



**THE EFFECT OF PERCEIVED QUALITY AND PERCEIVED VALUE ON
REPURCHASE INTENTION IN CONSUMERS OF CHICKEN SALTO
PRODUCTS WITH CUSTOMER SATISFACTION AS A MEDIATION
VARIABLE IN ISLAMIC BUSINESS PERSPECTIVE (STUDY ON CONSUMERS
OF SALTO CHICKEN BANDAR LAMPUNG)**

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Abstract

This study aims to examine how Perceived Quality and Perceived Value relate to Repurchase Intention, mediated by Customer Satisfaction, among consumers of chicken salto products. This study uses an exploratory method with a quantitative approach, with a sample size of 96 respondents and data analysis using Structural Equation Modelling (SEM) and Partial Least Square (PLS) analysis techniques. The findings of this study indicate a positive and significant effect on the relationship between Perceived Value and Repurchase Intention, Perceived Quality and Customer Satisfaction, Perceived Value and Customer Satisfaction, Customer Satisfaction and Repurchase Intention, Customer Satisfaction mediating the effect of Perceived Quality on Repurchase Intention, and Customer Satisfaction mediating the effect of Perceived Value on Repurchase Intention. Additionally, there are results that do not affect the relationship between Perceived Quality and Repurchase Intention.

Keywords: Perceived Quality, Perceived Value, Repurchase Intention, Customer Satisfaction



INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are productive businesses owned by individuals or business entities that meet the criteria for businesses with a relatively small number of employees, a small business scale, and low turnover, and are generally established with minimal or limited capital (Hapsari, 2024). Micro, Small and Medium Enterprises (MSMEs) in the national economy have an important and strategic role (Anita 2022). The role of MSMEs in Indonesia's Economic Development is very important because it identifies their potential and obstacles and formulates policies to support growth and competitiveness (Cindy Yolanda 2024). In this situation full of challenges, many individuals are starting their businesses in the midst of very positive economic dynamics and growth for survival (Welsa 2023). Taste will not have an impact in the culinary world without feedback from customers. This is because the negative response from consumers to the flavors offered can have a bad impact and become a challenge for culinary entrepreneurs in the current era (Elsa Melani 2024).

Small businesses that are able to compete in the market are those that can maintain the taste and price that can survive and be maintained (Husna 2021). Consumer satisfaction makes consumers want to continue using these products/services in the long term (Effendi 2019). Good service quality can instill a mindset in consumers, when they feel hungry and need fast food, these consumers will return to buy where the goal is (Ailudin Mardian 2019). According to data from the Ministry of Micro, Small and Medium Enterprises (MSMEs), there are around 30.18 million units of MSMEs recorded in Indonesia until December 31, 2024. However, this number does not include MSMEs from the agricultural and fisheries business sectors. Of the total MSMEs recorded, the majority (99.71%) are micro businesses, followed by small businesses (0.24%), and medium businesses (0.05%). Micro enterprises are entities with a maximum annual sales of Rp2 billion, small enterprises have sales between Rp2 billion to Rp15 billion, and medium enterprises have sales between Rp15 billion to Rp50 billion. A total of 29.09 million people are MSME entrepreneurs. The employment of workers by MSMEs was recorded at around 45.26 million people until the end of 2024, where micro enterprises contributed the largest employment. Based on data from the Lampung Provincial Office of Cooperatives and SMEs, Bandar Lampung City is the center of MSMEs with a total of 30,940, MSMEs in Bandar Lampung have an important role in the local economy. One of the potentials that can be developed is processed food products, such as salto chicken products. Chicken salto is one type of processed chicken that until now has 3 branches in Bndar Lampung, well fried chicken products have a unique and interesting shape because they sell whole chicken products 1 tail with



varied variants. The development of Information Technology and the rapid penetration of social media has had a significant impact on people's consumption patterns, including in the culinary field. One interesting phenomenon that has emerged recently is the viral serving of one-tailed whole fried chicken on various social media platforms such as TikTok and Instagram. A distinctive feature of this menu lies in the way it is served, which is very appetizing, one fried chicken is served whole. In Bandar Lampung, salto chicken has become one of the people's preferred foods and has great potential to be developed as a MSME product (Yulya Ammi Hapsari 2024).

The viral phenomenon of one whole fried chicken shows a change in consumption behavior and culinary marketing strategies in the digital era. Creative presentation, more personalized consumer interaction, and the power of social media as a promotional tool, are key factors in increasing the popularity of a food product. Therefore, this phenomenon is relevant to be studied further as part of efforts to understand the dynamics of the culinary business, especially in areas such as Lampung. The main purpose of this study was to examine and analyze in depth how Perceived Quality and Perceived Value can affect Repurchase Intention among consumers of Salto chicken products in Bandar Lampung. Specifically, this study aims to identify and verify the role of Customer Satisfaction (customer satisfaction) as a mediating variable that mediates the relationship between Perceived Quality and Perceived Value to Repurchase Intention. In addition to testing the relationship between these variables, this study also relates and analyzes the findings within the framework of ethical perspectives and Islamic Business Principles.

In the research gap in previous studies have differences in the object of research, studies on rosita cookies, while in research now use the object on the Consumer Salto chicken Bandar Lampung. Location in some of the previous research is in Surabaya, East Java. Then the last difference is that the previous research does not relate to the perspective of Islamic Business Marketing. (Jauwena 2023). Customer Satisfaction as a mediating variable according to Yuliyanto, customer satisfaction or dissatisfaction is the result of a comparison between what consumers expect with their perception of the actual service performance. (July 2024). Customer Satisfaction in this study describes how Perceived Quality and Perceived Value affect Repurchase Intention through Customer Satisfaction as a mediating variable reflecting customer experience, and is supported by previous research such as by (Kotler 2017).

In the perspective of Islamic Business, Business is not just a profit-making activity, but also must be based on sharia principles that uphold moral values, ethics, and Justice. Business should be conducted with honesty, fairness, and Social Responsibility, and stay away from prohibited practices such as riba (interest), gharar



(obscurity), and fraud. Business in Islam is aimed at achieving a balance between material and spiritual aspects, where economic benefits should not be obtained at the expense of the rights and benefits of others. Therefore, businesses that are in accordance with Islamic principles are oriented towards blessing and mutual benefit, and consider the social impact on society and the surrounding environment. More assertive statement mentioned in the Quran Surat Al Muthaffifiin (1-3) :

وَيْلٌ لِّلْمُطَفِّفِينَ الَّذِينَ إِذَا اكْتَالُوا عَلَى النَّاسِ يَسْتَوْفُونَ وَإِذَا كَالُوا لَهُمْ أَوْ وَزَنُوا لَهُمْ يُخْسِرُونَ

"Woe to those who cheat, who, when they receive a measure from another, ask for it to be fulfilled, and when they measure or weigh for another, they subtract. (Q.S Al-Muthafifin 83: 1-3)".

Islamic Business encourages businesses to run their businesses with high integrity, provide fair, honest service, and pay attention to social responsibility in order to build trust and customer satisfaction.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is an innovation of The Theory of Reasoned Action (TRA), which was originally introduced by (Ajzen and Fishbein 1975). The innovation of the theory of reasoned action into the theory of planned behavior was carried out by Ajzen to show human behavior more specifically. This theory is used to understand, predict and change human behavior (Poswa-Scholzen, 1985). According to TPB, there are three interest-forming factors. Such factors are attitudes towards behavior, subjective norms, and behavioral control. (Dafit Dahroni 2025) attitudes toward behavior are beliefs that allow individuals to act as what is being observed. Subjective norms can be individual perceptions or beliefs due to encouragement from the environment including family, friends or community (Listiana 2012). In this context, TPB theory can help explain how perceived quality, perceived value, and customer satisfaction can affect repurchase intention in consumers of chicken Salto products based on the three interest-forming factors above.

Perceived Quality

Perceived Quality is the customer's perception of the quality/ excellence of a product as a whole in accordance with the intended purpose of the brand in a comparison with available alternatives (Aznil Chusnain 2022). Based on Kotler (2005: 57), the definition of perceived quality is the overall nature of a product or service that has an effect on its ability to satisfy stated or implied needs. (Rika Yolanda 2021)

**Perceived Value**

Perceived value refers to the customer's perception of the benefits obtained from a service and the extent to which the product or service meets expectations and needs (Ulin Nafisyah 2023). According to Kotler and Keller (2016), customer perceived value or customer perceived value is a comparison between the customer's assessment of all the benefits obtained and the costs required to obtain these benefits (Devita Asri Hapsari 2020). Perceived value gives an evaluation of the overall service based on the experience of use. Perceived value is important in marketing because customers are attracted to products that provide that value (J. Zeqiri 2023).

Repurchase Intention

The meaning of repurchase interest in the opinion (Priansa 2017) is a behavior in the form of a response to an object and the response shows that consumers have a desire to make a repurchase. When consumers are given a positive impression of an object from past experiences, then consumers will continue to think positively so as to encourage consumers to make repeat purchases. According To (Balarabe 2016). Repurchase Intention is the actual consumer behavior that results in the purchase of products or services made more than once at the same company. According to Yulisetiari et al. (2017) that Repurchase Intention is a customer preference towards a product resulting in a tendency towards customer repurchase behavior at a given period of time. (Sauw 2023).

Customer Satisfaction

According to Kotler & Keller (2021) said that customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the estimated performance (results) of services to the expected performance satisfying the needs is the desire of each company. Basically, consumer satisfaction is the level of consumer feelings after comparing what they receive with what they want (Farhan Saputra 2023). According to Tjiptono in research (Selly 2020, 19) states that: "customer satisfaction is someone's happy or disappointed feeling that arises after comparing the perception of the performance (results) of a product with his expectations (Wirawan Widjanarko 2023).

RESEARCH METHOD

Based on the background of this article, this study was conducted by applying a quantitative approach. Quantitative approach is a way of structured research on a phenomenon, by collecting measurable data through statistical methodology (Sahir



2022). This research is descriptive, descriptive research is a research method that details regularly a circumstance, problem, phenomenon, service, or important information about a human or organizational life situation (Ida Ayu 2022).

Sources of data obtained in this study are from two sources, primary data and secondary data. Primary Data is data obtained directly from the object under study. According to Sugioyono (2013), which states that primary sources are data sources that directly provide data to data collectors (Nurjanah, 2021). Primary Data is data collected independently by individuals and groups directly from the object of research for the sake of related studies which can be in the form of interviews and observations (Amelia Innayah 2023). Secondary Data according to Sugiyono is a source of data that does not directly provide data to data collectors, for example through other people or through documentation. This type of Data is obtained by the author from business documents and literature books that provide information about problems related to research (Glory Easterlitta Kinanthi 2024).

Data obtained through research on consumers produk Ayam Salto in Bandar Lampung. Sampling technique in this study using non-probability sampling. Nonprobability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population selected to be sampled. This technique was chosen based on considerations because there is no accurate data on the number of consumers of chicken Salto so it can be said that the number of members of the population is unknown. Because the number of samples or n is not known, this study uses the formula lemeshow (1997). Here's the Lemeshow formula:

$$n = Z^2 \times P (1 - P) / d^2$$

Description:

n : number of samples

z : Z score at 95% confidence = 1.96

p : maximum estimate = 50% = 0,5

d : Alpha (0,10) or *sampling error* 10%

Through the above formula can be calculated the number of samples used:

$$n = Z^2 \times P (1 - P) / d^2$$

$$n = 1,96^2 \times 0,5 (1 - 0,5) / 0,1^2$$

$$n = 3,8416 \times 0,250,01$$

$$n = 96,04$$



Based on the calculation, the number of samples to be used as many as 96 respondents. The reason researchers used the formula from Lemeshow (1997) because the number of unknown populations.

In collecting data, this study used a questionnaire consisting of statement items distributed to consumers of chicken Salto. With a choice of answers that have been provided to make it easier to answer the questionnaire Likert scale 5 points (1 = strongly disagree, 5 = strongly agree) is used to measure the level of approval of respondents to the statements given. By using the Likert scale is expected this study can measure the level of approval of respondents to the variables more accurately. With the likert scale the variables to be measured are translated into variable indicators. Furthermore, the indicator is used as a starting point for compiling instrument items that can be in the form of statements. The items of the instrument are tailored to the needs of researchers. The likert scale results from successive measurements in which it is assumed that there are the same units of measurement.

RESULTS AND DISCUSSION

Characteristics Of Respondents

Respondents in this study in this study the population is consumers produk chicken salto amounting to as many as 96 people and has been distributed questionnaires and questionnaires. From the questionnaire collected obtained a general description of the characteristics of respondents in Table 1.

Table 1
Sample Characteristics

No	Characteristics	Frequency	Percentage %
1	Age		
	17 year	1	1%
	19 year	3	3,1%
	20 year	2	2,1%
	21 year	9	9,3%
	22 year	35	36,4%
	23 year	20	20,8%
	24 year	6	6,3%
	25 year	6	6,3%
	26 year	3	3,1%
	27 year	2	2,1%
	28 year	2	2,1%
	29 year	1	1%



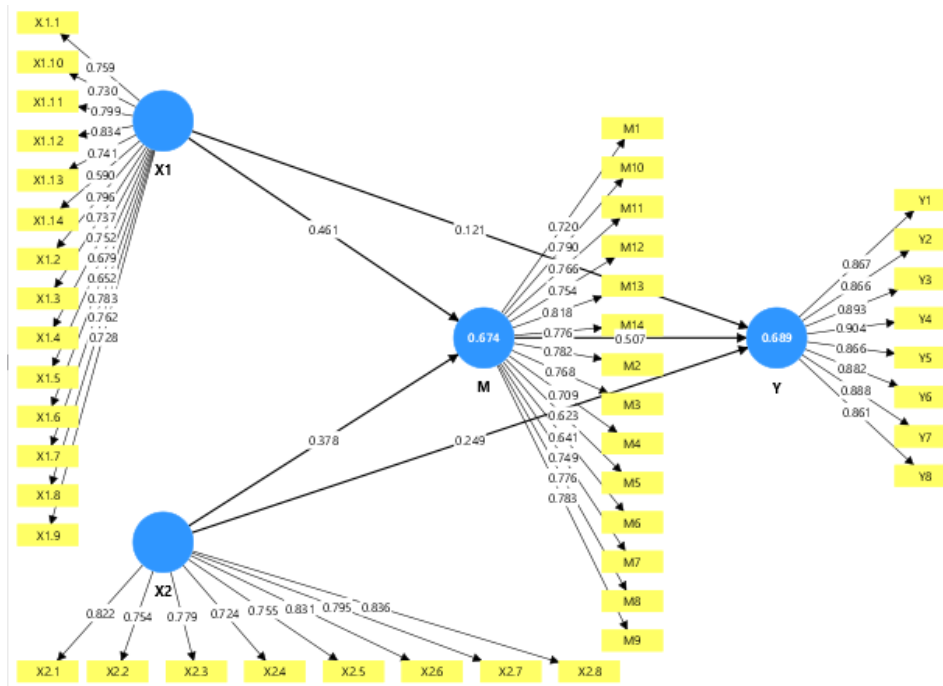
		30 year	1	1%
		33 year	1	1%
		35 year	1	1%
		37 year	2	2,1%
		39 year	1	1%
2	Gender	Men	30	31,3 %
		Girls	66	68,8 %
3	Fluent in English both oral and written	yes	91	94,8 %
		no	5	5,2 %
4	Purchase Intensity	1 time	38	39,6 %
		1 time	35	36,5 %
		More than 3 time	23	24%

Source: Data Processed By Researchers (2025)

Based on the characteristics of the sample, the majority of respondents aged 22 years by 36.4% and dominated by women as much as 68.8%. Most of the respondents are domiciled in Bandar Lampung as much as 100% with the most purchase intensity of 1 time with a total of 39.6%, which shows that the sample tends to only buy 1 time on chicken Salto products.

Validity Test

Validity test aims to assess the validity of the questionnaire in measuring research variables. A questionnaire is considered valid if its questions or statements can express what it wants to measure accurately. In this study, validity testing was conducted using SmartPLS 4 software. Validity is considered good if the outer loading value of each indicator is greater than 0.70. However, indicators with loading values between 0.60-0.70 are still acceptable if the average Variance Extracted (Ave) construct value is greater than 0.50. AVE is used to measure how much variance is captured by the construct compared to the measurement error. If $AVE > 0.50$, the constructs are considered convergently valid, which means that the indicators effectively measure the same construct. Thus, this validity test is important to ensure that the questionnaires used in the study are reliable and accurate in measuring the variables studied.



Figures 1

Early Models of Research in SmartPLS

Source: Data Processed By Researchers (2025)

After the elimination of 5 indicators with low outer loading, the final model showed improvements in validity and reliability. The reliability of the model can be measured using Composite Reliability (CR) and Cronbach's Alpha, with a minimum standard of 0.7. With an increase in the value of the outer loading, the reliability of the model most likely increases. The variables Perceived Quality (X1), Perceived Value (X2), Customer Satisfaction (M), and Repurchase Intention (Y) are now more consistent in measuring each of the concepts they represent

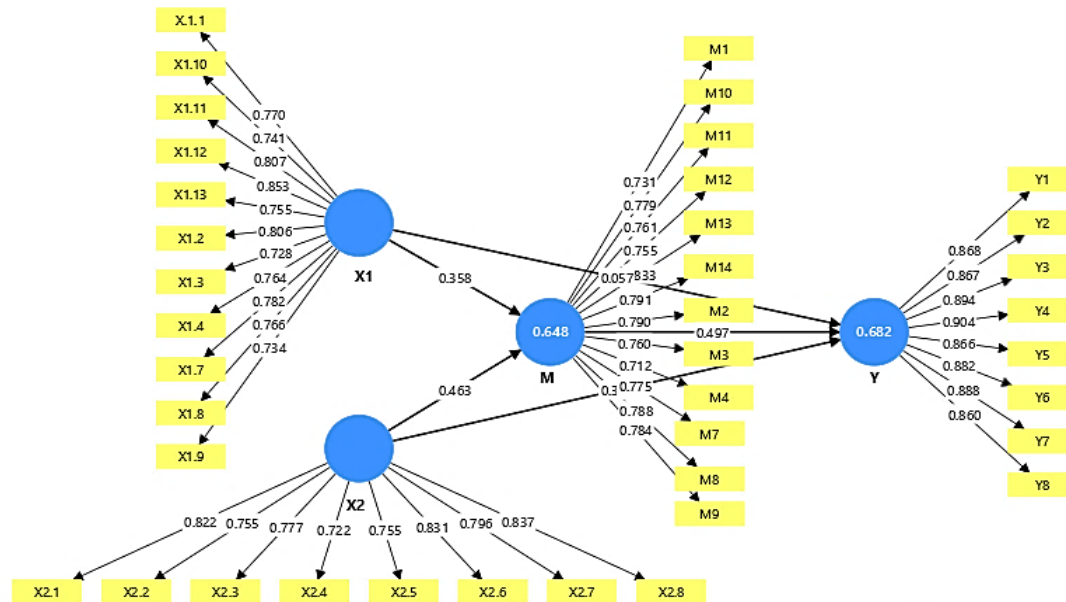


Figure 2

Evaluation of Outer End Models in SmartPLS

Source: Data Processed By Researchers (2025)

All indicators have an outer loading value above 0.7, which indicates that they are valid in measuring the variables they represent.

Table 2

Recapitulation of Loading Value Of Research Indicator

Indicators	Variable				Description
	X1	X2	Y	M	
X1.1	0.770				Valid
X1.2	0.806				Valid
X1.3	0.728				Valid
X1.4	0.764				Valid
X1.7	0.782				Valid
X1.8	0.766				Valid
X1.9	0.734				Valid
X1.10	0.741				Valid
X1.11	0.807				Valid
X1.12	0.853				Valid
X1.13	0.755				Valid
X2.1		0.822			Valid
X2.2		0.755			Valid



X2.3	0.777		Valid
X2.4	0.722		Valid
X2.5	0.755		Valid
X2.6	0.831		Valid
X2.7	0.796		Valid
X2.8	0.837		Valid
Y.1		0.868	Valid
Y.2		0.867	Valid
Y.3		0.894	Valid
Y.4		0.904	Valid
Y.5		0.866	Valid
Y.6		0.882	Valid
Y.7		0.888	Valid
Y.8		0.861	Valid
M.1		0.731	Valid
M.2		0.79	Valid
M.3		0.76	Valid
M.4		0.712	Valid
M.7		0.775	Valid
M.8		0.788	Valid
M.9		0.784	Valid
M.10		0.779	Valid
M.11		0.761	Valid
M.12		0.755	Valid
M.13		0.833	Valid
M.14		0.791	Valid

Source: Data Processed By Researchers (2025)

Reliability Test

To determine the results of the reliability test is usually done by interpreting the value of cornbach alpha. If cornbach alpha > 0.70, it can be concluded that the reliability of the data is sufficient, while if the value of Cronbach's alpha < 0.70, it can be concluded that the researcher's data cannot be relied upon to explain the results of the study. And also can be seen from the average Variance Extracted (AVE), which can be said to be valid if the value of AVE > 0.5. Reliability test in this study using 4 (four) variables, including: Perceived Quality (X1), Perceived Value (X2), Customer Satisfaction (M), and Repurchase Intention (Y)



Table 3
Hail Reliability Test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Description
Perceived Quality	0.933	0.935	0.943	0.599	Reliabel
Perceived Value	0.912	0.915	0.929	0.621	Reliabel
Repurchase Intention	0.958	0.959	0.964	0.772	Reliabel
Customer Satisfaction	0.938	0.94	0.947	0.596	Reliabel

Source: Data Processed By Researchers (2025)

Based on the table above it can be seen that each variable has more than Cronbach's Alpha > 0.70 so it can be concluded that all the variables Perceived Quality (X1), Perceived Value (X2) Customer Satisfaction (M), and Repurchase Intention (Y) can be said to be reliable.

T-test (hypothesis)

The aim is to determine the effect of the independent variable on the dependent variable. The relation of the influence of the independent variable to the dependent is based on the statistical value > T of the table and the P Value < 0.05. In this research obtained t Table is 1660 with a significant level of 0.05. So that the acceptance criteria of the hypothesis is when the statistical t value > 1660 and P Value < 0.05.

Table 4
T Test Results (Direct Effect)

Hypothesis	Influence	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Values	Description
H1	X1 -> Y	0.057	0.069	0.145	0.392	0.695	Not Significant
H2	X2 -> Y	0.320	0.336	0.127	2.515	0.012	Significant
H3	X1 -> M	0.358	0.356	0.139	2.584	0.010	Significant
H4	X2 -> M	0.463	0.470	0.116	3.991	0.000	Significant
H5	M -> Y	0.497	0.477	0.106	4.698	0.000	Significant

Source: Data Processed By Researchers (2025)



Based on the data results t test in Table 5, the results can be seen:

1. The results of T-statistics showed a value of $0.392 < 1.660$ and p value of $0.695 > 0.05$. The results showed that Perceived Quality did not significantly affect Repurchase Intention. H1 is rejected.
2. The results of T-statistics showed a value of $2.515 > 1.660$ and p value of $0.012 < 0.05$. The results show that Perceived Value has a positive and significant effect on Repurchase Intention. H2 is accepted.
3. The results of T-statistics showed a value of $2.584 > 1.660$ and p value of $0.010 > 0.05$. The results show that Perceived Quality has a positive and significant effect on Customer Satisfaction. Until H3 is reached.
4. The results of T-statistics showed a value of $3,991 > 1,660$ and a value of p value of $0,000 < 0.05$. The results show that Perceived Value has a positive and significant effect on Customer Satisfaction. H4 is accepted.
5. The results of T-statistics showed a value of $4,698 > 1,660$ and p value of $0,000 < 0.05$. The results showed that Customer Satisfaction has a positive and significant effect on Repurchase Intention. Until H5 is accepted.

Indirect Effects Testing

Indirect effect is the influence exerted by one variable on another through one or more intermediate or mediating variables, which helps to understand the mechanisms of relationships between variables. The test conducted to measure the indirect effect of Perceived Quality and Perceived Value variables on Repurchase Intention uses the results of testing the bootstrapping indirect effect. After testing, when the calculation results t-statistic $> t$ -table 1.660 and the calculation results p-value $< \text{sig. } 0.05$, then the variable Customer Satisfaction can mediate the influence of Perceived Quality and Perceived Value variables on Repurchase Intention. However, if the calculation results do not meet these requirements, then the variable Customer Satisfaction can not mediate the effect of Perceived Quality and Perceived Value variables on Repurchase Intention

Table 5
Indirect Effect

Hypothesis	Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (OSTDEV)	P values	Description
H6	X1 -> M -> Y	0.178	0.166	0.073	2.454	0.014	Significant



H7	X2 -> M - > Y	0.23	0.223	0.075	3.077	0.002	Significant
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Source: Data Processed By Researchers (2025)

Based on Table 6, the results of the sixth hypothesis show the statistical value of 2,454 which is more than 1,660 and the p value is less than 0.05, this means that Customer Satisfaction is able to mediate the effect of Perceived Quality on Repurchase Intention so that H6 is accepted. The results on the seventh hypothesis show that the T statistic value is equal to 3,077 which is greater than 1,660 and the p value is less than 0.05, this means that Customer Satisfaction is able to mediate the Perceived Value of the Repurchase Intention so that H7 is accepted.

Uji Koefisien Determinasi

Coefficient of determination test (R^2) is used to determine the change in the dependent variable (Y) caused by the independent variable (X). If R^2 is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher. Conversely, if R^2 is smaller, then the percentage change of the independent variable (X) is lower. The following table shows the coefficient of determination test results in this study:

Table 6
R-Square Value

Matriks	R-square	R-square adjusted
Customer Satisfaction	0.648	0.640
Repurchase Intention	0.682	0.672

Source: Data Processed By Researchers (2025)

The coefficient of determination test results in Table 7, it can be seen that the value of the coefficient of determination or R Square of Customer Satisfaction is 0.640. The results show that the variable Perceived Quality and Perceived Value is able to explain Customer Satisfaction by 64% while the remaining 36% can be explained by other variables outside this study. And the value of the coefficient of determination or R Square of Repurchase Intention of 0.672. The results show that the Perceived Quality and Perceived Value variables are able to provide an explanation of Repurchase Intention of 67.2% while the remaining 32.8% can be explained by other variables outside this study.

Perceived quality changes to repurchase intent

The results of this study showed that Perceived Quality has no significant effect on Repurchase Intention. Statistically, Perceived Quality was not shown to significantly affect Repurchase Intention ($p > 0.05$). AVE values obtained more than



0.5 in all constructs indicate that the latent factor is able to explain at least half the variance of each indicator. In addition, Cronbach's Alpha is more than > 0.70 so it can be concluded that all variables Perceived Quality (X1), Perceived Value (X2) Customer Satisfaction (M), and Repurchase Intention (Y) can be said to be reliable.

This finding is a positive result, because it shows that Perceived Quality does not contribute to an increase in Repurchase Intention. When consumers feel that the products they buy are of high quality, they tend to feel satisfied and more confident to make repeat purchases in the future. This perception creates positive expectations that reinforce loyalty and reduce the desire to switch to another brand. In other words, the higher the quality perceived by consumers, the more likely they are to make a re-purchase. This is not in line with the statement (Henny Welsa 2024) that perceived quality has a positive and significant effect on purchase intention. This finding shows that the higher the Perceived Quality, the greater the effect on Repurchase Intention, which proved significant in the test results.

In the theory of Planned Behavior (TPB), the factor that supports the influence of Perceived Quality on Repurchase Intention is attitude. A positive attitude towards the product resulting from the perception of high quality will increase the consumer's intention to make a re-purchase. In addition, subjective norms also play a role, in which the social influence of the people around the consumer can reinforce their intention to return to buy a product considered quality. Thus, both attitudes and subjective norms mutually support the relationship between Perceived Quality and Repurchase Intention .

A number of previous studies have shown that when consumers judge a product to be of good quality, it creates a positive experience that reinforces their trust and satisfaction with the brand. This positive experience encourages consumers to reconsider the same brand when making future purchases, as they consider the product to be reliable and of value.

Change in perceived value of repurchase intent

Perceived value is important to repurchase intention because it affects customer satisfaction, differentiates products from competitors, increases loyalty, reduces price sensitivity, and increases customer confidence, thus making customers more likely to make repeat purchases. In the Theory of Planned Behavior (TPB), the attitude toward the behavior factor supports the influence of perceived value on repurchase intention. Perceived value shapes consumers ' positive attitudes toward repurchase behavior through the assessment of benefits relative to costs, thereby reinforcing repurchase intentions according to the TPB principle.

Outer model test in this study showed that all indicators have met the criteria of validity and reliability. The inner model test results showed that the perceived



value of power has a positive and significant effect on repurchase intention with Tstatistics of $2,515 > 1,660$ and p-value of $0.012 < 0.05$. That is, the perception of quality that is received then increases the interest in repurchasing a product is also getting stronger. This finding is supported by research (Aqiela Rahmadhani 2024) which states that Perceived Value has a significant effect on Repurchase Intention. (Nadhilah Putri Nashfati 2022) also mentioned that perceived value and perceived price have a great influence on re-purchase intentions. Thus, Perceived Value creates a positive impression that is embedded in the minds of consumers and can serve as a strategic measurement tool in influencing consumers to make repeat purchases.

Overall, these findings confirm that Perceived Value plays a crucial role in shaping and reinforcing Repurchase Intention. Positive Perceived Value increases customer satisfaction which ultimately drives repurchase decisions. Therefore, businesses need to pay attention to the quality of their products and content to build a strong poster response in a competitive market.

Perceived quality improvement to customer satisfaction

Inner model analysis shows that brand image has a significant effect on buying interest with Tstatistical value of 2,584 and p-value of 0.010. This confirms that the consumer's positive perception of the quality received increases customer satisfaction. Strong quality and meeting the expectations of consumers creates a sense of trust and emotional connection makes consumers feel satisfied with the products they consume. Theory of Planned Behavior (TPB) perceived value forms a positive attitude of consumers towards repurchase behavior through the assessment of benefits relative to costs, thereby strengthening repurchase intentions according to the TPB principle.

This is in line with research (Nurul Faizah 2023) and (Jauwena 2023) which states that Perceived Quality significantly increases Customer Satisfaction. When quality is able to position itself as a representation of trust, and value, then consumers will be satisfied with the products offered. Perceived positive Quality has a major influence on consumer satisfaction. When consumers view a brand positively, they tend to put faith in the quality and reliability of the product or service offered. Trust is important because consumers want to feel confident that they are making the right choice. In addition, a good Perceived Quality is able to evoke positive emotions and create harmony with the values or lifestyle of consumers, thus increasing their preference for the brand. This statement is reinforced by research conducted (Firdausy 2020) that Perceived Quality has a positive and significant influence on Customer Satisfaction or consumer satisfaction.

In conclusion, positive Perceived Quality plays an important role in influencing consumer satisfaction. This is reflected in its ability to build trust, create



emotional connections, increase perceived value, and encourage brand loyalty. In addition, strong perceived quality also helps simplify consumers' decision-making process to make repeat purchases. For businesses to build and maintain a positive and good quality is a strategic step, because the perceived quality has a great influence on consumer behavior and their preferences in choosing a product.

Impact of Perceived Value on Customer Satisfaction

Based on research on direct effect Test in this study found that Perceived Value has a positive and significant effect on Customer Satisfaction with T-statistic value of 3.991 and p value of 0.000 where T - statistic is greater than T table and p value is smaller than 0.05. When customers feel that the product or service they are buying has a high value, they tend to feel satisfied with their purchase. This perceived value can be in the form of benefits received, good quality, or competitive prices. The higher the perceived value, the higher the customer satisfaction. Perceived Value can also affect a customer's perception of the quality of a product or service.

When customers are satisfied with the value they receive, they tend to become loyal and make repeat purchases. Perceived Value can also influence a customer's future purchasing decisions. this is in line with research by (Jauwena 2023) which shows that perceived value has a positive and significant influence on customer satisfaction. further research by (Andreas Samudroa 2020) found that Perceived value has a significant influence on customer satisfaction. Thus, Perceived Value can be a key factor in determining customer satisfaction.

The Planned of Behavior (TPB) theory supports that perceived value influences customer satisfaction because perceived value shapes a positive attitude toward a product/service, which is a core component of TPB, and influences behavioral intentions such as repeat purchases. Perceived value, which includes functional, emotional, and environmental benefits versus sacrifice, increases satisfaction when expectations are met or exceeded, which aligns with TPB predictions of attitude, intention, and post-consumption evaluation relationships. Thus, Perceived Value can be a key factor in determining customer satisfaction. Perceived Value can also affect customer loyalty. When customers are satisfied with the value they receive, they tend to become loyal and make repeat purchases. Perceived Value can also influence a customer's future purchasing decisions.

Increase customer satisfaction with repurchase intent.

The results of this test concluded that Customer Satisfaction affect the repurchase Intention, the greater customer satisfaction with the experience they get, the higher the Customer Satisfaction in affecting Repurchase Intention. The results of T-statistics showed a value of $4,698 > 1,660$ and p-value of $0.000 < 0.05$ the result



shows that Customer Satisfaction has a positive and significant effect on Repurchase Intention.

Customer Satisfaction has a significant impact on Repurchase intentions. When customers are satisfied with the product or service they purchased, they tend to have a desire to make a repeat purchase. this is in line with research conducted by (Nurul Faizah 2023) which shows that Customer Satisfaction has a positive and significant effect on Repurchase Intention. Further research by (Nadhilah Putri Nashfati 2022) found that Customer Satisfaction has a significant influence on Repurchase Intention

The Planned of Behavior (TPB) Theory Underlies the effect of customer satisfaction on repurchase intention by explaining that customer satisfaction affects behavioral intentions through three main factors, namely positive attitudes towards products or services that increase the desire to repurchase subjective norms formed from positive experiences with the company and perceived behavioral control increases due to trust and the ability to repurchase so that overall increases repurchase intention. Customer satisfaction can be in the form of satisfaction with the quality of products, prices, or services provided.

Customer satisfaction mediates change between quality perception and repurchase intent

Based on the results of the direct effect Test in this study, it was found that Customer Satisfaction significantly mediated the relationship between Perceived Quality and Repurchase Intention, with a T - statistic value of 2,454 of which more than 1,660 and a p value of 0.014 smaller than 0.05. High quality products or services can increase customer confidence and make them feel more confident in making repeat purchases.

The results of the direct effect test are in line with research conducted by (Jauwena 2023) and (Pratama Andhika Bukit 2021) with the results of Perceived Quality having a positive and significant effect on Repurchase Intention through Customer Satisfaction. High quality products or services can increase customer satisfaction and make them feel satisfied. This customer satisfaction can increase the customer's intention to make repeat purchases. Companies must prioritize the quality of products or services to increase Repurchase Intention. High quality products or services can improve a company's reputation and make customers more loyal. Perceived Quality has a very important role in influencing Repurchase Intention through Customer Satisfaction.

According to The Theory of Planned Behavior, customer satisfaction can form a positive attitude towards a product or service, thereby increasing the intention to make repeat purchases. In addition, customer satisfaction can also affect subjective



norms and perceived behavioral control, so that customers are more likely to make repeat purchases. Thus, businesses can increase Repurchase intentions by improving the quality of products or services and ensuring that customers are satisfied with their experience.

Customer satisfaction mediates the change between perceived value to repurchase intent

In accordance with the results of the direct effect Test in this study, it was found that Customer Satisfaction significantly mediated the relationship between Perceived Value and Repurchase Intention, with a T - statistic value of 3,077 which is greater than 1,660 and a p value of 0.002 smaller than 0.05. Customer Satisfaction mediates the effect of Perceived Value on Repurchase Intention. That is, the value perceived by customers can increase customer satisfaction, which in turn can increase the customer's intention to make repeat purchases. The value felt by customers can be in the form of product quality, competitive prices, and benefits received.

The results of the direct effect test are in line with research conducted by (Isnabillah Noviana 2023) and (Jauwena 2023) with the results of Perceived Value having a positive and significant effect on Repurchase Intention through Customer Satisfaction. Business actors must ensure that the products or services they offer have high value. Thus, companies can increase Repurchase intentions and retain loyal customers. Customer satisfaction can increase the customer's intention to make repeat purchases.

The Plan of Behavior (TPB) theory describes how attitudes, subjective norms, and behavioral controls interact. Perceived value, which is the consumer's assessment of the benefits received compared to costs, contributes to the level of customer satisfaction; the higher the perceived value, the more likely the customer is to feel satisfied. Customer satisfaction serves as a mediator that strengthens this relationship, since high satisfaction creates a positive attitude towards the product or service, which in turn increases the intention to buy back. In the context of TPB, positive attitudes resulting from satisfaction, coupled with subjective norms and behavioral control, contribute to increased repurchase intention

Islamic Business views on Repurchase Intention influenced by Perceived Quality, perceived Value, and Customer Satisfaction.

In Islamic business perspective, repurchase intention is one of the important indicators in building customer loyalty. Research shows that perceived quality, perceived value, and customer satisfaction, two of the three variables have a significant effect on repurchase intention. When customers are satisfied with the quality of the product or service provided, they tend to make repeat purchases. This



is in line with Islamic business principles that emphasize the importance of quality and honesty in transactions.

Perceived quality also plays an important role in shaping customer perceptions about a product or service. In Islam, quality is one aspect that is highly upheld, such as the prohibition to commit fraud or fraud in transactions. As explained in the word of Allah SWT, which reads:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ﴿٢٩﴾

It means: "O you who believe, do not devour your neighbor's property falsely (untruthfully), except in the form of Commerce based on mutual agreement between you. Do not kill yourself. Indeed, Allah is most merciful to you' (Q.S. An-Nisa':29)

In increasing repurchase intention, businesses must pay attention to factors that affect customer satisfaction, such as perceived value and product quality. Thus, businesses can build customer loyalty and increase profits. In Islam, the concept of customer satisfaction is in line with the principle of "al-kharaj bi al-dhaman" which means that the profit earned must be proportional to the risk taken. By observing Islamic principles in doing business, companies can build a good reputation and increase customer loyalty.

CONCLUSION

The conclusion that can be obtained from the study entitled "The effect of Perceived Quality and Perceived Value on Repurchase Intention in consumers of chicken Salto products with Customer Satisfaction as a mediating variable in the Islamic Business Perspective (study on chicken Salto consumers in Bandar Lampung City)' is that Perceived Quality has no effect on Repurchase Intention in consumers of chicken Salto products, meaning that good quality of chicken Salto products cannot directly increase customer intentions to make repeat purchases. This suggests that businesses need to consider other factors, such as perceived value by customers, to increase repeat purchase intent. Meanwhile, Perceived Value has a positive effect on Repurchase Intention in consumers of chicken Salto products, meaning that the value perceived by customers can increase customer intentions to make repeat purchases. Businesses can increase the value felt by customers by offering quality products at competitive prices.

Perceived Quality has a positive effect on Customer Satisfaction, meaning that the quality of Good Chicken Salto products can increase customer satisfaction. This customer satisfaction can be the basis for business actors to build customer loyalty



and improve the reputation of business actors. Similarly, Perceived Value has a positive effect on Customer Satisfaction, meaning that the value felt by customers can increase customer satisfaction. Businesses can increase the value felt by customers by offering quality products at competitive prices and providing more benefits for customers. Customer Satisfaction has a positive effect on Repurchase Intention in consumers of chicken Salto products, meaning that customer satisfaction can increase customer intentions to make repeat purchases. Businesses need to ensure that customers are satisfied with the products and services provided to increase customer loyalty. In addition, Customer Satisfaction can mediate the effect of Perceived Quality on Repurchase Intention, meaning that the quality of Salto chicken products can increase customer intentions to make repeat purchases if customers are satisfied with the product. Similarly, Customer Satisfaction mediates the effect of Perceived Value on Repurchase Intention, meaning that the value perceived by the customer can increase the customer's intention to make a re-purchase if the customer is satisfied with the product. Therefore, businesses need to ensure that product quality and value provided can meet customer expectations and increase customer satisfaction.

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