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STRENGTHENING REPURCHASE INTENTION THROUGH PERCEIVED VALUE: EMPIRICAL EVIDENCE FROM JAKARTA'S ORGANIC FOOD CONSUMERS

Cindy Carysta, Tommy Setiawan Ruslim
504-515

 <https://doi.org/10.24912/ijae.v4i2.504-515%20>

 Abstract : 16 |  PDF : 35

[PDF](#)

FACTORS INFLUENCING REVISIT INTENTION IN AQUARIUM ATTRACTION: THE MEDIATING ROLE OF TOURIST SATISFACTION

Vannie Setiady, Miharni Tjokrosaputro
516-526

 <https://doi.org/10.24912/ijae.v4i2.516-526%20>

 Abstract : 16 |  PDF : 26

[PDF](#)

FACTORS EFFECTING GENERATION Z' FINANCIAL WELL-BEING IN EAST KALIMANTAN

Angelina Pilipus, Joyce A. Turangan
527-533

 <https://doi.org/10.24912/ijae.v4i2.527-533%20>

 Abstract : 13 |  PDF : 18

[PDF](#)

DETERMINING FINANCIAL PERFORMANCE: THE EFFECT OF GREEN INTELLECTUAL CAPITAL AND COMPANY SIZE

Go Cecilia Claudia Pratama, Rini Tri Hastuti
534-544

 <https://doi.org/10.24912/ijae.v4i2.534-544>

 Abstract : 13 |  PDF : 20

[PDF](#)

STRENGTHENING REPURCHASE INTENTION THROUGH PERCEIVED VALUE: EMPIRICAL EVIDENCE FROM JAKARTA'S ORGANIC FOOD CONSUMERS

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ABSTRACT

This study examines how perceived value strengthens repurchase intention among organic food consumers in Jakarta. Using a quantitative approach, data were collected through an online questionnaire distributed to individuals who had previously purchased organic food products. A total of 233 valid responses were analyzed using Partial Least Squares Structural Equation Modeling. The findings indicate that perceived price and perceived quality positively influence perceived value, which in turn significantly enhances repurchase intention. Both direct and indirect effects were confirmed, highlighting the mediating role of perceived value in consumer decision-making. The model demonstrates moderate explanatory power, suggesting that consumers are more inclined to repurchase organic food when they perceive price fairness and consistent product quality that justify the value received. These results provide managerial insights for organic food businesses in designing pricing strategies and maintaining quality standards to encourage repeat purchases and long-term customer retention.

Keywords: *Perceived price; perceived quality; perceived value; repurchase intention; organic product*

1. INTRODUCTION

Food represents a fundamental human need that goes beyond basic nutritional intake and is closely linked to lifestyle, identity, and cultural expression (Miller, 2024). In contemporary society, food consumption also carries social and environmental implications, particularly in urban settings where dietary choices are increasingly diverse. The expansion of the global food industry and the widespread availability of fast and processed foods have reshaped consumption patterns. However, prolonged reliance on such products has been associated with various health concerns, including obesity, diabetes, and cardiovascular diseases (Mohammadbeigi et al., 2018). These conditions have encouraged consumers to reconsider their eating habits and shift toward healthier and more natural food alternatives.

Along with rising awareness of personal health and environmental sustainability, organic food has gained greater attention. Organic products are generally perceived as safer options because they are produced without synthetic chemicals or genetic modification and are considered more environmentally responsible (Aliansi Organik Indonesia, 2024). In Indonesia, particularly in Jakarta, this development reflects increasing health consciousness among urban consumers who are more attentive to food quality and production processes (Ilic et al., 2023). Despite this growing interest, the organic food market continues to face structural challenges. High prices and limited availability remain key barriers, as organic farming accounts for only a small proportion of Indonesia's total agricultural land, estimated at around 0.2 percent (Slamet et al., 2016).

In addition, recent evidence indicates a decline in consumers' willingness to pay a premium for sustainable products, including organic food (Katadata, 2025). This suggests that repurchase intention is not driven solely by environmental concern or moral considerations. Instead, consumers tend to evaluate whether the price paid is fair, the product quality is consistent, and the overall value received justifies the cost. When price and quality are perceived as reasonable and reliable, consumers are more likely to perceive higher value and engage in repeat purchases. Conversely, if the perceived benefits fail to meet expectations relative to the price, repurchase intention is likely to weaken.

Previous studies have shown inconsistent findings. Toni *et al.* (2017); Wang *et al.* (2023); Pratama & Azizah (2022) found that perceived price positively influence perceived value and perceived quality positively influence perceived value (Howat & Assaker, 2012; García-Fernández *et al.*, 2017; Joung *et al.*, 2016). Singh & Alok (2021); Salim *et al.* (2020); Mahendrayanti & Wardana (2021); Pratisthita *et al.* (2022) found that perceived price positively influence repurchase intention and perceived quality positively influence repurchase intention (Singh & Alok, 2021; Aquinia *et al.*, 2021; Ariffin *et al.*, 2016; Astawa & Rahanatha, 2021), while perceived value showed an insignificant effect. Similar results were reported by Patterson & Spreng (1997) and Widiandita & Ketut (2020), however, empirical evidence from prior research (Huang *et al.*, 2019; Devantha & Ekawati, 2020; Dlačić *et al.*, 2014) revealed significant relationships among these variables. Such inconsistencies create an evidence gap, highlighting the need to reexamine these relationships in different contexts. In addition to the evidence gap, a practical-knowledge gap also emerges when the consumer behavior projected in theory does not fully align with real-world conditions, as noted by Miles (2017).

Drawing from the preceding discussion, this study addresses the following research questions:

- 1) Does perceived price influence perceived value among consumers of organic food products in Jakarta?
- 2) Does perceived quality influence perceived value among consumers of organic food products in Jakarta?
- 3) Does perceived price influence repurchase intention among consumers of organic food products in Jakarta?
- 4) Does perceived value influence repurchase intention among consumers of organic food products in Jakarta?
- 5) Does perceived quality influence repurchase intention among consumers of organic food products in Jakarta?
- 6) Does perceived price have an influence on repurchase intention among consumers of organic food products in Jakarta, mediated by perceived value?
- 7) Does perceived quality have an influence on repurchase intention among consumers of organic food products in Jakarta, mediated by perceived value?

Perceived price, as discussed by Dorce *et al.* (2021), Ali and Bhasin (2019), and Arlanda and Suroso (2018), represents consumers' evaluation of whether the price paid is considered fair, reasonable, and appropriate relative to the benefits received. Previous research highlights that price perceptions play an important role in shaping perceived value. Toni *et al.* (2017) demonstrated that transparent and fair pricing practices improve consumers' overall value evaluations, while Wang *et al.* (2023) identified price fairness as a crucial determinant of perceived value. In addition, empirical findings by Pratama and Azizah (2022) show a positive and significant relationship between price perception and perceived value in online

purchasing contexts. Collectively, these studies indicate that consumers assess not only the monetary cost but also how well the price corresponds with product quality and the benefits obtained.

H₁: Perceived price positively and significantly influences perceived value among organic food consumers in Jakarta.

Perceived quality, as discussed by Wu *et al.* (2021), Nuzula and Wahyudi (2022), and Aquinia *et al.* (2021), reflects how consumers judge the overall excellence of a product and its capacity to fulfill their expectations. Existing studies indicate that perceived quality plays an essential role in forming perceived value. Joung *et al.* (2016) reported that higher satisfaction with both product and service quality contributes to stronger value perceptions, while García-Fernández *et al.* (2017) noted that consistent performance improves consumers' evaluations of benefits relative to costs. Supporting this view, Howat and Assaker (2013) provided evidence of a direct and positive relationship between perceived quality and perceived value. Within the organic food context, attributes such as freshness, safety, and product authenticity are particularly important in enhancing consumers' perceived value.

H₂: Perceived quality positively and significantly influences perceived value among organic food consumers in Jakarta.

Research has consistently indicated that perceived price is an important factor in shaping consumers' repurchase behavior. When prices are perceived as fair and aligned with the quality offered, consumers are more likely to develop stronger intentions to repurchase. Mahendrayanti and Wardana (2021) reported that perceived price exerts a positive and significant effect on repurchase intention. Similarly, Pratisthita *et al.* (2022) showed that favorable price perceptions increase customer confidence and foster loyalty in repeat purchasing decisions. Further evidence provided by Salim *et al.* (2020) suggests that reasonable and affordable pricing enhances customer satisfaction, which in turn reinforces repurchase intention. Within the organic food market, transparent and fair pricing practices help consumers recognize greater value, thereby encouraging repeat purchases.

H₃: Perceived price positively and significantly influences repurchase intention among organic food consumers in Jakarta.

Perceived value, as discussed by Zeqiri *et al.* (2023), Muhajir and Indarwati (2021), and Won and Nuangjamnong (2022), reflects consumers' evaluation of the benefits obtained from a product in relation to the effort or cost involved. Prior research emphasizes that perceived value is closely associated with consumer satisfaction and repeat purchasing behavior. Empirical studies indicate that higher perceived value tends to strengthen consumers' intention to repurchase (Devantha & Ekawati, 2021; Dlačić *et al.*, 2014; Huang *et al.*, 2019). Nevertheless, some research has reported that although the relationship remains positive, its statistical significance may vary. For instance, Patterson and Spreng (1997) as well as Widiandita and Ketut (2020) suggest that the influence of perceived value on repurchase intention can be affected by other intervening factors, such as satisfaction or trust.

H₄: Perceived value positively and significantly influences repurchase intention among organic food consumers in Jakarta.

Repurchase intention, as discussed by Marcolio and Ruslim (2023), Anggelina and Ruslim (2023), and Devantha and Ekawati (2021), describes consumers' tendency to make repeat purchases from the same provider based on positive past experiences and perceived benefits. Prior research consistently highlights perceived quality as a key determinant of repeat purchasing behavior. Ariffin *et al.* (2016) reported that dependable product performance

strengthens repurchase intention in the context of green products. Supporting this view, Aquinia *et al.* (2021) and Astawa and Rahanatha (2021) showed that consistent quality enhances consumer trust and loyalty. Within the organic food market, attributes such as freshness, safety, and authenticity play an important role in building consumer confidence and encouraging repeat purchases.

H₅: Perceived quality positively and significantly influences repurchase intention among organic food consumers in Jakarta.

Prior research emphasizes the role of perceived value as an important mechanism linking price perceptions to repurchase behavior. When consumers consider prices to be reasonable and aligned with the benefits they obtain, their evaluation of value tends to improve, which subsequently strengthens their intention to make repeat purchases. Singh and Alok (2021) demonstrated that within the organic food market, perceived value serves as a mediating variable between price fairness and repurchase intention. Similar evidence was reported by Miao *et al.* (2022) in the context of B2C e-commerce, where perceived value was found to transmit the effect of price perceptions on repeat purchasing behavior. In organic food consumption, higher prices that are perceived as justified by health, environmental, and ethical considerations can enhance perceived value and encourage consumers to repurchase.

H₆: Perceived price influences repurchase intention among organic food consumers in Jakarta through the mediating role of perceived value.

Existing literature indicates that perceived value functions as an important pathway through which product quality affects repurchase intention. When consumers experience consistent and reliable quality, they are more likely to perceive higher value, which subsequently increases their willingness to make repeat purchases. Hsu *et al.* (2013) provided evidence that perceived quality influences repurchase behavior indirectly via perceived value. This mediating mechanism was also supported by Singh and Alok (2021) in the context of organic food consumption. Within organic product markets, attributes such as sustained freshness, product safety, and authenticity contribute to stronger value perceptions and encourage repeat purchasing behavior.

H₇: Perceived quality influences repurchase intention among organic food consumers in Jakarta through the mediating role of perceived value.

Drawing on the relationships discussed earlier, this study proposes the conceptual framework illustrated below.

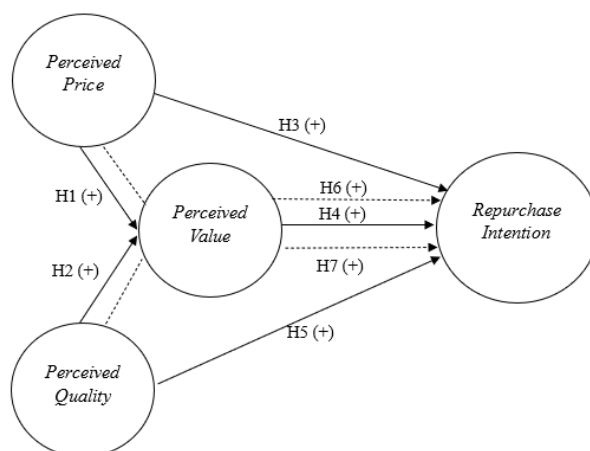


Figure 1. Research Design

2. RESEARCH METHOD

This study employed a descriptive quantitative design with a cross-sectional approach, collecting data at a single point in time (Malhotra, 2020). The population consisted of consumers in Jakarta who had previously purchased organic food products, with respondents required to be at least 20 years old and have prior purchase experience. A judgmental sampling technique was applied to select qualified participants. A total of 233 valid responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the relationships among the study variables. Data were collected through an online questionnaire using a five-point Likert scale ranging from strongly disagree to strongly agree. Four constructs were measured—perceived price, perceived quality, perceived value, and repurchase intention—each operationalized using validated indicators from prior studies to ensure reliability and validity.

Table 1. Operational Variables

Variable	Item	Code	Source
Perceived Price	The price of organic food is fair and reasonable.	PP1	De Toni & Mazzon (2014), Tony <i>et al.</i> (2017), Singh & Alok (2021)
	The price is acceptable for its quality.	PP2	
	The price is worth the value received.	PP3	
	The price is considered fair compared to similar products.	PP4	
Perceived Quality	The quality of organic food products is consistently good.	PQ1	Tony <i>et al.</i> (2017), Grunert <i>et al.</i> (2000), Singh & Alok (2021)
	Organic food is superior in quality compared to non-organic alternatives.	PQ2	
	The overall quality of organic food is excellent and reliable.	PQ3	
Perceived Value	Organic food products are perceived to have stable and dependable quality.	PV1	De Toni & Mazzon (2013), Tony <i>et al.</i> (2017), Singh & Alok (2021)
	Compared to non-organic products, organic food is viewed as having better quality.	PV2	
	The overall quality of organic food is excellent and reliable.	PV3	
Repurchase Intention	I expect to purchase organic food again in the future.	RI1	Wu <i>et al.</i> (2014) Tony <i>et al.</i> (2017), Singh & Alok (2021)
	I plan to increase the frequency of buying organic food products.	RI2	
	When choosing food products, I generally prefer organic options.	RI3	
	I intend to consume organic food more frequently going forward.	RI4	
	I am willing to recommend organic food products to others.	RI5	

From the initial 235 participants, 233 responses met the screening requirements and were included in the analysis. The respondent group consisted of 44.64% males and 55.36% females, with most participants falling within the 20–29 age range (47.64%). A summary of the respondents' demographic profile is provided in Table 2.

Table 2. Sample Characteristics ($n=233$)

Items	Category	Frequency	Percent
Gender	Male	104	44.64%
	Female	129	55.36%
Age	20 – 29 years old	111	47.64%
	30 – 39 years old	76	32.62%
	40 – 49 years old	38	16.31%
	More than 50 years old	8	3.43%
Job	School student	0	0%
	Undergraduate student	55	23.61%
	Government officer	41	17.60%
	Private company employee	80	34.33%
	Business owner	57	24.46%
Income	Less than IDR 7,500,000	88	34.9%
	IDR 7,500,000 – IDR 15,000,000	86	37%
	IDR 15,000,001 – IDR 30,000,000	46	30.2%
	More than IDR 30,000,001	13	15.9%
Education	Senior or vocational high school	84	36.05%
	Diploma (Associate degree)	43	18.45%
	Bachelor's degree	90	38.63%
	Master's degree or above	16	6.87%
	Others	0	0%

3. RESULTS AND DISCUSSIONS

During the measurement model evaluation, the RI1 indicator was excluded because it did not meet the discriminant validity criterion based on the Heterotrait–Monotrait Ratio (HTMT). The indicator showed cross-construct correlations above the acceptable threshold, potentially affecting validity. After its removal, all HTMT values were below 0.90, indicating satisfactory discriminant validity (Hair *et al.*, 2022). Instrument reliability reflects measurement consistency (Ramadhan *et al.*, 2024), while convergent validity was assessed using the Average Variance Extracted (AVE). An AVE value of 0.50 or higher confirms adequate convergent validity (Hair *et al.*, 2022).

Table 3. Test Result of Composite Reliability and Convergent Validity

Variable	Cronbach's Alpha	CR (rho _a)	CR (rho _c)	AVE
Perceived Price	0.893	0.894	0.926	0.757
Perceived Quality	0.864	0.866	0.917	0.786
Perceived Value	0.907	0.910	0.935	0.782
Repurchase Intention	0.896	0.900	0.928	0.763

Based on the AVE results shown in Table 3, all constructs in this study meet the convergent validity criteria, as each obtained an AVE value above 0.50, indicating sufficient variance explanation by their indicators. In addition, all constructs achieved Cronbach's Alpha and Composite Reliability values exceeding 0.70, confirming satisfactory internal consistency. According to Hair *et al.* (2022), reliability values within the range of 0.70 to 0.90 are considered acceptable, while values above 0.95 may indicate item redundancy.

Table 4. Test Result of Cross-Loadings

Variable	Perceived Price	Perceived Quality	Perceived Value	Repurchase Intention
PP1	0.874	0.512	0.608	0.559
PP2	0.862	0.433	0.595	0.616
PP3	0.849	0.465	0.563	0.555
PP4	0.894	0.498	0.615	0.631
PQ1	0.544	0.893	0.606	0.619
PQ2	0.441	0.882	0.578	0.538
PQ3	0.469	0.885	0.561	0.594
PV1	0.628	0.604	0.901	0.696
PV2	0.604	0.599	0.902	0.630
PV3	0.629	0.578	0.887	0.598
PV4	0.558	0.538	0.846	0.576
RI2	0.569	0.535	0.619	0.874
RI3	0.544	0.535	0.573	0.834
RI4	0.628	0.610	0.641	0.894
RI5	0.628	0.619	0.639	0.890

Discriminant validity indicates that each construct is distinct from the others. As presented in Table 4, the cross-loading results show that all indicators load highest on their respective constructs. In addition, the Fornell–Larcker criterion confirms that the square root of each construct’s AVE is greater than its correlations with other constructs, indicating that the model satisfies discriminant validity requirements (Hair *et al.*, 2019).

Table 6. The Result of Heterotrait–Monotrait Ratio

Variable	Perceived Price	Perceived Quality	Perceived Value	Repurchase Intention
Perceived Price				
Perceived Quality	0.622			
Perceived Value	0.760	0.740		
Repurchase Intention	0.757	0.746	0.783	

The HTMT results reported in Table 6 indicate that all inter-construct correlations are below 0.85, confirming adequate discriminant validity and the absence of multicollinearity issues in the model. Furthermore, the R^2 value for Repurchase Intention is 0.619, indicating a moderate to strong level of explanatory power. This suggests that perceived price, perceived quality, and perceived value jointly account for 61.9% of the variance in repurchase intention, while the remaining 38.1% is explained by factors outside the proposed model.

Table 7. Test Result of Effect Size (f^2)

Variable	f^2
Perceived Price	0.132
Perceived Quality	0.120
Perceived Value	0.103

Based on the f^2 results shown in Table 6, perceived price, perceived quality, and perceived value obtained f^2 values of 0.132, 0.120, and 0.103, respectively, in explaining repurchase intention. These values indicate that each independent variable has a small effect on the dependent variable, as all f^2 values fall below the 0.15 threshold (Hair *et al.*, 2022).

Table 8. Test Result of Research Hypothesis Result

Hypothesis	Original Sample	T-Stat	P-Values	Results
H ₁	0.465	8.866	0.000	Supported
H ₂	0.402	8.464	0.000	Supported
H ₃	0.312	10.185	0.000	Supported
H ₄	0.306	5.146	0.000	Supported
H ₅	0.288	8.527	0.000	Supported
H ₆	0.142	4.406	0.000	Supported
H ₇	0.123	4.372	0.000	Supported

The H₁ results show that perceived price has a positive and significant effect on perceived value ($\beta = 0.465$; $p < 0.05$). This indicates that when consumers perceive prices as reasonable and consistent with product quality, the value they assign to organic food increases. This finding aligns with prior studies highlighting the role of price perception in shaping value evaluations (Singh & Alok, 2021; Toni *et al.*, 2017; Wang *et al.*, 2023; Pratama & Azizah, 2022).

Similarly, H₂ confirms that perceived quality positively and significantly influences perceived value ($\beta = 0.402$; $p < 0.05$). Higher perceived product quality leads consumers to associate greater value with organic food products. This result is consistent with earlier research emphasizing the importance of perceived quality in value formation (Dlačić *et al.*, 2014; Howat & Assaker, 2012; García Fernández *et al.*, 2017; Joung *et al.*, 2016; Singh & Alok, 2021).

The H₃ results indicate that perceived price has a positive and significant effect on repurchase intention ($\beta = 0.312$; $p < 0.05$). This suggests that more favorable price perceptions increase consumers' intention to repurchase organic food products. The finding is consistent with earlier studies highlighting the role of price perception in encouraging repeat purchases and loyalty (Singh & Alok, 2021; Salim *et al.*, 2020; Mahendrayanti & Wardana, 2021; Pratisthita *et al.*, 2022).

Likewise, H₄ confirms that perceived value positively and significantly influences repurchase intention ($\beta = 0.306$; $p < 0.05$). Higher perceived value strengthens consumers' willingness to repurchase organic food products, supporting prior evidence that positions perceived value as a key driver of repeat purchase behavior (Miao *et al.*, 2022; Huang *et al.*, 2019; Devantha & Ekawati, 2020; Dlačić *et al.*, 2014).

The H₅ results demonstrate that perceived quality has a positive and significant effect on repurchase intention ($\beta = 0.288$; $p < 0.05$), indicating that higher perceived product quality increases consumers' likelihood of making repeat purchases. This finding supports prior studies emphasizing the role of quality in encouraging repurchase behavior (Rahmadilla & Sukma, 2024; Astawa & Rahanatha, 2021; Ariffin *et al.*, 2016; Aquinia *et al.*, 2021).

Furthermore, H₆ confirms that perceived price positively influences repurchase intention through the mediating role of perceived value ($\beta = 0.142$; $p < 0.05$). This result suggests that perceived value functions as a key mechanism through which price perceptions translate into repeat purchase intentions, consistent with earlier findings (Singh & Alok, 2021; Miao *et al.*, 2022).

Similarly, H₇ indicates that perceived quality affects repurchase intention indirectly via perceived value ($\beta = 0.123$; $p < 0.05$). This highlights the importance of perceived value as a

mediator linking product quality to consumers' repurchase intentions, in line with previous research (Singh & Alok, 2021; Hsu *et al.*, 2013).

Table 9. Test Result of PLS-Predict

	Q ² predict	PLS		LM	
		RMSE	MAE	RMSE	MAE
RI2	0.386	0.810	0.649	0.813	0.646
RI3	0.368	0.769	0.635	0.777	0.643
RI4	0.485	0.691	0.558	0.700	0.564
RI5	0.493	0.719	0.567	0.721	0.561

The predictive relevance results in Table 9 show that the PLS model produced lower RMSE and MAE values than the Linear Model, indicating superior predictive performance for repurchase intention. In addition, all Q² values exceeded zero, confirming that the model has sufficient predictive capability for the endogenous construct.

4. CONCLUSIONS AND SUGGESTIONS

This study finds that perceived price, perceived quality, and perceived value play significant roles in shaping consumers' repurchase intention toward organic food in Jakarta, with perceived value serving as a key mediating mechanism. The findings suggest that repurchase intention increases when consumers view prices as fair and product quality as consistent with the value they receive. From a managerial perspective, firms should emphasize transparent price communication by explaining the higher costs associated with organic products, including premium inputs, production standards, and certification processes. Marketing initiatives such as loyalty schemes, time-limited discounts, and subscription-based offers may further enhance perceived value and encourage repeat purchasing. For future studies, incorporating additional constructs—such as brand loyalty (Aquini et al., 2021), trust (Zeqiri et al., 2023), and customer satisfaction (Arlanda & Suroso, 2018)—could provide deeper insight into the psychological and emotional factors driving repurchase intention. Broadening the research scope beyond Jakarta and increasing the sample size would also improve generalizability and allow for a better understanding of regional differences in organic food consumption behavior.

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