown inconsistent findings, and the inclusion of perceived trust is a unique aspect of this study. Based on the explanation above, the concept of perceived value and perceived trust on the repurchase intention of mobile service provider users among generations Y and Z is not optimal. This concept is not optimal because repurchase intentions are strongly influenced by perceived value and perceived trust in the services offered. Each individual has a different perceptual assessment of the services offered. Based on this, using mean-end chain theory, the authors conducted another study on the significance of perceived price and perceived trust through perceived value and satisfaction on repeat purchase intention. The objective of this research is to examine the impact of perceived price, perceived trust, perceived value, and satisfaction on the repeat purchase intention among customers from Generation Y and Z who use cellular service providers.

Perceived price is one of the important things in marketing. In the field of marketing, perceived price is used to measure perceived value<sup>12</sup>. Price is the total value that can be exchanged for benefits from a product or service<sup>13</sup>. The perceived price is used as a measure of the extent to which consumers adjust the price to the benefits obtained. Benefits, costs, utility value, and quality are aspects of perceived price<sup>14</sup>. Consumers perceive prices differently by looking at how cheap or expensive a service is offered<sup>15</sup>. Consumers can say a service is cheap when the benefits exceed the costs incurred. On the other hand, services are said to be expensive when the benefits do not match the costs incurred.

Perceived trust is a perception of trust in the safety and comfort of services from those perceived by consumers. The trust of a product or service is fundamental to

---

<sup>12</sup> Zoya Wajid Satti and others, 'Innovations for Potential Entrepreneurs in Service Quality and Customer Loyalty in the Hospitality Industry', *Asia Pacific Journal of Innovation and Entrepreneurship*, 14.3 (2020), 317–28 <<https://doi.org/10.1108/apjie-08-2019-0063>>.

<sup>13</sup> Zuhdi Syaiful Anhar and Endy Gunanto Marsasi, 'Strategi Mempertahankan Bisnis Pada Toko Kue Balok Parikesit Sisingamangaraja Dengan Pendekatan Business Model Canvas', *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 5.2 (2022), 216–28 <<https://doi.org/10.31842/jurnalinobis.v5i2.225>>.

<sup>14</sup> Kim Piew Lai, Yuen Yee Yen, and Chong Siong Choy, 'The Effects of Service Quality and Perceived Price on Revisit Intention of Patients: The Malaysian Context', *International Journal of Quality and Service Sciences*, 12.4 (2020), 541-58 <<https://doi.org/10.1108/IJQSS-02-2019-0013>>.

<sup>15</sup> Naci Büyükdağ, Ayşe Nur Soysal, and Olgun Kitapci, 'The Effect of Specific Discount Pattern in Terms of Price Promotions on Perceived Price Attractiveness and Purchase Intention: An Experimental Research', *Journal of Retailing and Consumer Services*, 55. February (2020) <<https://doi.org/10.1016/j.jretconser.2020.102112>>.

establishing a rapport with a business. Perceived trust is an aspect of building and growing the level of customer relationships<sup>16</sup>. Perceived trust refers to the belief that it is safe and comfortable when buying a product or service<sup>17</sup>. Reliability, integration, and privacy protection are the core things in perceived trust. One of the determining factors for decision-making is the level of customer perceived trust. The degree of perceived trust can mitigate uncertainty and influence the choices made by consumers<sup>18</sup>. Such uncertainty can arise when consumers are faced with various service options.

Perceived value relates to the overall assessment of a product or service that is determined by individual views of the outcomes achieved<sup>19</sup>. The difference between consumer sacrifice and the benefits obtained is defined as perceived value<sup>20</sup>. The overall assessment that individuals provide pertains to the extent to which the service fulfils the customers' requirements, desires, and expectations. Functional, emotional, and social values are the scope of perceived value<sup>21</sup>. Perceived value as an individual motivation in increasing customer behaviour<sup>22</sup>. Perceived value describes the extent to which customers consider that products or services can meet expectations and needs.

Assessment of perceived quality based on customer skills and expectations of company services can be defined as satisfaction with services<sup>23</sup>. Excellence in service

---

<sup>16</sup> Jess Hohenstein and Malte Jung, 'AI as a Moral Crumple Zone: The Effects of AI-Mediated Communication on Attribution and Trust', *Computers in Human Behavior*, 106.March 2019 (2020), 106190 <<https://doi.org/10.1016/j.chb.2019.106190>>.

<sup>17</sup> Lingming Chen and others, 'Determinants of Consumer's Purchase Intention on Fresh E-Commerce Platform: Perspective of UTAUT Model', *SAGE Open*, 11.2 (2021), 215824402110278 <<https://doi.org/10.1177/21582440211027875>>.

<sup>18</sup> Jie Tang, Bin Zhang, and Umair Akram, 'User Willingness to Purchase Applications on Mobile Intelligent Devices: Evidence from App Store', *Asia Pacific Journal of Marketing and Logistics*, 32.8 (2020), 1629–49 <<https://doi.org/10.1108/APJML-06-2019-0411>>.

<sup>19</sup> Changlin Wang and Thompson S.H. Teo, 'Online Service Quality and Perceived Value in Mobile Government Success: An Empirical Study of Mobile Police in China', *International Journal of Information Management*, 52.July 2019 (2020), 102076 <<https://doi.org/10.1016/j.ijinfomgt.2020.102076>>.

<sup>20</sup> Gusti Muhammad Farhan and Endy Gunanto Marsasi, 'The Influence of Information Quality and Perceived Value on Purchase Intention of Game Shop E-Commerce in Generation Z Based on Framing Theory', *Jurnal Pamator: Jurnal Ilmiah Universitas Trunojoyo*, 16.3 (2023), 620–31 <<https://doi.org/10.21107/pamator.v16i3.21160>>.

<sup>21</sup> Pu Liu and others, 'The Effects of Social Commerce Environmental Characteristics on Customers' Purchase Intentions: The Chain Mediating Effect of Customer-to-Customer Interaction and Customer-Perceived Value', *Electronic Commerce Research and Applications*, 48.April 2020 (2021), 101073 <<https://doi.org/10.1016/j.elerap.2021.101073>>.

<sup>22</sup> Abdelsalam H. Busalim, Fahad Ghabban, and Ab Razak Che Hussin, 'Customer Engagement Behavior on Social Commerce Platforms: An Empirical Study', *Technology in Society*, 64.October 2020 (2021), 101437 <<https://doi.org/10.1016/j.techsoc.2020.101437>>.

<sup>23</sup> Feng Li and others, 'Customer Satisfaction with Bank Services: The Role of Cloud Services, Security, e-Learning and Service Quality', *Technology in Society*, 64.July 2020 (2021), 101487 <<https://doi.org/10.1016/j.techsoc.2020.101487>>.

quality can increase the level of user satisfaction<sup>24</sup>. Users feel satisfied when the quality of service provided meets their expectations, wants and needs. Achieving customer satisfaction can provide various benefits<sup>25</sup>. Feeling satisfied with the company's services encourages customer repurchase behaviour. Satisfaction factors strongly influence behavioural intention in consumers.

Repeat purchase intention as an indicator in measuring subsequent purchase involvement<sup>26</sup>. The repurchase intention factor does not only come from consumer experience but is also influenced by the opinions of others<sup>27</sup>. Consumer experience can include any impression obtained while enjoying the service. Repurchase intention is different from purchase intention, and repurchase intention can be used as an information channel to influence other individuals<sup>28</sup>. Customers with high repurchase intentions can have a strong influence on other individuals.

One of the critical factors that can affect overall satisfaction is perceived price<sup>29</sup>. High customer satisfaction with cloud ERP is often influenced by perceived price<sup>30</sup>. Satisfaction is greatly influenced by the perceived price<sup>31</sup>. One of the factors that can cause satisfaction is perceived price. High satisfaction is often caused by a good level of price perception in consumers.

**H1:** Perceived Price and Satisfaction have a direct and positive correlation

---

<sup>24</sup> Syed Ali Raza and others, 'Internet Banking Service Quality, e-Customer Satisfaction and Loyalty: The Modified e-SERVQUAL Model', *TQM Journal*, 32.6 (2020), 1443-66 <<https://doi.org/10.1108/TQM-02-2020-0019>>.

<sup>25</sup> Chao Shen and Yazkhiruni Yahya, 'The Impact of Service Quality and Price on Passengers' Loyalty towards Low-Cost Airlines: The Southeast Asia's Perspective', *Journal of Air Transport Management*, 91.November 2020 (2021), 101966 <<https://doi.org/10.1016/j.jairtraman.2020.101966>>.

<sup>26</sup> Yacan Wang and others, 'The Leniency of Return Policy and Consumers' Repurchase Intention in Online Retailing', *Industrial Management & Data Systems*, 120.1 (2020), 21-39 <<https://doi.org/10.1108/IMDS-01-2019-0016>>.

<sup>27</sup> Mia Hsiao Wen Ho and Henry F.L. Chung, 'Customer Engagement, Customer Equity and Repurchase Intention in Mobile Apps', *Journal of Business Research*, 121.July (2020), 13-21 <<https://doi.org/10.1016/j.jbusres.2020.07.046>>.

<sup>28</sup> Sunny Sun, Rob Law, and Markus Schuckert, 'Mediating Effects of Attitude, Subjective Norms and Perceived Behavioural Control for Mobile Payment-Based Hotel Reservations', *International Journal of Hospitality Management*, 84.October 2018 (2020), 102331 <<https://doi.org/10.1016/j.ijhm.2019.102331>>.

<sup>29</sup> Sruangporn Satchapappichit, 'Factors Influencing Chinese Visitors' Dining Experiences With Thai Cuisine In Bangkok, Thailand', *ABAC Journal*, 40.4 (2020), 58-77.

<sup>30</sup> Nadjim Mkedder, Mahmut Bakir, and Abdelheq Lachachi, 'Investigating the Antecedents of Purchase Intention Toward Local Dairy Products: An Empirical Study Based on the SOR Model', *Central European Management Journal*, 29.4 (2021), 124-48 <<https://doi.org/10.7206/cemj.2658-0845.62>>.

<sup>31</sup> Marketa Kubickova and Jeffrey Campbell, 'Revisiting the Relationship between Destination Quality and Satisfaction: Evidence from Developing Economies', *Anatolia*, 33.1 (2022), 1-14 <<https://doi.org/10.1080/13032917.2021.1897862>>.

---

The impact of the perceived price and perceived quality on behavioural intentions is mediated by perceived value<sup>32</sup>. The perception of value is shaped by the fairness of the price, the perceived price itself, and the quality of service<sup>33</sup>. The perception of fair pricing has a notable and meaningful impact on the perception of value<sup>34</sup>. Perceived pricing fairness is also correlated with perceived value.

**H2:** Perceived Price and Perceived Value have a direct and positive correlation

Perceived trust is a prerequisite for increasing perceived value<sup>35</sup>. Perceived trust direct correlation between perceived value and the given factor towards IoT acceptance<sup>36</sup>. When the level of perceived trust is high, it will contribute to the level of perceived value in online health services<sup>37</sup>.

**H3:** Perceived Trust and Perceived Value have a direct and positive correlation

Trust after purchase is influenced by satisfaction, where this satisfaction has a role in repeat purchase intention<sup>38</sup>. Customer satisfaction has a beneficial impact repeat purchase intention<sup>39</sup>. Web/app quality, images, trust, and satisfaction influence repeat purchase

---

<sup>32</sup> Fong Jia Wang and others, 'Impacts of Price and Quality Perceptions on Individuals' Intention to Participate in Marathon Events: Mediating Role of Perceived Value', *SAGE Open*, 13.2 (2023), 1-11 <<https://doi.org/10.1177/21582440231181431>>.

<sup>33</sup> Mariëtte Louise Zietsman, Pierre Mostert, and Göran Svensson, 'Economic and Non-Economic Satisfaction as Outcomes of Micro-Enterprises' Perceived Value from Banking Relationships', *Journal of Business-to-Business Marketing*, 27.3 (2020), 263-81 <<https://doi.org/10.1080/1051712X.2020.1787027>>.

<sup>34</sup> Swati Singh and Swati Alok, 'Drivers of Repurchase Intention of Organic Food in India: Role of Perceived Consumer Social Responsibility, Price, Value, and Quality', *Journal of International Food and Agribusiness Marketing*, 34.3 (2022), 246-68 <<https://doi.org/10.1080/08974438.2020.1869135>>.

<sup>35</sup> Qian Shang and others, 'Effects of Background Fitting of E-Commerce Live Streaming on Consumers' Purchase Intentions: A Cognitive-Affective Perspective', *Psychology Research and Behavior Management*, 16.December 2022 (2023), 149-68 <<https://doi.org/10.2147/PRBM.S393492>>.

<sup>36</sup> Herman Eliewaha Mandari, 'Acceptance of Internet of Things in Developing Countries: An Empirical Study Using Value-Based Adoption Model', *International Journal of Technology and Human Interaction*, 18.1 (2022), 1-19 <<https://doi.org/10.4018/IJTHI.2022010108>>.

<sup>37</sup> Chensang Ye and others, 'Explore How Online Healthcare Can Influence Willingness to Seek Offline Care', *International Journal of Environmental Research and Public Health*, 19.13 (2022), 7925 <<https://doi.org/10.3390/ijerph19137925>>.

<sup>38</sup> Zhaoyi Ma, Qin Gao, and Yue Chen, 'Post-Purchase Trust in e-Commerce: A Theoretical Framework and a Text Mining-Based Assessment Method', *International Journal of Human-Computer Interaction*, 39.8 (2023), 1643-61 <<https://doi.org/10.1080/10447318.2022.2065046>>.

<sup>39</sup> Dao Cam Thuy and Nguyen Ngoc Quang, 'Factors Affecting Satisfaction and Intention to Repurchase Retail Banking Services in Vietnam', *Cogent Business & Management*, 9.1 (2022), 2137952 <<https://doi.org/10.1080/23311975.2022.2137952>>.

intention<sup>40</sup>. Repeat purchase intention can be triggered by an excellent degree of satisfaction. The feeling of satisfaction in consumers is the basis for consumers to act behaviorally.

**H4:** Satisfaction and Repeat Purchase Intention have a direct and positive correlation

Satisfaction can be increased through perceived value<sup>41</sup>. The relationship between the two has a high level of significance. The perceived value affects satisfaction, which will impact the behavioural intentions of surf camp tourists<sup>42</sup>. The relationship between perceived experience and guest satisfaction is stronger when the perceived value of the service is higher<sup>43</sup>. When consumers perceive the price to be in line with the benefits of the product or service, it can increase perceptions of value. This highlights the importance of pricing strategies that can influence consumer behaviour.

**H5:** Perceived Value and Satisfaction have a direct and positive correlation

Perceived value is a crucial variable in explaining customer experience in social commerce, thus triggering repeat purchase intention<sup>44</sup>. The value of merchandise has a significant indirect impact on repurchase intention<sup>45</sup>. Convenience and perceived value significantly impact repurchase intentions in online shopping<sup>46</sup>.

**H6:** Perceived Value and Repeat Purchase Intention have a direct and positive correlation

---

<sup>40</sup> Nikhil Dogra and others, 'Unraveling Customer Repurchase Intention in OFDL Context: An Investigation Using a Hybrid Technique of SEM and FsQCA', *Journal of Retailing and Consumer Services*, 72.September 2022 (2023), 103281 <<https://doi.org/10.1016/j.jretconser.2023.103281>>.

<sup>41</sup> Qinglin Wang and others, 'Engagement Factors for Waste Sorting in China: The Mediating Effect of Satisfaction', *Journal of Cleaner Production*, 267 (2020), 122046 <<https://doi.org/10.1016/j.jclepro.2020.122046>>.

<sup>42</sup> Brad Wilson and others, 'Extending the Notion of Customer Value to Surfing Camps', *Heliyon*, 7.8 (2021), e07876 <<https://doi.org/10.1016/j.heliyon.2021.e07876>>.

<sup>43</sup> Daly Paulose and Ayesha Shakeel, 'Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests', *Journal of Quality Assurance in Hospitality & Tourism*, 23.2 (2022), 447-81 <<https://doi.org/10.1080/1528008X.2021.1884930>>.

<sup>44</sup> Bo Shang and Zheshi Bao, 'How Repurchase Intention Is Affected in Social Commerce: An Empirical Study', *Journal of Computer Information Systems*, 62.2 (2022), 326-36 <<https://doi.org/10.1080/08874417.2020.1812133>>.

<sup>45</sup> Jusuf Zeqiri, Veland Ramadani, and Wassim J. Aloulou, 'The Effect of Perceived Convenience and Perceived Value on Intention to Repurchase in Online Shopping: The Mediating Effect of e-WOM and Trust', *Economic Research-Ekonomska Istraživanja*, 36.3 (2023) <<https://doi.org/10.1080/1331677X.2022.2153721>>.

<sup>46</sup> Prodromos Chatzoglou and others, 'Factors Affecting Repurchase Intentions in Retail Shopping: An Empirical Study', *Heliyon*, 8.9 (2022), e10619 <<https://doi.org/10.1016/j.heliyon.2022.e10619>>.



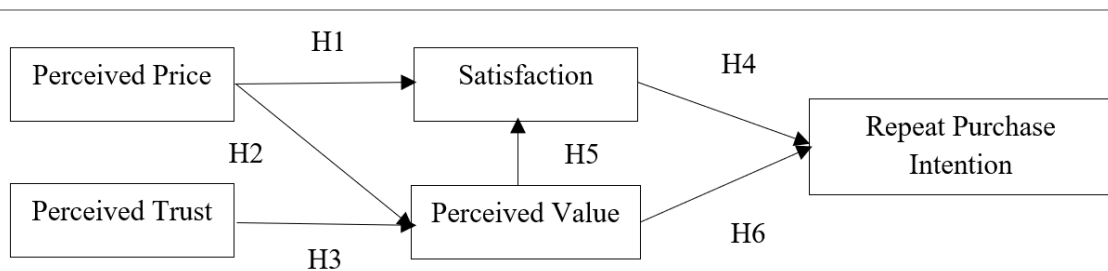


Figure 1. Research Model

## RESEARCH METHODS

The quantitative approach is used in this study by taking a large amount of data. According to Creswell<sup>47</sup> the approach is an approach by testing a hypothesis based on theory with the data tested showing the results accepted or rejected. The subjects in this study are users of Telkomsel and XL Axiata, and Indosat Ooredoo providers ranging in age from 15 years to 41 years who live in the region (Bogor, East Jakarta, Surabaya, Brebes, Tangerang, and Sleman). Object refers to something that will be analysed and studied by researchers. Based on this definition, the object of this study is a cellular provider. Population is the whole object of a study that will be conducted. The population in this study targets cellular provider users in Indonesia. The sample is part of the population and can be defined as the respondents needed by the researcher as research material. Researchers use purposive sampling techniques based on reasons related to target respondents and special characteristics. The purposive sampling technique can be defined as taking sampling results that are compatible with the data that has been collected. The data collection technique in this study was to distribute questionnaires to respondents who live in several research destination areas. The structural equation modelling (SEM) test is used to analyse the data that has been collected. AMOS Graphics 24 software is used as a medium in testing using SEM techniques.

## DISCUSSION

### Respondent Profile

A grand number of 155 respondents in this research have successfully met the screening criteria. According to the survey data, the outcomes of the questionnaire distribution indicate that the responses of the participants aged 15-19 years were 19.1% or 30 respondents. Participants in the age range of 20 to 23 years amounted to 93 respondents or 59.8%, as many as 16.4% or 25 respondents were at the age of 24-35 years, and 7 respondents or 4.7% were in the age range of 36-41 years. Most respondents live in Bogor with 36 respondents or 23.4%, followed by Sleman with 31 respondents (20.1%), East Jakarta with 26 respondents (17%), Brebes with 23 respondents (14.6%), Tangerang with 20 respondents (12.7%) and Surabaya with 19 respondents (12.1%).

### Validity Test and Reliability Test

---

<sup>47</sup> John W. Creswell and J. David Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 2022.

Researchers processed data from 155 respondents who had been collected when distributing questionnaires. The pearson correlation size and significance level are used as a reference in the validity test. If the pearson correlation value  $\geq 0.5$  and the significance level value  $\leq 0.05$ , the item can be said to be valid. The IBM SPSS 29 software program is the media used by researchers in conducting validity tests.

**Table 2.** Validity Test

<b>Variables</b>	<b>Statement</b>	<b>Correlation</b>	<b>Status</b>
Perceived Price	PP1: I consider the price of this provider's data package to be cheaper than others.	.700**	Valid
	PP2: I feel economical when using internet services from this provider.	.721**	Valid
	PP4: I think the price of data packages from this provider is quite low.	.750**	Valid
	PP7: I am willing to pay a premium to utilise this provider.	.718**	Valid
Perceived Trust	PT1: I believe this provider provides relevant data plan information	.714**	Valid
	PT2: I think the customer service of this provider is reliable.	.667**	Valid
	PT4: I believe this provider can deliver what it promises in terms of app download speed	.691**	Valid
	PT6: I trust most of the services offered by this provider.	.743**	Valid
	PT7: I consider the data security of this provider to be trustworthy	.661**	Valid
Perceived Value	PV2: I consider the costs incurred to buy data packages from this provider reasonable.	.759**	Valid
	PV5: I enjoy the services offered by this provider	.765**	Valid

	PV6: I get benefits when enjoying services from this provider in accordance with the costs incurred	.661**	Valid
	ST1: I believe I have made a wise choice by using this provider to make work easier	.666**	Valid
	ST3: I am happy to enjoy unlimited service from this provider.	.594**	Valid
	ST4: I am satisfied with the innovative services offered by this provider.	.650**	Valid
Satisfaction	ST5: I am highly satisfied with the stability of this provider's signal.	.751**	Valid
	ST6: I am satisfied with the stability of internet access from this provider.	.725**	Valid
	ST7: I feel that the data upload speed of this provider has exceeded my expectations.	.726**	Valid
	RPI1: I am likely to repurchase services from this provider in the near future.	.720**	Valid
	RPI2: I plan to repurchase a data plan from this provider in the near future.	.694**	Valid
Repeat Purchase Intention	RPI4: I intend to make this provider a priority in terms of internet access speed.	.630**	Valid
	RPI6: I will continue to use this provider faithfully following the latest services launched.	.741**	Valid
	RPI7: I will be loyal to this provider because it provides convenience in purchasing data packages.	.701**	Valid

**Source: The conclusions drawn from the analysis of the primary data source**

Table 2 shows the validity test results, that 23 indicators are said to be valid and can be used as an assessment in this study. Then, a reliability test will be conducted to assess

the dependence of question items in the questionnaire and ensure that respondents provide consistent answers to each question item. This test was carried out using IBM SPSS Statistic 29. When each variable has a Cronbach alpha value  $\geq 0.7$ , it can be said that the variable is reliable. Table 3 shows that all variables in the study have reliable results. All variables can be used in this study.

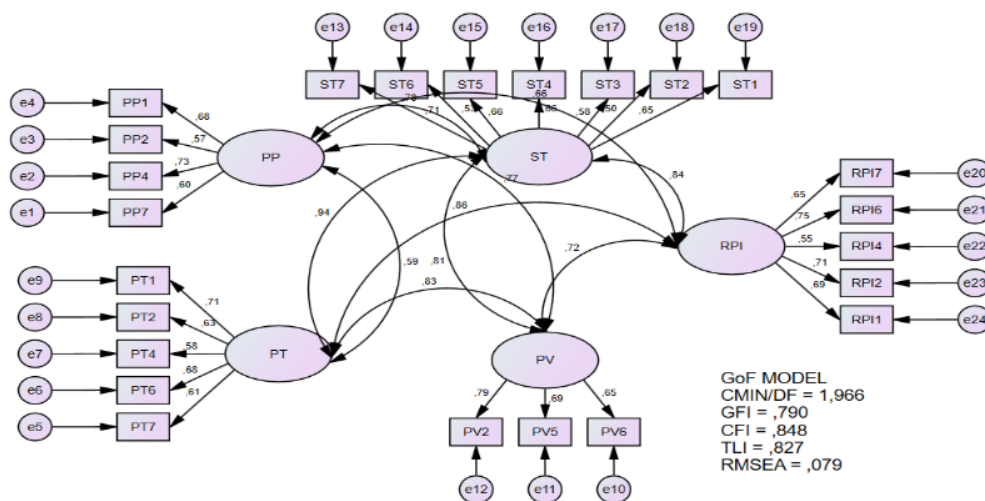
**Table 3: Reliability Test**

No.	Variable	Cronbach's Alpha	Status
1	Perceived Price	0.747	Reliable
2	Perceived Trust	0.761	Reliable
3	Perceived Value	0.743	Reliable
4	Satisfaction	0.809	Reliable
5	Repeat Purchase Intention	0.795	Reliable

Source: The conclusions drawn from the analysis of the primary data source

### Measurement Model Test

Researchers used Amos Graphic 24 software to test the measurement model. At the stage of the correlation relationship, it is depicted with a two-way curved arrow and is connected to each research variable.



**Figure 2. Measurement Model Test**

Source: Data processing, 2023

Figure 2 shows the data contains 23 indicators considered valid, but the ST2 indicator has a value  $\leq 0.5$  so it can be stated that the indicator is invalid and dropped. In the subsequent phase of testing, the author abstains from employing ST2 indicators during the structural evaluation of the model. The results were achieved after many instruments were eliminated in the previous test.

### Structural Model Test

The Goodness of Fit model index that is not good and the hypothesis results that have a weak relationship will be corrected and strengthened by the researcher making changes to the Amos Graphic 24 program. The flow model in this study will be formed, which aims to assist researchers in identifying the relationship between research variables. Two-way arrows denote the interaction in question. The Goodness of Fit test yielded the following results:

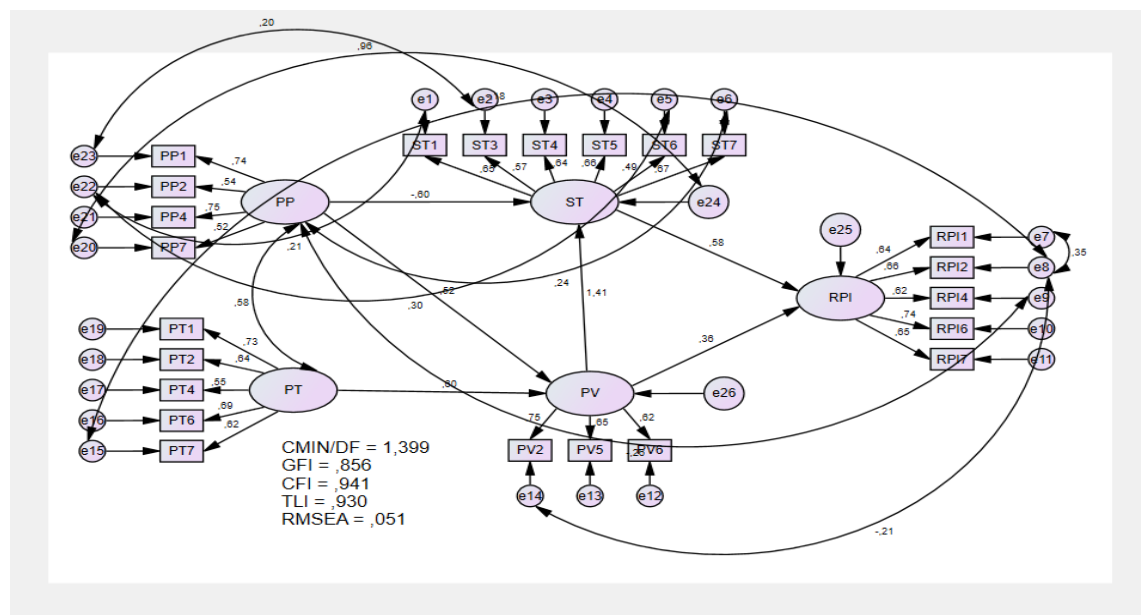


Figure 3. Structural Model Test

Source: Data processing, 2023

Figure 3 shows the outcomes of modifying the structural model by connecting the defects in the modification indices' recommendation. The next stage looks at the suitability of the structural model as measured by goodness of fit.

Table 4: GoF Result

No.	Index	Criteria	Results	Information
1	CMIN/DF	CMIN/DF $\leq 3$	1,399	Good Fit
2	GFI	GFI 0,8 – 0,9	0,856	Marginal Fit

3	CFI	CFI 0,8 – 0,9	0,941	<i>Good Fit</i>
4	TLI	TLI 0,8 – 0,9	0,930	<i>Good Fit</i>
5	RMSEA	RMSEA $\leq$ 0,08	0,051	<i>Good Fit</i>

**Source: The conclusions drawn from the analysis of the primary data source**

The results are presented in Table 4, which demonstrates that the research model provides four good fits and one marginal fit. This confirms that the model has been accepted, as the results indicate that the criteria have been met.

### Hypothesis Testing

Researchers use AMOS Graphics 24 software for hypothesis testing. The standard value provisions used to test the hypothesis in this study by looking at the probability value of a hypothesis. According to Hair<sup>48</sup> in addition to evaluating the significance of the hypothesis results using a criterion of  $P \leq 0.05$  for the probability value, it is imperative to consider the CR value with a criterion of 1.960. The hypothesis can be said to be supported when it meets these criteria.

**Table 5: Hypothesis Test**

Hypothesis	Path	Std Estimation	CR	P	Std. Reg Weight	Information
H1	PP - ST	-0,516	-2,236	0,025	-0,598	Supported
H2	PP - PV	0,378	4,136	***	0,515	Supported
H3	PT - PV	0,601	4,888	***	0,601	Supported
H4	ST - RPI	0,639	3,217	0,001	0,580	Supported
H5	PV - ST	1,659	4,842	***	1,408	Supported
H6	PV - RPI	0,464	2,093	0,036	0,357	Supported

<sup>48</sup> J. F Hair and others, *Multivariate Data Analysis*, 2019  
<https://doi.org/10.1002/9781119409137.ch4>.

---

**Source: The conclusions drawn from the analysis of the primary data source**

Table 5 shows the result of the hypothesis, there are 6 hypotheses in this study. Namely, H1 shows negative and significant results. Then H2, H3, H4, H5, and H6 demonstrate the findings of a positive and statistically significant correlation. All hypotheses in this research have been shown to be statistically significant and supported.

**The Impact of Perceived Price on Satisfaction**

The p-value for the relationship between satisfaction in relation to perceived price is 0,025 and a negative value, so it is said to have a significant negative relationship. The negative value means that customer satisfaction decreases when perceived price increases. This finding is in line with previous research, which states that perceived price has a significant negative relationship with traveller satisfaction<sup>49</sup>. The findings of this research are corroborated by prior research indicating that the perceived price negatively affects the pleasure of festival attendees to a substantial degree<sup>50</sup>. Customers can be dissatisfied when they feel the price they have paid is not comparable to the quality and benefits received while enjoying the service. It cannot be denied that customers will look for other internet services to get satisfaction. In light of the hypothesis findings, it may be inferred that customer satisfaction decreases as the perceived price increases.

**The Impact of Perceived Price on Perceived Value**

The coefficient of association between perceived price and perceived value shows 0,000. This data demonstrates a strong positive correlation between the perceived price and perceived value. The results support previous research, which states that perceived price significantly impacts the creation of perceived value<sup>32</sup>. This result agrees with an earlier study that found perceived value is strongly and positively affected by perceived price<sup>33</sup>. The correlation between perceived price and perceived value can influence the latter, and both are significant factors in how consumers behave<sup>34</sup>. The price consumers feel will affect the value that consumers feel from the services offered. In light of the findings of the hypothesis, it can be concluded that consumers' perceived value of a service increases in proportion to the degree to which the price they associate with the benefits they receive or obtain from using the service.

**The Impact of Perceived Trust on Perceived Value**

The correlation coefficient for perceived trust and perceived value p-valued at 0,000, which means it is significantly and positively impacted. Consistent with prior research, the findings demonstrate that perceived value and perceived trust are positively correlated. The link between the two is comprehended through the cognitive and practical viewpoints of consumers of the online purchasing platform<sup>35</sup>. Additional studies have also demonstrated a strong perceived value and perceived trust are correlated in relation

---

<sup>49</sup> Sara Campo-Martínez and Joan B. Garau-Vadell, 'The Generation of Tourism Destination Satisfaction', *Tourism Economics*, 16.3 (2010), 461-75 <<https://doi.org/10.5367/000000010792278383>>.

<sup>50</sup> K. T. Manis and others, 'Inaugural Events and Beer Tourist Behavior: Capitalizing on the Craft Beer Movement', *Event Management*, 24.2-3 (2020), 311-34 <<https://doi.org/10.3727/152599519X15506259856525>>.

to the acceptance of IoT technology<sup>36</sup>. Elevated levels of perceived trust positively impact the perceived value<sup>37</sup>. The degree of perceived trust directly influences the advantages experienced by customers. The hypothesis results indicate a positive correlation between customer trust perception and perceived service value. In other words, as consumers trust in the expansion of service, so does the perceived value of the service.

### **The Impact of Satisfaction on Repeat Purchase Intention**

In this study, satisfaction shows a positive and significant relationship to repurchase intention with a p-value of 0,001. This discovery corroborates and aligns with the findings of prior research, which reveal that trust after purchase is influenced by satisfaction, where this satisfaction influences repeat purchase intention<sup>38</sup>. A high level of satisfaction contributes to and influences the level of repurchase intention on the service<sup>39</sup>. Repurchase intention is a form of satisfaction<sup>40</sup>. A high level of satisfaction can trigger the emergence of repurchase intentions. In light of the findings hypothesis, it can be concluded that repeat purchase intention increases with consumer satisfaction.

### **The Impact of Perceived Value on Satisfaction**

The correlation coefficient between satisfaction and perceived value indicates 0,000. This value proves that the value of perception has a significant positive relationship with satisfaction. The results support previous research, which reveals that perceived value can increase customer satisfaction<sup>41</sup>. Then, other research strengthened it, which states that perceived value factors impact satisfaction<sup>42</sup>. Satisfaction and loyalty will be more vital if perceived value is higher<sup>43</sup>. Customers have felt that a service provides value comparable to the costs that have been sacrificed, and it will trigger a feeling of satisfaction. From the results of the hypothesis, it is possible to deduce that consumer satisfaction increases in direct proportion to the perceived value.

### **The Impact of Perceived Value on Repeat Purchase Intention**

With a p-value of 0,036 this study demonstrates that contentment plays a substantial and positive role in influencing second-purchase intent. Consistent with prior research findings, this discovery substantiates the notion that perceived value significantly impacts the intention to make additional purchases<sup>44</sup>. Customers' repurchase intentions are found to be positively correlated with their level of perceived value<sup>45</sup>. Additional research has demonstrated that repurchase intentions are influenced by perceived value<sup>46</sup>. Consumers will probably continue to purchase or utilise the service in the future, given their perception that the benefits obtained are proportional to the sacrifices made. The findings supporting the hypothesis indicate that the perceived value of the service and the repeat purchase intention are positively correlated.

## **CONCLUSION**

The authors conclude the mechanism for forming repurchase intentions based on the research findings. Appropriate and appropriate pricing can lead to good consumer perceptions of the price offered. Research findings show that the better the perceived price of consumers, the higher the perceived value of consumers, but the impact on low consumer satisfaction with a service. The better the perceived trust of the consumer in the service, the better the consumer's perceived value of the service offered. A high level of



satisfaction can affect the emergence of repeat purchase intention for services. Consumers with good perceived value will tend to have a level of satisfaction, and can trigger repurchase intentions on services. The study's findings can assist cellular providers in enhancing the perceived value of their services, enabling consumers to derive the proper advantages and stimulate repurchase intentions for these services. The perceived value is the primary factor that enhances contentment and stimulates plans to repurchase. The application of Mean-End Chain Theory contributes to value, which is the ultimate goal that can trigger the emergence of consumer behavioural intentions. Perceived consumer value in a service can affect satisfaction and repurchase intentions. The theory connects the tangible benefits of the service with consumers' values.

Future research is anticipated to offer originality about the subject being investigated, provided that there is a comparable topic to the current study. Future studies can identify the item by examining pertinent factors related to current events and long-term considerations. A business that is now experiencing development and remains essential is the online shopping service provider sector, encompassing e-commerce and online retail. Future research can use the Consumer Value Theory by adding customer loyalty variables. This research references cellular provider managers regarding factors that can influence the repurchase intention process in consumers. One of the things that cellular provider companies can do is increase consumer trust perceptions through the quality of service offered. Trust in service quality such as network quality that can reach all regions, speed and ease of internet access, and even the signal strength provided. This will increase consumer trust in the company. Cellular provider companies can be more active in marketing by contributing to an event as a sponsor. When the company can contribute to the event, new consumers can get to know the company's services. Such contributions can help companies build better relationships, trust, and perceived emotional value with consumers. Through involvement in an event, the company can interact directly with consumers. Marketing through online media is also needed to increase customer trust perceptions. Companies can market or introduce the latest service products using social media (Youtube, Tiktok, or others) and working with influencers. In addition, companies have the opportunity to introduce services more precisely.

## **BIBLIOGRAPHY**

- Al-Mashraie, Mohammed, Sung Hoon Chung, and Hyun Woo Jeon, 'Customer Switching Behavior Analysis in the Telecommunication Industry via Push-Pull-Mooring Framework: A Machine Learning Approach', *Computers & Industrial Engineering*, 144, April (2020), 106476 <<https://doi.org/10.1016/j.cie.2020.106476>>
- Anhar, Zuhdi Syaiful, and Endy Gunanto Marsasi, 'Strategi Mempertahankan Bisnis Pada Toko Kue Balok Parikesit Sisingamangaraja Dengan Pendekatan Business Model Canvas', *INOBI: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 5.2 (2022), 216–28 <<https://doi.org/10.31842/jurnalinobis.v5i2.225>>
- Borgardt, Elena, 'Means-End Chain Theory: A Critical Review of Literature', *Prace Naukowe Uniwersytetu Ekonomicznego We Wroclawiu*, 64.3 (2020), 141–60 <<https://doi.org/10.15611/pn.2020.3.12>>
- Busalim, Abdelsalam H., Fahad Ghabban, and Ab Razak Che Hussin, 'Customer Engagement Behaviour on Social Commerce Platforms: An Empirical Study',

- 
- Technology in Society*, 64.October 2020 (2021), 101437  
<<https://doi.org/10.1016/j.techsoc.2020.101437>>
- Büyükdağ, Naci, Ayşe Nur Soysal, and Olgun Kitapci, ‘The Effect of Specific Discount Pattern in Terms of Price Promotions on Perceived Price Attractiveness and Purchase Intention: An Experimental Research’, *Journal of Retailing and Consumer Services*, 55.February (2020) <<https://doi.org/10.1016/j.jretconser.2020.102112>>
- Campo-Martínez, Sara, and Joan B. Garau-Vadell, ‘The Generation of Tourism Destination Satisfaction’, *Tourism Economics*, 16.3 (2010), 461–75  
<<https://doi.org/10.5367/000000010792278383>>
- Chatzoglou, Prodromos, Dimitrios Chatzoudes, Athina Savvidou, Thomas Fotiadis, and Pavlos Delias, ‘Factors Affecting Repurchase Intentions in Retail Shopping: An Empirical Study’, *Heliyon*, 8.9 (2022), e10619  
<<https://doi.org/10.1016/j.heliyon.2022.e10619>>
- Chen, Lingming, Md Salamun Rashidin, Fei Song, Yi Wang, Sara Javed, and Jian Wang, ‘Determinants of Consumer’s Purchase Intention on Fresh E-Commerce Platform: Perspective of UTAUT Model’, *SAGE Open*, 11.2 (2021), 215824402110278  
<<https://doi.org/10.1177/21582440211027875>>
- Chettri, Lalit, and Rabindranath Bera, ‘A Comprehensive Survey on Internet of Things (IoT) Toward 5G Wireless Systems’, *IEEE Internet of Things Journal*, 7.1 (2020), 16–32 <<https://doi.org/10.1109/JIOT.2019.2948888>>
- Creswell, John W., and J. David Creswell, *Research Defign: Qualitative, Quantitative, and Mixed M Ethods Approaches*, 2022
- Dogra, Nikhil, Mohd Adil, Mohd Sadiq, Ganesh Dash, and Justin Paul, ‘Unraveling Customer Repurchase Intention in OFDL Context: An Investigation Using a Hybrid Technique of SEM and FsQCA’, *Journal of Retailing and Consumer Services*, 72.September 2022 (2023), 103281  
<<https://doi.org/10.1016/j.jretconser.2023.103281>>
- Farhan, Gusti Muhammad, and Endy Gunanto Marsasi, ‘The Influence of Information Quality and Perceived Value on Purchase Intention of Game Shop E-Commerce in Generation Z Based on Framing Theory’, *Jurnal Pamator: Jurnal Ilmiah Universitas Trunojoyo*, 16.3 (2023), 620–31  
<<https://doi.org/10.21107/pamator.v16i3.21160>>
- Hair, J. F, B. J Babin, R. E Anderson, and W. C. Black, *Multivariate Data Analysis*, 2019  
<<https://doi.org/10.1002/9781119409137.ch4>>
- Ho, Mia Hsiao Wen, and Henry F.L. Chung, ‘Customer Engagement, Customer Equity and Repurchase Intention in Mobile Apps’, *Journal of Business Research*, 121.July (2020), 13–21 <<https://doi.org/10.1016/j.jbusres.2020.07.046>>
- Hohenstein, Jess, and Malte Jung, ‘AI as a Moral Crumple Zone: The Effects of AI-Mediated Communication on Attribution and Trust’, *Computers in Human*

- 
- Behavior*, 106.March 2019 (2020), 106190  
<<https://doi.org/10.1016/j.chb.2019.106190>>
- Jeaheng, Yoksamon, Amr Al-Ansi, and Heesup Han, ‘Impacts of Halal-Friendly Services, Facilities, and Food and Beverages on Muslim Travelers’ Perceptions of Service Quality Attributes, Perceived Price, Satisfaction, Trust, and Loyalty’, *Journal of Hospitality Marketing and Management*, 29.7 (2020), 787–811  
<<https://doi.org/10.1080/19368623.2020.1715317>>
- Kalem, Gokhan, Ozalp Vayvay, Bahar Sennaroglu, and Hakan Tozan, ‘Technology Forecasting in the Mobile Telecommunication Industry: A Case Study Towards the 5G Era’, *EMJ - Engineering Management Journal*, 33.1 (2021), 15–29  
<<https://doi.org/10.1080/10429247.2020.1764833>>
- Kubickova, Marketa, and Jeffrey Campbell, ‘Revisiting the Relationship between Destination Quality and Satisfaction: Evidence from Developing Economy’, *Anatolia*, 33.1 (2022), 1–14 <<https://doi.org/10.1080/13032917.2021.1897862>>
- Lai, Kim Piew, Yuen Yee Yen, and Chong Siong Choy, ‘The Effects of Service Quality and Perceived Price on Revisit Intention of Patients: The Malaysian Context’, *International Journal of Quality and Service Sciences*, 12.4 (2020), 541–58  
<<https://doi.org/10.1108/IJQSS-02-2019-0013>>
- Lamai, Gam Hpung, Jakkrit Thavorn, Worasak Klongthong, and Chittipa Ngamkroekjoti, ‘Critical Factors Influencing Revisit Intention of Large Restaurant Chains in Myanmar’, *Journal of Distribution Science*, 18.12 (2020), 31–43  
<<https://doi.org/10.15722/jds.18.12.202012.31>>
- Li, Feng, Hui Lu, Meiqian Hou, Kangle Cui, and Mehdi Darbandi, ‘Customer Satisfaction with Bank Services: The Role of Cloud Services, Security, e-Learning and Service Quality’, *Technology in Society*, 64.July 2020 (2021), 101487  
<<https://doi.org/10.1016/j.techsoc.2020.101487>>
- Liu, Pu, Mengqi Li, Dong Dai, and Lingyun Guo, ‘The Effects of Social Commerce Environmental Characteristics on Customers’ Purchase Intentions: The Chain Mediating Effect of Customer-to-Customer Interaction and Customer-Perceived Value’, *Electronic Commerce Research and Applications*, 48.April 2020 (2021), 101073 <<https://doi.org/10.1016/j.elerap.2021.101073>>
- Ma, Zhaoyi, Qin Gao, and Yue Chen, ‘Post-Purchase Trust in e-Commerce: A Theoretical Framework and a Text Mining-Based Assessment Method’, *International Journal of Human-Computer Interaction*, 39.8 (2023), 1643–61  
<<https://doi.org/10.1080/10447318.2022.2065046>>
- Mahmoud, Ali B., Leonora Fuxman, Iris Mohr, William D. Reisel, and Nicholas Grigoriou, ‘“We Aren’t Your Reincarnation!” Workplace Motivation across X, Y and Z Generations’, *International Journal of Manpower*, 42.1 (2021), 193–209  
<<https://doi.org/10.1108/IJM-09-2019-0448>>
- Mandari, Herman Eliewaha, ‘Acceptance of Internet of Things in Developing Countries:

- An Empirical Study Using Value-Based Adoption Model', *International Journal of Technology and Human Interaction*, 18.1 (2022), 1–19  
<<https://doi.org/10.4018/IJTHI.2022010108>>
- Manis, K. T., Hyo Jung Chang, Deborah C. Fowler, and Shane C. Blum, 'Inaugural Events and Beer Tourist Behavior: Capitalizing on the Craft Beer Movement', *Event Management*, 24.2–3 (2020), 311–34  
<<https://doi.org/10.3727/152599519X15506259856525>>
- Marsasi, Endy Gunanto, Deni Saputra, and Yenni Kurnia Gusti, 'Pengaruh Kesadaran, Asosiasi, Citra Dan Kesetiaan Terhadap Ekuitas Merek Pada Produk Mie Instan Di Yogyakarta', *Kajian Bisnis Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha*, 30.2 (2022), 17–37 <<https://doi.org/10.32477/jkb.v30i2.359>>
- Mkedder, Nadjim, Mahmut Bakir, and Abdelheq Lachachi, 'Investigating the Antecedents of Purchase Intention Toward Local Dairy Products: An Empirical Study Based on the SOR Model', *Central European Management Journal*, 29.4 (2021), 124–48 <<https://doi.org/10.7206/cemj.2658-0845.62>>
- Paulose, Daly, and Ayesha Shakeel, 'Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests', *Journal of Quality Assurance in Hospitality & Tourism*, 23.2 (2022), 447–81  
<<https://doi.org/10.1080/1528008X.2021.1884930>>
- Preko, Alexander, Iddrisu Mohammed, and Leeford Edem Kojo Ameyibor, 'Muslim Tourist Religiosity, Perceived Values, Satisfaction, and Loyalty', *Tourism Review International*, 24.2–3 (2020), 109–25  
<<https://doi.org/10.3727/154427220X15845838896341>>
- Raza, Syed Ali, Amna Umer, Muhammad Asif Qureshi, and Abdul Samad Dahri, 'Internet Banking Service Quality, e-Customer Satisfaction and Loyalty: The Modified e-SERVQUAL Model', *TQM Journal*, 32.6 (2020), 1443–66  
<<https://doi.org/10.1108/TQM-02-2020-0019>>
- Satchapappichit, Sruangporn, 'Factors Influencing Chinese Visitors' Dining Experiences With Thai Cuisine In Bangkok, Thailand', *ABAC Journal*, 40.4 (2020), 58–77
- Satti, Zoya Wajid, Samreen Fahim Babar, Shagufta Parveen, Kashif Abrar, and Asma Shabbir, 'Innovations for Potential Entrepreneurs in Service Quality and Customer Loyalty in the Hospitality Industry', *Asia Pacific Journal of Innovation and Entrepreneurship*, 14.3 (2020), 317–28 <<https://doi.org/10.1108/apjie-08-2019-0063>>
- Saut, Moeun, and Sieng Bie, 'Impact of Service Expectation, Experiential Quality, and Perceived Value on Hotel Customer Satisfaction', *Journal of Quality Assurance in Hospitality and Tourism*, 00.00 (2022), 1–29  
<<https://doi.org/10.1080/1528008X.2022.2141414>>
- Shang, Bo, and Zheshi Bao, 'How Repurchase Intention Is Affected in Social Commerce?: An Empirical Study', *Journal of Computer Information Systems*, 62.2

---

(2022), 326–36 <<https://doi.org/10.1080/08874417.2020.1812133>>

- Shang, Qian, Haoyu Ma, Cuicui Wang, and Li Gao, 'Effects of Background Fitting of E-Commerce Live Streaming on Consumers' Purchase Intentions: A Cognitive-Affective Perspective', *Psychology Research and Behavior Management*, 16.December 2022 (2023), 149–68 <<https://doi.org/10.2147/PRBM.S393492>>
- Shen, Chao, and Yazkhiruni Yahya, 'The Impact of Service Quality and Price on Passengers' Loyalty towards Low-Cost Airlines: The Southeast Asia's Perspective', *Journal of Air Transport Management*, 91.November 2020 (2021), 101966 <<https://doi.org/10.1016/j.jairtraman.2020.101966>>
- Singh, Nidhi, and Neena Sinha, 'How Perceived Trust Mediates Merchant's Intention to Use a Mobile Wallet Technology', *Journal of Retailing and Consumer Services*, 52.March 2019 (2020), 101894 <<https://doi.org/10.1016/j.jretconser.2019.101894>>
- Singh, Swati, and Swati Alok, 'Drivers of Repurchase Intention of Organic Food in India: Role of Perceived Consumer Social Responsibility, Price, Value, and Quality', *Journal of International Food and Agribusiness Marketing*, 34.3 (2022), 246–68 <<https://doi.org/10.1080/08974438.2020.1869135>>
- Sun, Sunny, Rob Law, and Markus Schuckert, 'Mediating Effects of Attitude, Subjective Norms and Perceived Behavioural Control for Mobile Payment-Based Hotel Reservations', *International Journal of Hospitality Management*, 84.October 2018 (2020), 102331 <<https://doi.org/10.1016/j.ijhm.2019.102331>>
- Tang, Jie, Bin Zhang, and Umair Akram, 'User Willingness to Purchase Applications on Mobile Intelligent Devices: Evidence from App Store', *Asia Pacific Journal of Marketing and Logistics*, 32.8 (2020), 1629–49 <<https://doi.org/10.1108/APJML-06-2019-0411>>
- Thuy, Dao Cam, and Nguyen Ngoc Quang, 'Factors Affecting Satisfaction and Intention to Repurchase Retail Banking Services in Vietnam', *Cogent Business & Management*, 9.1 (2022), 2137952 <<https://doi.org/10.1080/23311975.2022.2137952>>
- Wang, Changlin, and Thompson S.H. Teo, 'Online Service Quality and Perceived Value in Mobile Government Success: An Empirical Study of Mobile Police in China', *International Journal of Information Management*, 52.July 2019 (2020), 102076 <<https://doi.org/10.1016/j.ijinfomgt.2020.102076>>
- Wang, Fong Jia, Chia Huei Hsiao, Wei Hsuan Shih, and Weisheng Chiu, 'Impacts of Price and Quality Perceptions on Individuals' Intention to Participate in Marathon Events: Mediating Role of Perceived Value', *SAGE Open*, 13.2 (2023), 1–11 <<https://doi.org/10.1177/21582440231181431>>
- Wang, Qinglin, Xingle Long, Liang Li, Lanlan Kong, Xun Zhu, and Hui Liang, 'Engagement Factors for Waste Sorting in China: The Mediating Effect of Satisfaction', *Journal of Cleaner Production*, 267 (2020), 122046 <<https://doi.org/10.1016/j.jclepro.2020.122046>>

- 
- Wang, Yacan, Jason Anderson, Seong-Jong Joo, and Joseph R. Huscroft, 'The Leniency of Return Policy and Consumers' Repurchase Intention in Online Retailing', *Industrial Management & Data Systems*, 120.1 (2020), 21–39 <<https://doi.org/10.1108/IMDS-01-2019-0016>>
- Wilson, Brad, Paulo Rita, Andres Barrios, and Bastian Popp, 'Extending the Notion of Customer Value to Surfing Camps', *Heliyon*, 7.8 (2021), e07876 <<https://doi.org/10.1016/j.heliyon.2021.e07876>>
- Ye, Chensang, Cong Cao, Jinjing Yang, and Xiuyan Shao, 'Explore How Online Healthcare Can Influence Willingness to Seek Offline Care', *International Journal of Environmental Research and Public Health*, 19.13 (2022), 7925 <<https://doi.org/10.3390/ijerph19137925>>
- Zeqiri, Jusuf, Veland Ramadani, and Wassim J. Aloulou, 'The Effect of Perceived Convenience and Perceived Value on Intention to Repurchase in Online Shopping: The Mediating Effect of e-WOM and Trust', *Economic Research-Ekonomska Istraživanja*, 36.3 (2023) <<https://doi.org/10.1080/1331677X.2022.2153721>>
- Zietsman, Mariëtte Louise, Pierre Mostert, and Göran Svensson, 'Economic and Non-Economic Satisfaction as Outcomes of Micro-Enterprises' Perceived Value from Banking Relationships', *Journal of Business-to-Business Marketing*, 27.3 (2020), 263–81 <<https://doi.org/10.1080/1051712X.2020.1787027>>