

Research Article

The Effect of Perceived Value, Trust and Service Quality on Repurchase through Customer Value as an Intervening Variable (Study on Banaran Coffee & Art Coworking Space Semarang City)

¹Bibit Kurnianingsih, ² Naili Farida ³ Reni Shinta Dewi

¹Master of Business Administration, Diponegoro University, Semarang, Indonesia.

^{2,3}Department of Business Administration, Diponegoro University, Semarang, Indonesia.

Received Date: 20 May 2024

Revised Date: 05 June 2024

Accepted Date: 14 June 2024

Published Date: 25 June 2024

Abstract: *The purpose of this study is to investigate how Repurchase through Customer Value is impacted by Perceived Value, Trust, and Service Quality. Explanatory research approaches are used with a quantitative approach in this study. This study's method of gathering data involved using a questionnaire with five possible answers. One hundred samples were used in this investigation, specifically from patrons of the Banaran Coffee & Art CoWorking Space in Semarang City. The research employed the Statistical Package for the Social Sciences (SPSS) as its analysis approach. The findings of this study show that perceived value, trust, and service quality all have a substantial impact on customer value. Perceived value, trust, service quality, and customer value all have a strong impact on repurchase.*

Furthermore, customer value can moderate the relationship between perceived value, trust, and service quality in repurchase. The findings of this study can be used as a resource for management to design marketing strategies, particularly at Banaran Coffee & Art CoWorking Space Semarang City. Future researchers should increase the number of samples used to obtain a more comprehensive assessment of the research variables. Furthermore, this study employs SPSS data processing methods; perhaps in the future, PLS and other data processing tools will be used.

Keywords: *Consumer Behavior, Customer Value, Perceived Value, Repurchase, Service Quality, Trust.*

I. INTRODUCTION

In this modern day, the coffee industry business world is fast developing, owing to the increasing number of coffee goods on the market with diverse brands, where each company must fight with one another to be the best and dominate the market. Coffee, which formerly just offered black coffee varieties, now includes a number of options. Coffee is no longer just for the elderly; it is equally popular among millennials. The growth of coffee shops/cafés in various major Indonesian cities demonstrates that cafes are more than just a location to consume coffee; they are also a growing and changing culture. Many individuals visit coffee shops for more than simply coffee. Most coffee shops now offer free WiFi, allowing visitors to use the facilities to do college assignments or office tasks. The facilities supplied and menus served by each coffee shop are likely to entice customers to return. This is consistent with the concept of the Consumer Behavior Theory, which states that good analysis of consumer behavior requires an understanding of the psychological characteristics of humans as a whole. A model is required to facilitate the development of theory in consumer behavior research. The consumer behavior model is a framework for describing consumer actions that lead to product or service purchases.

The Howard and Sheth Model of Buyer Behavior is one of the consumer behavior models that is partly based on work (Mangkunegara, 2019). This model depicts the processes and variables that influence consumer behavior prior to and after a purchase. Consumers can select whether or not to make a repurchase based on their prior and post-purchase experiences. Consumer repurchases can happen for a variety of reasons. These characteristics include 1) easy access, 2) store and product display, 3) product information, availability, and quality, 4) affordable prices, 5) attractive promotions, 6) clear communication, 7) feedback from previous purchasers, 8) quality service, and 9) delivery time. In this study, numerous variables were selected from these criteria to support the consumer behavior research model, including perceived value, trust, service quality, customer value, and repurchase.

The first variable is perceived value, which is the consumer's appraisal of the product's function. Perceived Value is a crucial exchange in marketing, with value serving as the suitable measure of any exchange (Kotler and Keller, 2016). Perceived Value refers to the value of the benefits received by customers. Anggreni, (2015) research found that perceived value has a



positive effect on repurchase but is not statistically significant. The second factor influencing Repurchase is trust, which is a belief in someone's ability to tell the truth. The final aspect influencing repurchase is service quality, which refers to how well consumers are served. Tjiptono, F. & Chandra (2012) define service quality as the anticipated level of excellence and the capacity to maintain that standard in order to satisfy client expectations. Oryza Yudah Nugroho Putra conducted research in 2017 and found that service quality has a favorable and significant effect on repurchase.

Banaran Coffee & Art CoWorking Space Semarang City, located on Jl. B. Kopi No.9, Ngesrep, Kec. Banyumanik, Semarang City, is one of the cafes in Semarang that not only sells coffee drinks but also provides amenities such as wifi and a comfortable space for customers to use as a place to have coffee while working or completing college assignments. Banaran Coffee & Art CoWorking Space Semarang City, which debuted in May 2019, is unable to fulfill its sales target despite having amenities and a coffee drink menu comparable to cafés in Semarang. According to sales statistics from Cafe Banaran Coffee & Art CoWorking Space Semarang City, the sales target for 2019 was achieved since customer behavior in Semarang City is very curious about new things, particularly culinary. However, from 2020 to 2023, revenues at Banaran Coffee & Art CoWorking Space Semarang City fell short of expectations.

According to the data collected, Banaran Coffee & Art CoWorking Space Semarang City has not met its sales target, which was set based on actual sales. As a result, the business needs to come up with a more inventive plan to compete in the market, particularly since its primary product is coffee, which faces fierce competition in the culinary industry since customers have a crucial role. In the meantime, Banaran Coffee & Art CoWorking Space Semarang City has received evaluations from 493 users on Google, with an overall score of 4.7 out of 5. The researcher, using the title "The Effect of Perceived Value, Trust and Service Quality on Repurchase Through Customer Value as an Intervening Variable (Study on Banaran Coffee & Art CoWorking Space Semarang City)", will address the aforementioned issues.

II. LITERATURE REVIEW

The Grand Theory of this research is customer Behavior, which states that a customer finds, selects, and purchases or uses a product or service to suit their wants and preferences. Consumer behavior is the process by which a consumer makes decisions about a product or service, beginning with receiving, buying, utilizing, and deciding which goods or services to utilize (Priansa, 2017). Perceived value, according to Zeithaml (1988), is a consumer's whole evaluation of the advantages of a good or service based on the perception of what has been received and what has been gained. According to Wiedyani and Prabowo (2019), customer trust is the result of the customer's assessment of the apparent discrepancy between expectations and actual performance in their use. Service quality is defined as offering high-quality service to clients in order to entice them to purchase items and services. The expected level of perfection and the capacity to maintain that standard of excellence are the two components that makeup service quality in order to meet the needs of customers. According to Setijono & Dahlgaard, (2007), customer value is the sum of the advantages minus the sacrifices made by customers when using products or services to suit certain demands. Repurchase refers to purchasing operations that occur more than once or multiple times.

Meanwhile, according to Ali (2013), repurchase is a purchase preference based on previous purchasing experiences. High repurchases indicate a high level of consumer satisfaction. The research framework used in this study can be described as follows:

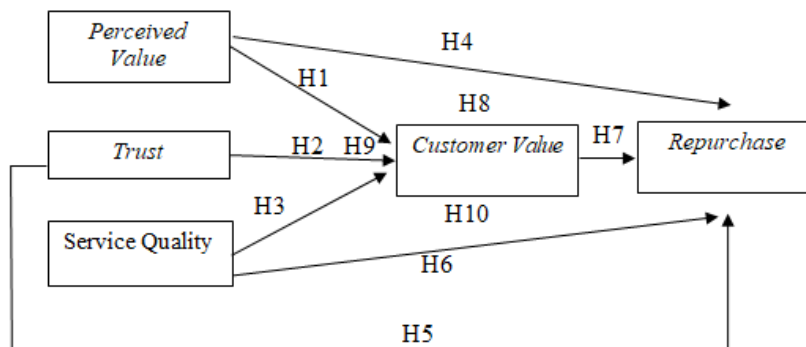


Fig. 1 Research Framework

A) The Effect of Perceived value on Customer Value

According to Koupai et al. (2015), perceived value refers to an individual's evaluation of a product's utility based on their view of the benefits and the costs associated with obtaining it. The definition of customer value, according to Setijono & Dahlgaard, (2007), is the total benefits less the sacrifices that arise from customers using goods or services to satisfy specific

requirements. According to research done in 2015 by Maharany Jana Siry, a perceived value significantly and favorably affect customer value.

H₁ : there is a positive influence of perceived value on customer value

B) The Effect of Trust on Customer Value

According to Priansa (2017), trust is the belief that a person has fulfilled all of their duties correctly and as expected, which leads certain parties to place their trust in others when conducting transaction interactions. Setijono & Dahlgaard (2007) define customer value as the total benefits, less the sacrifices that customers make in order to use products or services to fulfill certain demands. According to Shulga *et al.* (2021), trust plays a unique function and is necessary before businesses and customers may create shared value.

While guiding people through unpredictable and risky social transactions, trust is a prerequisite for sustaining social relationships and interactions. It's also thought that mutual commitments, positive social interactions, and similar beliefs lead to trust. Consequently, trust networks, as an institutional arrangement, symbolize a social network of entities linked by mutual trust connections. One essential element in building a long-lasting collaborative atmosphere is trust. Even so, Shulga *et al.* (2021) argue that it is extremely pertinent as a relational network idea for value creation.

H₂ : there is a positive influence of trust on customer value

C) The Effect of Service Quality on Customer Value

According to Priansa (2017), a customer's general opinion of the good or service they have purchased constitutes their level of satisfaction. Ikasari *et al.* (2013) defined customer value as the emotional connection that results between consumers and suppliers after the latter utilizes the supplier's product or service and determines that it adds value. Customer value may be impacted by service quality.

However, in order to fulfill the company's goal of being sustainable, quality in the service sector must be enhanced, pertinent to client requests, and maintained in customer interactions. According to Putera *et al.* (2020), service quality is a type of approach used to meet client value.

H₃ : there is a positive effect of service quality on customer value.

D) The Effect of Perceived Value on Repurchase

Perceived value, according to Setoaji *et al.* (2023), is a notion that contrasts the advantages that customers receive with the expenses that they must bear in order to conduct transactions between buyers and sellers. Perceived value, is the value that consumers compare the alleged benefits of a good or service to the price they have paid. Offering more details about supply chain management, pricing strategies, the length of time seasonal or non-seasonal products will be back on sale, and how much the product contributes to sustainable community development can all raise perceived value. Delivery time affects perceived value as well, according to Setoaji *et al.* (2023). Prolonged delivery times make customers less satisfied and less valuable, which lowers their involvement in the transaction. On the other hand, perceived value is characterized by the emotions that customers experience when weighing the advantages of establishing enduring bonds with them through the provision of worthwhile services.

According to Setoaji *et al.* (2023), perceived value is a total comparison of a product's or service's quality after customers receive it and the price they pay. In this instance, when a user has a high degree of perceived value while interacting with the program, the user's interest in making additional purchases is significantly heightened. Recurring usage or purchases may rise as a result.

H₄ : there is a positive effect of perceived value on repurchase.

E) The Effect of Trust on Repurchase

One of the best ways to lessen consumer uncertainty is to build trust (Weisberg, Te'eni and Russo, 2011). Correa *et al.* (2021) discovered that the trust construct influences customer mistrust and the dangers they face. Consumer trust lowers risk perceptions and promotes repeat business; conversely, low risk increases purchase intention. According to empirical research, trust positively affects recurrent purchases (Hafni *et al.*, 2020) ; (Laoli and Farida, 2018).

H₅ : there is a positive influence of trust on repurchase.

F) The Effect of Service Quality on Repurchase

A company's ability to provide high-quality services is crucial to its success. The benefits of providing excellent service include raising client happiness, loyalty, and willingness to make additional purchases, all of which have a favorable effect on income from sold goods. The business must be able to satisfy customers' needs and desires by offering the best and highest-quality service in order to compete and grow. This will make customers happy and inclined to become repeat customers or even make

regular purchases (Julyantari, Agung and Prayoga, 2023). The study's findings are consistent with those of studies by Julyantari et al. (2023) and others that demonstrate a favorable relationship between service quality and repurchase.

H₆ : there is a positive effect of service quality on repurchase.

G) The Effect of Customer Value on Repurchase

Suryadi *et al.*, (2018) "Perceived value" refers to the consumer's total evaluation of a product's usefulness based on how they perceive what they get and are given. This is a widely used definition of perceived value that many studies refer to. A reduction in sacrifice, the presence of benefits (perceived as either attributes or outcomes), or the outcome of a combination of sacrifices and benefits that are weighed (determined and expressed rationally or intuitively) are all examples of demand-side, individual perceptions of the benefits arising from the customer's relationship with the organization's offerings that make up customer value. Because consumer choice is predicated on value, customer value is a race against consumer choice (Kotler and Keller, 2016). In his article, Zaeni ZM (2022) stated that repurchasing is a behavior that shields the business from the effects of ongoing future purchases.

H₇ : Customer value has a positive and significant effect on Repurchase.

H) The effect of Perceived value on repurchases through Customer value

After a purchase, it indicates that customers have used the products and are able to assess them to determine their perceived value. Recurring purchasing behavior can also be explained by the value that customers obtain. Value for customers can develop before, during, or after a transaction (or both). If a price is too high or comes with lower-quality products, customers might decide not to buy from a seller again. Accordingly, the perceived value that customers obtain determines their desire or interest in making additional purchases (Sutopo, 2017). Within the business sector, consumer perceived value includes the interpersonal component as well. Overall, customer value is favorably correlated with plans to make additional purchases (Correa, Alarcón and Cepeda, 2021).

H₈ : Customer value mediates the influence of Perceived value on repurchase through

I) The influence of trust on repurchases through customer value

According to Shulga *et al.*, (2021), trust plays a unique role as a requirement for cooperative value creation between businesses and their clients. While guiding people through unpredictable and risky social exchanges, trust is a prerequisite for maintaining social ties and interactions. It's also thought that mutual commitments, positive social interactions, and similar beliefs lead to trust. Consequently, trust networks, as an institutional arrangement, symbolize a social network of entities linked by mutual trust connections. One essential element in building a long-lasting collaborative atmosphere is trust. While trust reciprocity is a very relevant relational network notion for shared value creation, little research has been done on its limitations, guidelines, and traits. The production of shared value is influenced by trust. The relational significance of trust as a prerequisite for value creation success and how it guides customer value creation strategies to meet organizational objectives (Shulga *et al.*, 2021).

When it occurs after a purchase, it indicates that customers have used the products and are able to assess them to provide value for the customer. Recurring purchasing behavior can also be explained by the value that customers obtain. Value for customers can develop before, during, or after a transaction (or both). Should the price be too high or too low for them to afford, they can decide not to repurchase the things. Accordingly, the perceived value that customers obtain determines their desire or interest in making additional purchases (Sutopo, 2017). The findings of Patterson & Spreng, (1997) study, which found that value had a large and significant impact on repurchase, are consistent with this. Correa, Alarcón and Cepeda (2021) state that research has demonstrated the significant influence of interpersonal factors, including cost, trust, and customer perceived value, on repeat business.

H₉ : Customer value mediates the influence of trust on repurchase

J) The effect of service quality on repurchases through customer value

Customer value can be impacted by service quality. However, in order to fulfill the company's goal of being sustainable, quality in the service sector must be enhanced, pertinent to client requests, and maintained in customer interactions. According to Putera *et al.* (2020), service quality is a type of approach used to meet client value. Customer happiness and confidence in a specific company's goods or services might lead to repurchase intentions. Repurchase intentions are strongly influenced by the caliber of the services.

The customer value paradigm states that service quality is a component of perceived value that is also related to repurchase intentions overall. Repurchase intentions have been demonstrated to be strongly influenced by a customer's perception of a business's value. Perceived value from customers boosts a company's credibility, which in turn boosts inclinations to promote and repurchase it (Correa, Alarcón and Cepeda, 2021).

Perceived customer value is positively connected with perceived pleasure and trust, according to Panjaitan & Panjaitan (2024), which raises the possibility that customers will make more purchases. Recurring purchases are mostly motivated by consumer value. This study supports Sembiring, Ginting, & Rini, (2024) assertion that customer value drives repurchase behavior in terms of service quality.

H10 : Customer value mediates the influence of Service quality on repurchase

III. RESULTS AND DISCUSSION

A) Research Methods

Researchers will employ quantitative approaches since SPSS version 25 is used for statistical analysis, and the data processing is done as numerical data. Explanatory research is the kind of study that is employed. As independent variables, the variables that are used are the perceived value (X1), trust (X2), and service quality value (X3). Repurchase (Y2) is the dependent variable, and customer value (Y1) is the mediating variable. Customers who have visited and made purchases at Banaran Coffee & Art CoWorking Space Semarang City, in this instance, comprise the population under study. One hundred patrons of the Banaran Coffee & Art CoWorking Space in Semarang City will be the sample used. A Google Form is used to distribute the questionnaire used in the data collection method. Multiple linear regression, individual parameter significance test (t Statistical Test, simultaneous significance test (F Statistical Test), and Sobel Test are the methods of data analysis that are utilized. Validity and reliability tests, as well as tests of data quality, are also used.

B) Results

All variables in the validity test are deemed legitimate since the $r\text{-count} > r\text{-table}$ value is based on the outcomes of the data quality assessment. Regarding the reliability test, Cronbach's Alpha was greater than 0.6, so all were deemed reliable. The F, T, and Sobel tests are used for hypothesis testing after the data quality has been evaluated.

a. Multiple Linear Regression

The degree of the association between the independent and dependent variables is ascertained using regression analysis. The following outcomes of regression analysis with SPSS were attained:

Direct Effect

The variable test results are as follows:

Table 1. Multiple Linear Regression Equation 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.810	1.046		-1.731	.087
	Perceived Value	.277	.045	.637	6.176	.000
	Trust	.112	.036	.383	3.156	.002
	Service Quality	.134	.055	.306	2.407	.018
	Customer Value	.290	.102	.338	2.837	.006
a. Dependent Variable: Repurchase						

a. Dependent Variable: Repurchase

Source: primary data processed with SPSS (2024)

Tabel 2. Regresi Linier Berganda Persamaan 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.035	.996		-3.048	.003
	Perceived Value	.086	.044	.170	1.964	.012
	Trust	.038	.035	.112	1.087	.010
	Service Quality	.337	.043	.664	7.801	.000
a. Dependent Variable: Customer Value						

a. Dependent Variable: Customer Value

Source: primary data processed with SPSS (2024)

Based on Tables 1 and 2 above, the regression equation formed is as follows:

Equation 1

$$Y2 = 0,637 X1 + 0,383 X2 + 0,306 X3 + 0,338 Y1 + e$$

Equation 2

$$Y1 = 0,170 X1 + 0,112 X2 + 0,664 X3 + e$$

Indirect Effect

$$X1 \text{ ke } Y1 \text{ ke } Y2 = 0,170 \times 0,338 = 0,0574$$

$$X2 \text{ ke } Y1 \text{ ke } Y2 = 0,112 \times 0,338 = 0,037$$

$$X3 \text{ ke } Y1 \text{ ke } Y3 = 0,664 \times 0,338 = 0,224$$

b. Hypothesis Testing

F test

This test is intended to ascertain whether the perceived value (X1), trust (X2), and service quality (X3), when taken together (simultaneously), have a significant impact on the dependent variable, which is customer value (Y1). It also seeks to ascertain whether the combination of perceived value (X1), trust (X2), service quality (X3), and customer value (Y1) has a significant impact on the dependent variable, which is repurchase (Y2).

Table 3. F test model 1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191.236	3	63.745	144.588	.000 ^b
	Residual	42.324	96	.441		
	Total	233.560	99			
a. Dependent Variable: Customer Value						
b. Predictors: (Constant), Service Quality, Perceived Value, Trust						

Source: primary data processed with SPSS (2024)

According to the above table, the dependent variable, which is customer value (Y1), is significantly impacted by perceived value (X1), trust (X2), and service quality (X3) when they are all present at the same time. A significant value of 0.000 less than alpha 0.05 and a Fcount value of 144,588 more than the Fcount of 2.70 serve as evidence for this.

Tabel 4. F test model 2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.969	4	32.492	73.250	.000 ^b
	Residual	42.141	95	.444		
	Total	172.110	99			
a. Dependent Variable: Repurchase						
b. Predictors: (Constant), Customer Value, Service Quality, Perceived Value, Trust						

Source: primary data processed with SPSS (2024)

The table above indicates that the dependent variable, which is repurchase (Y2), is significantly impacted by the combined (simultaneous) presence of perceived value (X1), trust (X2), service quality (X3), and customer value (Y1). A significant value of 0.000 less than alpha 0.05 and a Fcount value of 73,250 more than the Fcount of 2.47 serve as evidence for this.

T-test

This test evaluates if there is a partly significant association between the independent and dependent variables in the regression model. Tables 1 and 2's t-test results with SPSS show that the following information is known:

1. The perceived value (X1) variable has a strong impact on customer value (Y1). This is demonstrated by a significance value of 0.012, less than 0.05 and a tcount value of 1.964, bigger than the t table of 1.661. As a result, we can conclude that the perceived value variable has a partial effect on the customer value variable.
2. The significance level for the trust variable (X2) is 0.010, which is less than 0.05, and the tcount value of 1.087 is more than the ttable value of 1.661. As a result, we can conclude that the trust variable (X2) has a partial effect on the customer value variable (Y1).
3. The significance value for the service quality variable (X3) is 0.000, which is less than 0.05, and the tcount value of 7.801 is more than the table of 1.661. As a result, the service quality variable (X3) has a partial effect on the customer value variable.

4. The results of the t-test with SPSS reported in the table above show that the perceived value variable (X1) has a substantial effect on repurchase (Y2). This is supported by a significance level of 0.000, which is less than 0.05, and a tcount value of 6.176, which is more than the t table of 1.661. As a result, we can deduce that the perceived value variable has a partial effect on the repurchase variable.
5. According to the findings of the t test using SPSS shown in the table above, the Trust variable (X2) has a significant effect on repurchase (Y2). This is supported by a significance value of 0.002, less than 0.05, and a tcount value of 3.156, greater than the t table of 1.661. As a result, we can conclude that the trust variable has a partial effect on the repurchase variable.
6. The results of the t-test with SPSS provided in the table above show that the service quality variable (X3) has a substantial effect on repurchase (Y2). This is demonstrated by a significance value of 0.018, less than 0.05, and a tcount value of 2.407, bigger than the t table of 1.661. As a result, we can conclude that the service quality variable has a partial effect on the repurchase variable.
7. The results of the t-test with SPSS provided in the table above show that the customer value variable (Y1) has a substantial effect on repurchase (Y2). This is supported by a significance value of 0.006, less than 0.05 and a tcount value of 2.837, bigger than the t table of 1.661. As a result, we can deduce that the customer value variable has a partial effect on the repurchase variable.

Sobel Test

The purpose of the Sobel test is to ascertain if a connection can be significantly mediated by a mediating variable. The Sobel test idea will be applied in order to ascertain the effects of X1 on Y2 through Y1, X2 on Y2 through Y1, and X3 on Y2 through Y1. It is determined that there is a mediating impact if the p-value is less than the 0.05 significance level.

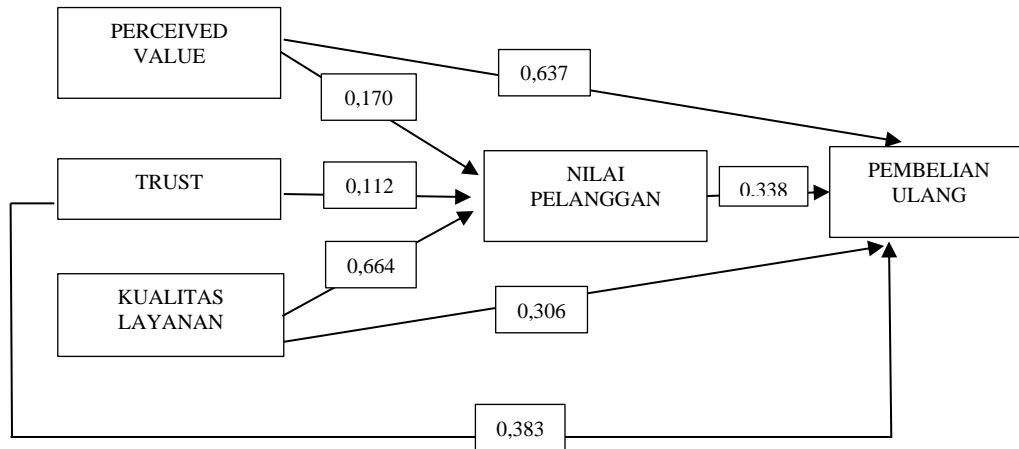


Figure 2. Sobel Test

Table 5. Sobel Test Results of X1 on Y2 through Y1

X1	a = 0,086	SEA = 0,044
	b = 0,290	SEB = 0,102

	Input		Test statistic	Std. Error	p-value
<i>a</i>	0.086	Sobel test	1.61065686	0.01548437	0.00725435
<i>b</i>	0.290	Aroian test	1.54698767	0.01612165	0.12186622
<i>S_a</i>	0.044	Goodman test	1.68289533	0.0148197	0.09239536
<i>S_b</i>	0.102				

Source: primary data processed with SPSS (2024)

According to the Sobel test results, there is a relationship between perceived value and recurrent purchases through customer value, with a p-value of 0.007 < 0.05.

Table 6. Sobel test results X2 on Y2 through Y1

X2	a = 0,038	SEA = 0,035
	b = 0,290	SEB = 0,102

	Input		Test statistic	Std. Error	p-value
<i>a</i>	0.038	Sobel test	1.01427608	0.01086489	0.01045103
<i>b</i>	0.290	Aroian test	0.96359167	0.01143638	0.33525068
<i>S_a</i>	0.035	Goodman test	1.07390384	0.01026163	0.28286578
<i>S_b</i>	0.102				

Source: primary data processed with SPSS (2024)

According to the Sobel test results, there is a relationship between trust and repurchase through customer value, with a p-value of 0.0104 <0.

Table 7. Sobel Test Results of X3 on Y2 through Y1

X3	a = 0,337 b = 0,290	SEA = 0,043 SEB = 0,102
----	------------------------	----------------------------

	Input		Test statistic	Std. Error	p-value
<i>a</i>	0.337	Sobel test	2.672701	0.03656601	0.00752433
<i>b</i>	0.290	Aroian test	2.6536794	0.03682811	0.00796194
<i>S_a</i>	0.043	Goodman test	2.69213759	0.03630201	0.00709956
<i>S_b</i>	0.102				

Source: primary data processed with SPSS (2024)

A p-value of 0.0075 <0 in the Sobel test results indicates that service quality has an impact on repurchases through customer value.

Conclusion: Using customer value as an intervening variable, perceived value, trust, and service quality influence recurrent purchases.

C) Discussion

a. The Effect of Perceived Value on Customer Value

According to (Koupai et al., 2015), perceived value refers to an individual's evaluation of a product's utility based on their view of the benefits and the costs associated with obtaining it. The definition of customer value, according to Setijono & Dahlgaard, (2007), is the total benefits less the sacrifices that arise from customers using goods or services to satisfy specific requirements. According to research done by Siry (2015), a perceived value significantly and favorably affects customer value. The study's findings indicate that customer value (Y1) is significantly impacted by perceived value (X1).

b. The Effect of Trust on Customer Value

In conducting transaction relationships, trust is defined as the opinion held by specific parties that the person they trust is fulfilling all of their duties correctly and as expected (Priansa, 2017). The definition of customer value, according to Setijono & Dahlgaard, (2007), is the total benefits less the sacrifices that arise from customers using goods or services to satisfy specific requirements. According to Shulga et al., (2021), trust plays a unique role as a requirement for cooperative value creation between businesses and their clients. While guiding people through unpredictable and risky social transactions, trust is a prerequisite for sustaining social relationships and interactions. It's also thought that mutual commitments, positive social interactions, and similar beliefs lead to trust.

Consequently, trust networks, as an institutional arrangement, symbolize a social network of entities linked by mutual trust connections. One essential element in building a long-lasting collaborative atmosphere is trust, despite the fact that Shulga et al. (2021) argue that it is highly significant as a relational network notion for value generation. The study's findings indicate that the customer value variable (Y1) is significantly impacted by trust (X2).

c. The Effect of Service Quality on Customer Value

All actions taken by a business to satisfy customer expectations are considered to be part of service quality. One way to assess service quality is to compare how well customers understand the services they received vs what they anticipate from a business. According to Tjiptono, F. & Chandra (2012), the quality of service issue is a means of meeting the demands and preferences of customers and ensuring that the delivery of that service accurately aligns with their expectations. According to Priansa, (2017) is the general impression a consumer has of the good or service they have purchased. Customer value, according to Ikasari et al. (2013), is the emotional connection that develops between buyers and sellers once the buyer utilizes the supplier's good or service and determines that it adds value. Customer value may be impacted by service quality. However, in order to fulfill the company's goal of being sustainable, quality in the service sector must be enhanced, pertinent to client requests, and maintained in customer interactions. According to Putera et al. (2020), service quality is a type of approach

used to meet client value. The study's findings indicated that the customer value variable (Y1) was significantly impacted by service quality (X3).

d. The Effect of Perceived Value on Repurchase

Another aspect that influences recurrent purchases is perceived value. Perceived value is the value customers place on the benefits they receive. Perceived value is an appraisal of a product's benefits based on what will be received against what is supplied. Perceived value is the whole customer appraisal of the product's advantages plus the cost of acquisition (Zeithaml, 1988). Consumers are more likely to continue purchasing or using services in the future if they believe the benefits outweigh the sacrifices (Nafisyah and Marsasi, 2023). According to Setoaji et al. (2023), perceived value is a notion that balances the advantages received by customers with the expenditures incurred by consumers in order to conduct transactions between buyers and sellers. Perceived value is the value that customers place on the perceived benefits of a product or service in comparison to the expenditures incurred. Perceived value can be raised by providing more information about when seasonal or non-seasonal products will be available for purchase, supply chain management, pricing systems, and the amount to which the product promotes sustainable community development.

According to Setoaji et al. (2023), delivery time influences perceived value, with delays increasing consumer discontent and lowering value, influencing their involvement in transactions. Meanwhile, perceived value is described as the emotions that consumers experience when weighing the benefits of developing long-term relationships with them by offering valuable services. Perceived value is a measure that compares the quality of a product or service after customers receive it to the price they pay (Setoaji, Rizan and Sari, 2023). In this situation, perceived value is a significant aspect in encouraging interest in making a repurchase when someone experiences a high degree of perceived value while transacting on the application. This can lead to increased recurrent use or purchasing. Perceived value is a crucial aspect that influences satisfaction and repurchase intentions. The use of the Mean-End Chain Theory adds value, which is the ultimate aim that can elicit customer behavioral intentions. The perceived value of a service can influence customer happiness and repurchase. This idea ties tangible service advantages to consumer values (Nafisyah and Marsasi, 2023). The study found that perceived value (X1) had a substantial effect on repurchases (Y2).

e. The Effect of Trust on Repurchase

One of the best ways to lessen consumer uncertainty is to build trust (Weisberg, Te'eni and Russo, 2011). According to Correa et al. (2021) research, consumers' fear of risk and mistrust is influenced by the trust construct. Consumer trust lowers risk perceptions and promotes repeat business; conversely, low risk increases purchase intention (Chong et al., 2003). According to empirical research, trust positively affects recurrent purchases (Hafni et al., 2020); (Laoli and Farida, 2018). Consumer decisions to repurchase are heavily influenced by their level of trust. By persuading customers that our products are superior to those of other businesses that provide the same item (Laoli and Farida, 2018). Businesses must be able to instill confidence in their customers. According to Hafni et al. (2020), trust is the consumer's opinion of reliability based primarily on the order of transactions or experience. This suggests that the stronger the trust, the higher the repurchase rate. Trust is the level of customer certainty that conveys confidence and judgment in a product that is determined to be genuine or false, loved or disliked, and needed or not needed. A person's trust and opinions regarding a product develop during the learning process, which influences their purchasing interest or behavior. This study discovered that trust (X2) has a significant impact on recurrent purchases (Y2).

f. The Effect of Service Quality on Repurchase

A company's ability to provide high-quality services is crucial to its success. The benefits of providing excellent service include raising client happiness, loyalty, and willingness to repurchase, all of which have a favorable impact on revenue from sold goods. The business must be able to satisfy customers' needs and desires by offering the best and highest-quality service in order to compete and grow. This will make customers happy and inclined to become repeat customers or even make regular purchases (Julyantari, Agung and Prayoga, 2023). A product or service's quality is determined by its capacity to meet the needs and expectations of its clients. Enhancing the calibre of goods or services is a vital competitive obstacle that businesses operating in the market must overcome. According to the subjective opinions of the majority of consumers, quality is something that corresponds with taste (Laela, 2021).

Customer demands must come first, followed by their opinion of the quality (Tjiptono, F. & Chandra, 2012). This indicates that customers' perceptions—rather than those of the service provider—are the foundation for the idea of high quality. This study demonstrates that providing good customer service involves putting into practice a number of requirements, such as tangibility, certainty, responsiveness, empathy, and dependability. Therefore, the more comfortable, safe, protected, and cared for customers feel as a result of receiving excellent service. Customers are more likely to return and make more purchases from a restaurant if they believe that the services offered are appropriate for them (Laela, 2021).

Repurchase is closely related to service quality. Restaurants must figure out how to keep up and even raise the standard of their services. In the meantime, subpar service will irritate patrons and encourage them to visit other eateries (Julyantari, Agung and Prayoga, 2023). Consumer perceptions of service quality, which center on five characteristics of service quality—physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy—are among the elements that influence repurchase.

Recurring purchases are significantly impacted by service quality. If customers' evaluations of the quality of the services are positive, they will be most inclined to keep repurchasing these goods. The study's findings are consistent with those of studies by Julyantari et al. (2023), demonstrating the beneficial relationship between service quality and repeat business. In this study, repurchases (Y2) were significantly impacted by the outcomes of service quality (X3).

g. The Effect of Customer Value on Repurchase

Since consumer choice is predicated on value, Kotler & Keller (2016) contend that customer value is a race for consumer choice. Repurchase, according to Wijaya et al. (2018) in his journal, is a way of thinking that protects the business against the effects of ongoing future purchases. Customer value is determined by the customer's evaluation of the total usefulness of the product based on his impression of what he receives and gains. Creating customer value involves meeting their expectations. Value to the customer is essential to the company's marketing initiatives.

Customers are more inclined to purchase the company's product if they have a positive opinion of it. Customer value can be defined as the customer's assessment of the outcomes he hopes to achieve from utilizing a product. According to Ariestyan (2014), customer value is the preference that consumers have for the features, functionality, and degree to which a product has satisfied their needs.

The outcome or advantages that customers experience are known as perceived value. A number of factors contribute to customer perceived value, such as the buyer's perception of the performance of the goods, distribution routes, quality control, company standing, judgments, and accolades (Kotler and Keller, 2016). Repeat purchases and customer value are positively correlated, according to (Wijaya, Farida and Andriyansah, 2018).

Customer judgments about whether or not to make purchases are influenced by their worth. It is well recognized that a customer's decision to return for more purchases is influenced by the value they perceive. Repurchase decisions can also be influenced by consumer value and perceived experience. According to research done in 2018 by Moch Irzad Aditya Imran, customer happiness has a favorable and considerable impact on repurchases. The findings of this study indicated that recurrent purchases (Y2) were significantly impacted by customer value (Y1).

h. The effect of Perceived value on repurchases through Customer value

In a post-purchase environment, consumers have had experiences and can evaluate products to determine perceived value. Consumers' perceived value might also contribute to recurrent buying behavior. Customer value can be generated before or after the purchase. Consumers may stop from making repurchases if the price is prohibitively expensive or the price is in the form of lower-quality goods. As a result, consumers' motivation to repurchase is determined by the perceived value they obtain (Sutopo, 2017). In the service industry, the interpersonal aspect, the value that customers place on providers, is an extra component of customer perceived value, and overall customer value is favorably associated with repurchasing intentions (Correa, Alarcón and Cepeda, 2021). In this investigation, the findings Perceived value (X1) significantly influences repurchase (Y2) via customer value (Y1).

i. The influence of trust on repurchases through customer value

Shulga et al. (2021) propose that trust plays a unique role as a necessity for shared value creation between customers and businesses. Trust is an underlying prerequisite for maintaining social relationships and interactions, as well as leading individuals through risky and unpredictable social transactions. Trust is also thought to be the outcome of positive social interactions, shared commitments, and beliefs. Trust networks, as an institutional structure, are a social network of players linked by reciprocal trust ties.

Trust is essential for developing a long-term collaborative atmosphere. Despite its importance as a relational network notion for shared value generation, trust reciprocity, its restrictions, rules, and characteristics have received insufficient attention. Trust determines how shared value is created. The relational function of trust is an essential requirement for success in value creation and how customer value creation practices inform company goals (Shulga et al., 2021).

In a post-purchase scenario, consumers have had experiences and can evaluate products to produce customer value. Consumers' perceived value might also contribute to recurrent buying behavior. Customer value can be generated before or after the purchase. Consumers may avoid making repurchasing if the price is prohibitively expensive or if the price is

associated with high-quality goods. As a result, consumers' motivation to repurchase is determined by the perceived value they obtain (Sutopo, 2017).

This is corroborated by the findings of Patterson & Spreng, (1997) study, which found that value had a substantial and significant impact on repurchase. According to Correa et al. (2021), in the business sector, interpersonal factors such as cost, trust, and customer-perceived value have a significant impact on repurchases. This study discovered that trust (X2) has a strong effect on repurchase (Y2) via customer value (Y1).

j. The effect of service quality on repurchases through customer value

Customer value may be impacted by service quality. Nonetheless, in order to fulfill the company's goal of being sustainable, the quality of the service sector at Café Banran needs to be enhanced, pertinent to consumer requests, and maintained in customer interactions. According to Putera et al. (2020), service quality is a type of approach used to meet client value. Customer happiness and confidence in a specific company's goods or services might lead to repurchase intentions. Repurchase intentions are strongly influenced by the caliber of the services. The customer value paradigm states that service quality is a component of perceived value that is also related to repurchase intentions overall.

Repurchase intentions have been demonstrated to be strongly influenced by a customer's perception of a business's value. Perceived value from customers boosts a company's credibility, which in turn boosts inclinations to promote and repurchase it (Correa, Alarcón and Cepeda, 2021). Perceived customer value is positively connected with perceived pleasure and trust, according to Panjaitan & Panjaitan (2024), which raises the possibility that customers will make more purchases. Recurring purchases are mostly motivated by consumer value. This study supports Sembiring, Ginting, & Rini, (2024) assertion that customer value drives repurchase behavior in terms of service quality. Through customer value (Y1), it was discovered in this study that the outcomes of service quality (X3) had a substantial impact on repurchases (Y2).

IV. CONCLUSION

The study's findings show that customer value is significantly influenced by perceived value, trust, and service excellence. Customer value, perceived value, trust, and service quality all have a big impact on repurchase. Furthermore, the relationship between perceived value, trust, and service quality on repurchase might be mediated by customer value. The study's findings can be consulted by management, particularly at Banaran Coffee & Art CoWorking Space in Semarang City, to help them create marketing strategies. It is advised that in the future, more samples be employed in order to conduct a more thorough evaluation of the research variables. Furthermore, data processing technologies like PLS and others may be used in the future by this research, which now uses SPSS.

Acknowledgements

I am grateful to the supervisors and examiners who helped me finish this thesis by providing guidance. All of the author's office associates, classmates, and extended family members have consistently encouraged her to finish this thesis. Additionally, Banaran Coffee & Art Coworking Space in Semarang City has granted authorization for the study.

V. REFERENCES

- [1] Ali, H. (2013) *Marketing dan Kasus Kasus Pilihan*. Yogyakarta: CAPS (Center For Academic Publishing Service).
- [2] Anggreni, P. (2015) 'Pengaruh Perceived Value terhadap Kepuasan dan Minat Beli Ulang Pelanggan Pasar Umum Ubud', *Telaah Bisnis*, 16(2).
- [3] Ariestyan, F. (2014) *Pengaruh Pengalaman dan Nilai Pelanggan Terhadap Minat Pembelian Ulang (Studi pada Pelanggan Soerabi Bandung Enhai Bandar Lampung)*. Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Lampung.
- [4] Correa, C., Alarcón, D. and Cepeda, I. (2021) "'I am Delighted!': The Effect of Perceived Customer Value on Repurchase and Advocacy Intention in B2B Express Delivery Services", *Sustainability (Switzerland)*, 13(11). doi:10.3390/su13116013.
- [5] Hafni, R. et al. (2020) 'Model Empiris Online Trust Dan Repeat Purchase Pelanggan Terhadap Situs E-Commerce', *EKUITAS (Jurnal Ekonomi dan Keuangan)*, 4(2), pp. 266–283. doi:10.24034/j25485024.y2020.v4.i2.4163.
- [6] Ikasari, A.U., Suryoko, S. and Nurseto, S. (2013) 'Pengaruh Nilai Pelanggan Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi kasus pada penumpang KA Kaligung Mas di Stasiun Poncol Semarang)', *Diponegoro Journal of Social and Politic*, pp. 1–8.
- [7] Julyantari, I.A.G.B., Agung, A.A.P. and Prayoga, I.M.S. (2023) 'Analisis Pengaruh Experiential Marketing, Kualitas Pelayanan Dan Lokasi Terhadap Repeat Purchase di Hotel Como Uma Ubud, Bali.', *Jurnal Emas*, 4(4), pp. 985–997.
- [8] Kotler, P. and Keller, K.L. (2016) *Marketing Management*, 15th Edition. Boston : Pearson Education.
- [9] Koupai, M.R., Alipourdarvish, Z. and Sardar, S. (2015) 'Effects of trust and Perceived value on customer loyalty by mediating role of customer satisfaction and mediating role of customer habit (case study : Agricultural internet bank customers in Tehran)', *Business [Preprint]*.
- [10] Laela, E. (2021) 'Kualitas Makanan, Kualitas Pelayanan Dan Persepsi Harga Terhadap Minat Pembelian Ulang Pada Rumah Makan Ciganea Purwakarta', *EKIEN - JURNAL EKONOMI DAN BISNIS*, 8(1).
- [11] Laoli, C.M.S. and Farida, N. (2018) 'Pengaruh Brand Image, Brand Trust, Dan Customer Value Terhadap Repeat Purchase Intention (Studi Pada Konsumen Sepatu Bata Di Kota Medan)', *Jurnal Administrasi Bisnis*, X(2), pp. 1177–1189.

- [12] Mangkunegara, A.P. (2019) *Perilaku Konsumen : edisi Revisi*. Bandung: Refika Aditama.
- [13] Nafisyah, U. and Marsasi, E.G. (2023) 'The Role Of Perceived Value And Perceived Trust To Optimize Repeat Purchase Intention Based On Mean-End Chain Theory In Generations Y And Z', *Jurnal Pamator : Jurnal Ilmiah Universitas Trunojoyo*, 16(4), pp. 760–781. doi:10.21107/pamator.v16i4.23841.
- [14] Panjaitan, F.A.B.K. and Panjaitan, H. (2024) 'The Role of Customer Value as Intervening in Repurchase Decisions: The Case of Skincare Indonesia', *MIX : Jurnal Ilmiah Manajemen*, 14(1), pp. 64–81.
- [15] Patterson, P.G. and Spreng, R.A. (1997) 'Modeling the relationship between perceived value, satisfaction and repurchase intentions in a business-business, services context: An empirical examination', *International Journal of Service Industry Management*, 8(5), pp. 414–434.
- [16] Priansa, D.J. (2017) *Perilaku Konsumen dalam Bisnis Kontemporer*. Bandung: Alfabeta.
- [17] Putera, W. et al. (2020) 'Effect of Service Quality on Customer Satisfaction Through Customer Value in PDAM Kota Makassar (Customer Approach in Developing Clean Water Product Services to Customers)', *International Journal of Innovative Science and Research Technology*, 5(10), pp. 1129–1137. Available at: www.ijisrt.com.
- [18] Sembiring, A.R., Ginting, P. and Rini, E.S. (2024) 'The Influence Of Brand Image And Service Quality On Repurchase Intention Through Customer Value As An Intervening Variable In Consumers Of Hilon Products In Medan City', *Proceeding of International Conference on Education, Society and Humanity*, 2(1), pp. 1731–1737.
- [19] Setijono, D. and Dahlgard, J.J. (2007) 'Customer value as a key performance indicator (KPI) and a key improvement indicator (KII)', *Measuring Business Excellence*, 11(2), pp. 44–61.
- [20] Setoaji, B., Rizan, M. and Sari, D.A.P. (2023) 'International Journal of Current Economics & Business Ventures E-COMMERCE : A STUDY ON COLLEGE STUDENTS IN JABODETABEK International Journal of', *International Journal of Current Economics & Business Ventures*, 3(2), pp. 55–76.
- [21] Shulga, L. V. et al. (2021) 'The Reciprocal Role of Trust in Customer Value Co-Creation', *Journal of Hospitality and Tourism Research*, 45(4), pp. 672–696. doi:10.1177/1096348020967068.
- [22] Siry, M.J. (2015) 'Pengaruh Perceived Value Terhadap Kepuasan Pelanggan Pada Jasa Tata Rias Pengantin Tunjung Seto Dengan Kualitas Pelayanan Sebagai Variabel Mediasi', *Jurnal Ekonomi dan Kewirausahaan*, 15(1).
- [23] Suryadi, N. et al. (2018) 'Consumer, customer and perceived value: Past and present', *Academy of Strategic Management Journal*, 17(4), pp. 1–9.
- [24] Sutopo, O. (2017) 'Analisis Pengaruh Citra Merek, Nilai Pelanggan, Dan Kepuasan Pelanggan Terhadap Minat Beli Ulang Pelanggan Tupperware Di Magelang', *Jurnal Manajemen*, 6(Tabel 1), pp. 1–13. Available at: <http://ejournal-s1.undip.ac.id/index.php/dbr>.
- [25] Tjiptono, F. & Chandra, G. (2012) *Pemasaran Strategik. Dua*. Yogyakarta: ANDI.
- [26] Weisberg, J., Te'eni, D. and Russo, L.A. (2011) 'Past Purchase and Intention to Purchase in E-Commerce: the Mediation of Social Presence and Trust', *Internet Research*, 21(1). doi:<https://doi.org/10.1108/10662241111104893>.
- [27] Wiedyani, A.H. and Prabowo, R.E. (2019) 'Pengaruh Kualitas Layanan, Persepsi Harga, Dan Kepercayaan Terhadap Kepuasan Penumpang Kereta Api Argo Muria Jurusan Semarang Tawang- Jakarta GambiR', *Proceeding SENDI_U*, pp. 534–538.
- [28] Wijaya, R., Farida, N. and Andriyansah (2018) 'Determinants of repurchase intentions at online stores in Indonesia', *International Journal of e-Business Research*, 14(3), pp. 95–111. doi:10.4018/IJEER.2018070106.
- [29] Zeithaml, V.A. (1988) 'Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence', *Journal of Marketing*, 52(3), pp. 2–22.
- [30] ZM, A.Z. (2022) 'Analysis of Customer Value, Customer Satisfaction and Service Quality on Repurchase Intention with Customer Trust as Intervening Variables', *Journal Research of Social Science, Economics, and Management*, 2(1), pp. 27–42. doi:10.59141/jrssem.v2i1.237