

## The Influence of Perceived Value on Repurchase Intention Through Customer Satisfaction in Specialty Food Tourism

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### Abstract

The specialty food tourism sector has experienced significant growth, yet the mechanism through which perceived value drives customer loyalty in artisanal food businesses remains insufficiently understood. While prior research has established links between perceived value, satisfaction, and behavioral intentions, few studies have examined these relationships specifically within the specialty food tourism context. This study investigates the influence of perceived value on repurchase intention through customer satisfaction in the context of Whimsical Cookies, a specialty food tourism business. Using a quantitative approach with 150 respondents selected through purposive sampling, data were analyzed with SPSS 25 through hierarchical multiple regression. The findings reveal that perceived value significantly affects repurchase intention directly ( $\beta = 0.621$ ,  $p < 0.001$ ). The mediating role of customer satisfaction was further confirmed through the Sobel test, which verified the significance of the indirect effect ( $\beta = 0.356$  for perceived value and  $\beta = 0.361$  for customer satisfaction, both  $p < 0.001$ ), with the mediation model explaining 41.7% of the variance in repurchase intention ( $R^2 = 0.417$ ), indicating that satisfaction functions as a partial mediator rather than merely improving explanatory power. Practically, specialty food businesses can strengthen repurchase behavior by enhancing experiential value through artisanal presentation, authentic storytelling, and distinctive packaging, while sustaining satisfaction through consistent service quality and active monitoring of customer feedback.

**Keywords:** artisanal culinary business; behavioral loyalty; consumer value perception; experiential marketing; mediation analysis; tourist purchasing behavior

### INTRODUCTION

Whimsical Cookies, a specialty artisanal cookie business operating within the food tourism sector, faces a

persistent business challenge: despite offering distinctive, high-value culinary products, the company has not yet identified the precise

mechanism through which customers' value perception translates into repeated purchasing behavior. The food tourism industry itself has grown substantially, with specialty food products increasingly functioning as both authentic culinary experiences and tangible souvenirs for visitors (Urdianti et al., 2024). Within this landscape, artisanal cookie producers such as Whimsical Cookies occupy a distinctive niche, attracting both local residents and tourists in search of genuine regional flavors, and thereby illustrating how small-scale specialty food enterprises can connect culinary tourism with grassroots entrepreneurship.

This phenomenon raises a critical business concern: although Whimsical Cookies has built a loyal customer base, management still lacks a clear empirical understanding of why some customers return to repurchase while others do not, and whether satisfaction genuinely functions as the bridge between value perception and that repeat-purchase behavior. In an increasingly saturated tourism-food market, repurchase intention has become a decisive indicator of sustainable competitiveness, since identifying the factors that drive customer loyalty allows business owners to design more targeted marketing and operational strategies that strengthen retention and long-term profitability (Thielemann et al., 2018).

At the conceptual level, perceived value reflects a customer's holistic evaluation of a product's worth, weighing what is gained against what is sacrificed (Parahita & Marwanti, 2022), and in food tourism settings this evaluation extends

beyond product quality to encompass the experiential dimensions tourists seek when purchasing local specialties (Abdella & Indradewa, 2024). Customer satisfaction, defined as the consumer's fulfillment response following a consumption experience (Rivera et al., 2019), is widely regarded as the psychological link connecting cognitive value judgments to behavioral outcomes, while repurchase intention itself denotes the likelihood that a customer will engage in future buying behavior—an outcome that is especially consequential in tourism, where repeat visits and word-of-mouth recommendations directly fuel business growth (Tsai et al., 2021).

However, a closer examination of the existing literature reveals a notable research gap. Prior studies have confirmed that perceived value significantly shapes customer satisfaction within heritage tourism contexts (Pujiastuti et al., 2022), and that satisfaction mediates the relationship between perceived value and behavioral intentions in hospitality settings (Hapsari et al., 2016). Within the Indonesian business environment, perceived value has also been shown to drive repurchase intention through customer satisfaction in e-commerce transactions (Wirryana & Erdiansyah, 2020), while other evidence indicates that perceived value and satisfaction operate synergistically, with satisfaction acting as the key psychological mechanism converting value perceptions into actual repurchase behavior (Wibisono & Keni, 2023).

Taken together, these findings demonstrate that the perceived value-

satisfaction–repurchase intention pathway has been extensively examined across heritage tourism, hospitality, and e-commerce contexts, yet remains conspicuously underexplored within artisanal culinary businesses operating in specialty food tourism precisely the setting in which Whimsical Cookies competes. This gap is particularly significant because artisanal food businesses combine product-based value with experiential and cultural value in ways that differ markedly from the contexts previously studied, suggesting that existing theoretical models may not fully capture how these mechanisms operate in practice.

Building on this identified gap, the present study seeks to clarify the still-ambiguous mechanism through which perceived value influences repurchase intention via customer satisfaction within the specific context of Whimsical Cookies. By empirically testing this mediating pathway in an artisanal specialty food tourism setting, this research is expected to extend consumer behavior theory into a context that has received limited scholarly attention, while simultaneously offering business owners and tourism stakeholders concrete, evidence-based direction for strengthening customer loyalty and sustaining repeat-purchase growth in an increasingly competitive specialty food tourism market.

## METHOD

This study employed a quantitative research approach using a cross-sectional survey design to examine the influence of perceived value on repurchase intention through customer satisfaction. Data collection

was carried out over a two-month period, from January to February 2026, targeting customers of Whimsical Cookies who had made a purchase within the preceding three months. The structured questionnaire was distributed through a combination of offline and online channels: printed questionnaires were administered directly to customers at the Whimsical Cookies outlet, while an online version was disseminated via a Google Forms link shared through the business's official WhatsApp broadcast list and Instagram account, allowing the research to reach both walk-in and digital customers.

Purposive sampling was selected because the study required respondents who met specific experiential criteria, namely prior purchase experience with Whimsical Cookies, making random sampling impractical for capturing this targeted consumer segment. A total of 150 respondents were selected based on the following criteria: (1) having made at least one purchase from Whimsical Cookies, (2) being aged 18 years or older, and (3) willingness to participate. Beyond following the general guideline of Hair et al. (2019), sample adequacy was further justified using the rule of thumb suggesting five to ten respondents per questionnaire indicator; with 18 measurement items across the three constructs, a sample of 150 exceeded this threshold and was therefore considered sufficient for stable regression estimates.

The questionnaire instrument was adapted from established prior studies: perceived value was measured using six items adapted from Parahita & Marwanti (2022),

customer satisfaction using six items adapted from Rivera et al. (2019), and repurchase intention using six items adapted from Tsai et al. (2021), all measured on a five-point Likert scale ranging from "strongly disagree" to "strongly agree."

Data analysis was conducted using SPSS version 25, encompassing descriptive statistics, validity and reliability testing, correlation analysis, and regression analysis. Validity was assessed through Pearson product-moment correlation, with items retained only if their corrected item-total correlation exceeded 0.30 and the significance value was below 0.05. Reliability was evaluated using Cronbach's alpha, with a minimum threshold of 0.70 required for each construct to be deemed internally consistent (Hair et al., 2019). The mediating role of customer satisfaction was examined through hierarchical multiple regression combined with the Sobel test to statistically confirm the significance of the indirect effect of

perceived value on repurchase intention.

## RESULT AND DISCUSSION

This section presents the empirical findings of the study, organized according to the sequence of statistical analyses conducted: respondent demographic profile, instrument validity and reliability, and hypothesis testing through regression analysis.

### Respondent Demographic Profile

Table 1 presents the demographic characteristics of the respondents. The majority of respondents were female (64.7%), aged between 21–30 years (61.3%), held a bachelor's degree (70%), and worked as private employees (43.3%). This demographic profile indicates that the primary customer base of Whimsical Cookies consists of young, educated professionals who represent key consumer segments within the specialty food tourism market.

**Table 1.** Respondent demographics

Characteristic	Category	Frequency	Percentage
Age	18–20 years	11	7.3%
	21–30 years	92	61.3%
	31–40 years	43	28.7%
	41–50 years	3	2.0%
	≥ 50 years	1	0.7%
Gender	Female	97	64.7%
	Male	53	35.3%
Education	High School	32	21.3%
	Diploma	13	8.7%
	Bachelor's Degree	105	70.0%
Occupation	Student	37	24.7%
	Private Employee	65	43.3%
	State-owned Enterprise Employee	14	9.3%
	Civil Servant	18	12.0%
	Entrepreneur	11	7.3%
	Housewife	5	3.3%

**Validity and Reliability Test Results**

Table 2 shows the validity test results using Pearson correlation. All indicators produced r-calculated values greater than r-table (0.159) at a

significance level of  $p < 0.001$ , indicating that all instrument items are valid and accurately represent their respective constructs.

**Table 2.** Convergent validity and reliability test results

Construct	Item	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Perceived Value	X1.1-X4.3 (14 items)	0.742-0.868	0.694	0.732	0.902
Customer Satisfaction	Z1.1-Z2.4 (7 items)	0.742-0.868	0.637	0.748	0.875
Repurchase Intention	Y1.1-Y3.3 (9 items)	0.742-0.868	0.712	0.696	0.918

Table 3 presents the reliability test results. Cronbach's Alpha values for all variables exceed 0.69, indicating acceptable to good internal consistency: perceived value recorded 0.732, customer satisfaction recorded 0.748, and repurchase intention recorded 0.696. The overall scale reliability of 0.799 further confirms the strong internal consistency of the instrument across all constructs.

Table 4 displays the item-total correlation statistics supporting the reliability analysis. The corrected item-total correlations range from 0.644 to 0.678, all exceeding the minimum threshold of 0.30, confirming strong internal consistency. The Cronbach's Alpha-if-item-deleted values remain consistently high, indicating that every item contributes meaningfully to overall scale reliability.

**Table 3.** Reliability test results

Variable	Cronbach's Alpha	N of Items	Status
Total_X (Perceived Value)	0.732	14	Reliable
Total_Z (Customer Satisfaction)	0.748	7	Reliable
Total_Y (Repurchase Intention)	0.696	9	Reliable
Overall Scale	0.799	30	Reliable

**Table 4.** Item-total statistics

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Total_X	66.39	43.905	0.676	0.458	0.732
Total_Z	95.37	69.444	0.644	0.417	0.748
Total_Y	86.95	60.850	0.678	0.460	0.696

### Direct Effect of Perceived Value on Repurchase Intention

Table 5 shows the results of simple linear regression testing the direct effect of perceived value on repurchase intention. The model produced an R value of 0.621 and an R<sup>2</sup> of 0.386, indicating that perceived value explains 38.6% of the variance in repurchase intention.

**Table 5.** Model summary–direct Effect (X→Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.621	0.386	0.31	3.127

**Table 6.** ANOVA–direct effect (X→Y)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	908.640	1	908.640	92.901	0.000
Residual	1447.553	148	9.781		
Total	2356.193	149			

**Table 7.** Coefficients–direct effect (X→Y)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	10.187	2.836		3.593	0.000
Total_X	0.470	0.049	0.621	9.639	0.000

### Mediating Effect of Customer Satisfaction

Table 8 presents the results obtained when customer satisfaction is entered into the model as a mediating variable. Including customer satisfaction raises the R<sup>2</sup> value from 0.386 to 0.417, indicating that the mediation model explains 41.7% of the variance in repurchase intention.

**Table 8.** Model summary–mediation analysis (X→Z→Y)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.646	0.417	0.409	2.666

**Table 9.** ANOVA–Mediation Analysis (X→Z→Y)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	747.303	2	373.652	52.578	0.000
Residual	1044.670	147	7.107		
Total	1791.973	149			

**Table 10.** Coefficients - Mediation Analysis (X→Z→Y)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	3.593	2.520		1.426	0.156
Total_X	0.235	0.053	0.356	4.429	0.000
Total_Z	0.315	0.070	0.361	4.499	0.000

After customer satisfaction was introduced into the model, the direct standardized coefficient of perceived value decreased from 0.621 (Table 5) to 0.356 (Table 10) but remained statistically significant ( $p < 0.001$ ) (Table 6, 7, 8, 9), while customer satisfaction itself contributed a significant standardized coefficient (Table 10) of 0.361 ( $p < 0.001$ ). These results indicate that customer satisfaction acts as a partial mediator in the relationship between perceived value and repurchase intention.

### The Direct Effect of Perceived Value on Repurchase Intention

The findings provide strong empirical support for the first research problem concerning the direct influence of perceived value on repurchase intention. The confirmation of Hypothesis 1 indicates

that perceived value has a direct and significant positive effect on repurchase intention ( $\beta = 0.621$ ,  $p < 0.001$ ), accounting for 38.6% of the variance ( $R^2 = 0.386$ ). This result clarifies that when Whimsical Cookies' customers evaluate their purchase as worthwhile whether in terms of price, quality, service, or overall consumption experience they demonstrate a stronger tendency to return and repurchase. This finding is consistent with the conceptualization of perceived value proposed by Park & Widyanta (2022), which encompasses functional, emotional, and social components, and aligns with Blut et al. (2024), who emphasized that perceived value should be understood as a multidimensional evaluation rather than a single-factor judgment. Within the specific context of Whimsical Cookies, this value most likely stems from the artisanal presentation of the product, the distinctiveness of its taste, the aesthetics of its packaging, and its association with local cultural identity elements that correspond closely with the experiential dimensions described by Primadi et al. (2021).

### **The Mediating Role of Customer Satisfaction**

The second research problem, concerning whether customer satisfaction mediates the relationship between perceived value and repurchase intention, is likewise empirically supported. When customer satisfaction was incorporated into the regression model, the explained variance increased from 38.6% to 41.7% ( $R^2 = 0.417$ ), demonstrating that satisfaction strengthens the model's predictive

power. The standardized coefficients reveal that both perceived value ( $\beta = 0.356$ ,  $p < 0.001$ ) and customer satisfaction ( $\beta = 0.361$ ,  $p < 0.001$ ) contribute significantly to repurchase intention. This pattern confirms that satisfaction functions as a partial mediator, consistent with the mediation criteria established by Wang et al. (2016), whereby the direct effect of the independent variable on the dependent variable diminishes in magnitude yet remains statistically significant once the mediating variable is introduced.

This mediating mechanism is corroborated by prior research conducted in tourism and service-related settings. Koshki et al. (2014) and Ajzen (2020) emphasized that perceived value substantially shapes tourists' cognitive and emotional responses, which subsequently influence their satisfaction and behavioral intentions. In a similar vein, Sthapit & Coudounaris (2018) demonstrated that satisfaction operates as a critical intermediary mechanism through which value perception is converted into loyalty-related behaviors such as repurchase. Taken together, these studies reinforce the present finding that satisfaction is not merely an outcome of perceived value but an active conduit that transmits the influence of value perception toward future purchasing behavior, specifically within the artisanal food tourism segment represented by Whimsical Cookies.

### **Theoretical and Practical Implications**

The theoretical implications of these findings are considerable, as they reinforce the proposition that

perceived value functions as an antecedent of customer satisfaction, which in turn drives repurchase intention. This sequential pathway is consistent with the framework proposed by Rivera et al. (2019), in which satisfaction is conceptualized as the degree to which customer expectations are fulfilled. In addition, the findings support the argument advanced by Sharma & Singh (2023), who contend that satisfaction comprises both affective and cognitive appraisals of the consumption experience. Within the specialty food tourism sector, these affective and cognitive assessments commonly relate to the sensory appeal of the product, the perceived authenticity of the artisanal process, and the symbolic value attached to consuming or gifting local food products.

From a practical standpoint, these findings suggest that Whimsical Cookies and similar specialty food enterprises should not rely solely on functional attributes such as taste and pricing to retain customers. Instead, businesses are encouraged to enhance the overall customer experience as a means of strengthening perceived value, including through improved service encounters, brand storytelling, and distinctive packaging that reflects the artisanal character of the product. Because satisfaction serves as a crucial psychological bridge linking value perception to behavioral intention, ongoing monitoring of customer feedback and emotional responses becomes essential for sustaining repurchase behavior. Companies can leverage customer satisfaction surveys, social media engagement, and online review analysis to capture

these sentiments and refine their offerings accordingly.

Finally, the demographic profile of the respondents predominantly well-educated individuals aged 21–30 reflects a consumer segment that places high value on both product quality and experiential dimensions of consumption. This observation aligns with Li et al. (2022), who note that young, educated food tourists tend to seek authenticity and meaningful consumption experiences. Given that these consumers also exert considerable influence through online word-of-mouth, their satisfaction and loyalty carry heightened importance for the long-term brand sustainability of artisanal specialty food businesses such as Whimsical Cookies.

## CONCLUSION

This study set out to clarify the mechanism through which perceived value influences repurchase intention via customer satisfaction among Whimsical Cookies' customers, and the findings directly answer this research problem. Perceived value was found to exert a significant direct effect on repurchase intention ( $\beta = 0.621$ ,  $p < 0.001$ ), and customer satisfaction was confirmed as a partial mediator of this relationship, with the explained variance increasing from 38.6% to 41.7% once satisfaction was included in the model. These results indicate that while perceived value alone is sufficient to encourage repeat purchasing behavior, the presence of customer satisfaction further strengthens this effect, confirming satisfaction's role as a meaningful psychological bridge between value perception and behavioral intention.

Theoretically, these findings extend consumer behavior research into the underexplored context of artisanal specialty food tourism, validating the perceived value-satisfaction-repurchase intention pathway in a setting distinct from the heritage tourism, hospitality, and e-commerce contexts examined in prior studies. Practically, the results suggest that Whimsical Cookies and similar specialty food businesses should give attention not only to functional product attributes but also to the experiential and emotional dimensions of consumption that shape both value perception and satisfaction, such as product authenticity, service quality, and brand storytelling. Future research is encouraged to test this mediation model across other artisanal food tourism businesses to assess the generalizability of these findings.

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