

Strategi Meningkatkan *Perceived Value* Melalui Peningkatan *Product Quality* Untuk Mendorong Kepuasan Pelanggan dan *Word of Mouth*

Wiwin Fitriani, Puji Astuti

Manajemen, Ekonomi dan Bisnis, Universitas Esa Unggul

wiwinfitriani0702@student.esaunggul.ac.id, puji.astuti@esaunggul.ac.id

ABSTRACT

Indonesian society tends to prioritize the use of skincare over makeup, making it essential for businesses to be responsive and intelligent in designing marketing programs to attract consumers and create repurchase intention. This study aims to explore the relationship between Perceived Quality, which can enhance Repurchase Intention, and Word of Mouth, either directly or through perceived value and satisfaction. The research method uses purposive sampling with the following criteria: Sociolla consumers in the Jabodetabek area, aged 17-45 years, who have purchased skincare from Sociolla at least twice in the last three months. Data analysis employs Structural Equation Modeling (SEM) with Lisrel, using a sample of 240 respondents. The research findings prove that Perceived Quality positively affects Perceived Value, Satisfaction, Repurchase Intention, and Word of Mouth. However, Perceived Value positively influences Satisfaction, but Perceived Value and Satisfaction do not affect Repurchase Intention; instead, they influence Word of Mouth. Perceived Value and Satisfaction do not mediate the relationship between Perceived Quality and Repurchase Intention, but they mediate the relationship between Perceived Quality and Word of Mouth. Furthermore, Satisfaction does not mediate the relationship between Perceived Value and Repurchase Intention or Perceived Value and Word of Mouth. Future research is expected to expand the scope of location, respondents, and objects. The contribution of this research to creating Repurchase Intention and Word of Mouth requires improving product quality, product value, and customer satisfaction.

Keywords: *Perceived Quality, Perceived Value, Satisfaction, Repurchase Intention, Word of Mouth*

ABSTRAK

Masyarakat Indonesia cenderung lebih mengutamakan penggunaan *skincare* dibandingkan *make-up*, sehingga pelaku bisnis perlu responsif dan cerdas dalam merancang program pemasaran untuk menarik konsumen dan menciptakan *Repurchase Intention*. Penelitian ini bertujuan mengeksplorasi keterkaitan antara *perceived quality* yang dapat meningkatkan *Repurchase Intention*, dan *Word of Mouth* baik secara langsung ataupun melalui *Perceived Value* dan *Satisfaction*. Metode penelitian menggunakan *purposive sampling* dengan kriteria: konsumen *sociolla* di wilayah Jabodetabek, berusia 17-45 tahun, berbelanja *skincare* di *Sociolla* minimal 2x dalam 3 bulan terakhir. Analisis data menggunakan *Structural Equation Modeling (SEM)* Lisrel, dengan sampel sebanyak 240 responden. Hasil penelitian membuktikan bahwa *Perceived Quality* berpengaruh positif terhadap *Perceived Value*, *Satisfaction*, *Repurchase Intention* dan *Word of Mouth*. Namun, *Perceived Value* berpengaruh positif terhadap *Satisfaction*, *Perceived Value* dan *Satisfaction* tidak berpengaruh terhadap *Repurchase Intention*, tetapi berpengaruh terhadap *Word of Mouth*. *Perceived Value* dan *Satisfaction* tidak memediasi *Perceived Quality* dengan *Repurchase Intention*, namun memediasi *Perceived Quality* dengan *Word of Mouth*. Kemudian, *Satisfaction* tidak memediasi

hubungan *Perceived Value* dengan *Repurchase Intention* dan *Perceived Value* dengan *Word of Mouth*. Penelitian selanjutnya diharapkan memperluas cakupan lokasi, responden dan objek. Kontribusi penelitian ini untuk menciptakan *Repurchase Intention* dan *Word of Mouth*, perlu meningkatkan kualitas dan nilai produk, serta kepuasan konsumen.

Kata Kunci: *Perceived Quality, Perceived Value, Satisfaction, Repurchase Intention, Word of Mouth*

PENDAHULUAN

Semakin meningkatnya kesadaran terhadap perawatan wajah baik bagi perempuan maupun laki-laki, menyebabkan peningkatan permintaan produk *skincare* di Indonesia dari tahun ke tahun (Puspitasari, 2022). Masyarakat Indonesia meyakini bahwa penggunaan produk *skincare* lebih diutamakan dibandingkan dengan penggunaan *make-up*, karena dianggap sebagai investasi untuk kesehatan kulit wajah (Wulandar, 2023). Sehingga para pelaku bisnis *skincare* perlu bersikap responsif dan cerdas dalam merancang program pemasaran agar dapat meningkatkan ketertarikan konsumen terhadap produk *skincare* dengan harapan akan tercipta niat beli kembali (*Repurchase Intention*) terhadap produk tersebut (Nawangasari & Kusumawati, 2023). Mendapatkan pelanggan baru membutuhkan anggaran lima kali lebih banyak dari pada menjaga konsumen yang sudah ada (Pitaloka & Gumanti, 2019). Dengan demikian, *Repurchase Intention* dalam strategi pemasaran memiliki peranan yang besar karena dapat meningkatkan keuntungan perusahaan (Hafidz & Tunisa, 2023). Sehingga perusahaan harus mampu meningkatkan niat beli kembali konsumen. *Repurchase Intention* memiliki dampak terhadap penghasilan dan profitabilitas perusahaan (Sari *et al.*, 2020). *Repurchase Intention* sebagai salah satu faktor yang berperan dalam meningkatkan keuntungan dan pertumbuhan perusahaan melalui peningkatan pendapatan, pengurangan biaya (Nguyen *et al.*, 2021). Hubungan jangka panjang dengan konsumen melalui *Repurchase Intention* menjadi salah satu faktor penting bagi kelangsungan bisnis suatu perusahaan (Mendoza, 2021).

Word of Mouth yang positif dapat memberikan informasi tambahan kepada calon konsumen serta mempengaruhi keputusan pembelian mereka yang dapat meningkatkan pendapatan perusahaan (Ayuningsih & Maftukhah, 2020). *Word of Mouth* yang baik dapat meningkatkan minat terhadap produk dan keuntungan perusahaan (Nisar *et al.*, 2020). Penyebaran informasi secara lisan berperan besar menentukan keyakinan konsumen dalam melakukan pembelian produk atau layanan dari perusahaan yang dikenal dengan citra positif (Fatmawati & Fauzan, 2021). Faktor yang dapat meningkatkan *Repurchase Intention* dan *Word of Mouth* yaitu *Perceived Quality, Satisfaction* dan *Perceived Value*. *Perceived Quality* dapat dianggap sebagai faktor utama yang dapat mempengaruhi keputusan konsumen dalam memilih merek saat berbelanja, yang pada akhirnya dapat meningkatkan pendapatan perusahaan (Ramesh *et al.*, 2019). *Perceived Quality* dapat memberikan kepuasan pada konsumen dan berpotensi meningkatkan profitabilitas perusahaan (Amalia & Putra, 2021). *Perceived quality* memiliki tiga dimensi, seperti *Authentic Skincare*

Product yang memiliki potensi besar untuk membentuk kesan yang kuat terhadap citra perusahaan dan dapat memperkuat identitas perusahaan tersebut (Suttikun & Meeprom, 2021). *Service Encounter Quality* dapat berdampak pada reputasi perusahaan secara menyeluruh (Ali et al., 2021). *Physical Quality Aspect* yang terjaga dengan baik memiliki peran penting dalam mempertahankan basis pelanggan yang ada di toko dan juga menarik minat pelanggan baru (Zhong & Moon, 2020). Selanjutnya, kepuasan konsumen terhadap produk dianggap sebagai kunci dalam menentukan kesuksesan dan daya saing jangka panjang perusahaan (Suchánek & Králová, 2019). Pada akhirnya *Satisfaction* berkontribusi pada peningkatan pendapatan dan kinerja finansial yang lebih baik (Eklof et al., 2020). *Satisfaction* memegang peranan penting sebagai faktor inti kesuksesan dan kemampuan bersaing yang berkesinambungan dalam jangka panjang bagi perusahaan (Pei et al., 2020). *Perceived Value* juga mendapatkan potensi yang besar atas kesetiaan pembeli terhadap produk dan perusahaan (Tzavlopoulos et al., 2019). *Perceived Value* sebagai langkah awal dalam penilaian citra, reputasi, dan kesetiaan konsumen memungkinkan terbentuknya pemahaman yang lebih menyeluruh mengenai kesetiaan konsumen (Özkan et al., 2020). *Perceived Value* berperan penting bagi perusahaan dalam mencapai keunggulan kompetitif (Stranieri et al., 2021).

Beberapa temuan sebelumnya telah mengkonfirmasi terdapat keterkaitan antara *Perceived Quality* terhadap *Perceived Value*, *Satisfaction*, *Repurchase Intention* dan *Word of Mouth* (Ahmadi, 2019; Amoako et al., 2023; Jeong & Kim, 2020; Suttikun & Meeprom, 2021). Caber et al. (2020); Uzir et al. (2021); Won & Nuangjamnong, (2022) menunjukkan bahwa *Perceived Value* konsumen berpengaruh positif dan signifikan terhadap *Satisfaction*, *Repurchase Intention* dan *Word of Mouth*. Issock et al. (2020); Sitthipon et al. (2022) menunjukkan bahwa tingkat *Satisfaction* konsumen memberi dampak positif dan signifikan pada *Repurchase Intention* dan *word of mouth*. Marcos & Coelho (2022); Singh & Alok (2022) menyatakan bahwa *Perceived Value* memiliki hubungan tidak langsung pada *Perceived Quality*, *Repurchase Intention* serta *Word of Mouth*. Chatzoglou et al. (2022); Gulam et al. (2023); Khoo (2022); Zhao et al. (2023) mengatakan bahwa *Satisfaction* konsumen memiliki hubungan tidak langsung pada *Perceived Quality*, *Perceived Value*, *Repurchase Intention*, *Word of Mouth*. Studi terkait aspek-aspek yang mempengaruhi *Repurchase Intention* dan *Word of Mouth* telah banyak dilakukan sebelumnya yaitu *Perceived Quality* (Amoako et al., 2023; Suttikun & Meeprom, 2021), *Perceived Value* (Caber et al., 2020; Fan et al., 2023; Taheri et al., 2021; Zang et al., 2022), *Satisfaction* (Khoo, 2022; Vu et al., 2022; Yum & Yoo, 2023; Yun & Park, 2022), penelitian ini adalah penelitian lanjutan dari penelitian Suttikun & Meeprom (2021). Namun demikian studi sebelumnya masih berfokus pada objek minuman, souvenir, destinasi wisata, ponsel dan tempat karaoke sedangkan dalam penelitian ini berfokus pada produk *skincare* khususnya di gerai *sociolla*, mengingat hal ini masih jarang dilakukan.

Tujuan penelitian ini untuk mengeksplorasi sejauh mana keterkaitan antara *Perceived Quality* yang dapat meningkatkan *Repurchase Intention*, dan *Word of Mouth* baik secara langsung maupun tidak langsung melalui *Perceived Value* dan *Satisfaction*.

Penelitian ini diharapkan dapat memberikan kontribusi positif terhadap keilmuan khususnya manajemen pemasaran serta memberikan implikasi manajerial yang positif bagi strategi pemasaran disektor *retail* melalui *Repurchase Intention*.

METODE PENELITIAN

Studi ini menerapkan desain pendekatan kuantitatif dan metode survey dengan kuesioner yang disebarakan secara daring melalui *google form*. Data yang telah berhasil terkumpul kemudian akan diukur menggunakan metode skala *likert* 1-4, dimana 1 = Sangat Tidak Setuju, 2 = Tidak Setuju, 3 = Setuju dan 4 = Sangat Setuju. Dalam penelitian ini, pengukuran variabel yang diteliti diadopsi dari studi sebelumnya. Dimana variabel *Perceived Quality* diukur dengan tiga dimensi, pertama *Authentic Skincare Quality* yang diperoleh dari Morano *et al.* (2018) dengan 3 pernyataan. Dimensi kedua, *Service Encounter Quality* diperoleh dari Suttikun & Meeprom (2021) dengan 3 pernyataan. Dimensi ketiga, *Physical Quality Aspect* diperoleh dari Prabowo & Aji (2021) dengan 5 pernyataan. Selanjutnya, pengukuran variabel *Perceived Value* diperoleh dari Suttikun & Meeprom (2021) dengan 3 pernyataan. Kemudian, pengukuran variabel *Satisfaction* diperoleh dari Suttikun & Meeprom (2021) dengan 4 pernyataan. Untuk pengukuran variabel *Repurchase Intention* diperoleh dari Suttikun & Meeprom (2021) dengan 3 pernyataan. Terakhir, variabel *Word of Mouth* diperoleh dari Valiño *et al.* (2022) dengan 3 pernyataan. Sehingga total 24 pernyataan digunakan sebagai indikator pengukuran yang dapat ditemukan dengan jelas di lampiran 2.

Dalam studi ini melakukan uji validitas serta reabilitas dengan analisis faktor untuk menguji serta mengukur model yang dihipotesiskan menggunakan SPSS. Uji validitas yang dilakukan menggunakan pengukuran *Kaiser-Msyer-Olkin* (KMO) serta *Measures of Sampling Adequacy* (MSA) dengan ketentuan nilai analisis faktor yang dapat diterima yaitu jika $KMO \geq 0,5$ dan $MSA \geq 0,5$. Selanjutnya, uji reliabilitas mengamati nilai *Cronbach's alpha* dengan ketentuan nilai yang dapat diterima yaitu $\geq 0,7$ dan semakin mendekati 1 maka uji reliabilitas akan semakin baik (Hair *et al.*, 2019).

Populasi yang menjadi fokus pada penelitian ini yaitu pengguna *skincare* yang berbelanja di gerai Sociolla (JABODETABEK) Jakarta, Bogor, Depok, Tangerang dan Bekasi. Salah satu industri kecantikan yang berhasil bertahan dalam menghadapi tantangan pandemi di Indonesia selama setahun terakhir adalah Sociolla, yang mencatat pertumbuhan transaksi sebesar 50 persen jika dibandingkan dengan periode sebelum pandemi (Fauzia, 2021). Sociolla berhasil mencapai kesuksesan sebagai gerai *skincare* dengan cara melakukan ekspansi diperkirakan dapat mencapai Rp831,5 triliun (Sugandi, 2022). Sociolla sebagai tempat berbelanja yang menghadirkan lebih dari 1000 produk kecantikan dari merek lokal hingga internasional, Sociolla selalu memberikan berbagai pengalaman berbelanja yang aman semua produk di Sociolla terjamin asli dan sudah terdaftar BPOM (Levi, 2022). Jumlah populasi tidak diketahui dengan pasti sehingga sampel pada penelitian ini

ditentukan menggunakan metode *purposive sampling* dengan kriteria sampel yaitu konsumen sociolla yang berada di wilayah Jabodetabek yang berusia 17 hingga 45 tahun, pria dan wanita yang pernah berbelanja *skincare* di Sociolla minimal 2 kali dalam kurun waktu 3 bulan terakhir.

Metode analisis data studi ini menggunakan *Structural Equation Modeling* (SEM). Pada penelitian ini menggunakan pendekatan deduktif yang artinya menguji atau mengkonfirmasi hipotesis pada penelitian sebelumnya, dengan demikian untuk analisis datanya menggunakan *Structural Equation Modeling* (SEM) yang berbasis *Covariance-Based Structural Equation Modeling* (CB-SEM), dimana dilakukan uji *Confirmatory Factor Analysis* (CFA), uji hipotesis dengan nilai T Value $\geq 1,96$, uji Goodness of Fit untuk memastikan kesesuaian model penelitian.

HASIL DAN PEMBAHASAN

Berdasarkan hasil pretest yang dilakukan pada 35 responden, variabel dalam penelitian ini memenuhi kriteria uji KMO dan *Bartlett's test*, serta nilai MSA untuk setiap indikator $>0,5$, sehingga dalam penelitian ini dapat dianggap valid. Untuk uji reliabilitas, digunakan pengukuran *Cronbach's Alpha*. Hasil perhitungan menunjukkan bahwa semua indikator kuesioner memenuhi kriteria uji reliabilitas dengan *Cronbach's Alpha* $>0,70$, sehingga indikator penelitian dianggap reliabel (Hair *et al.*, 2019).

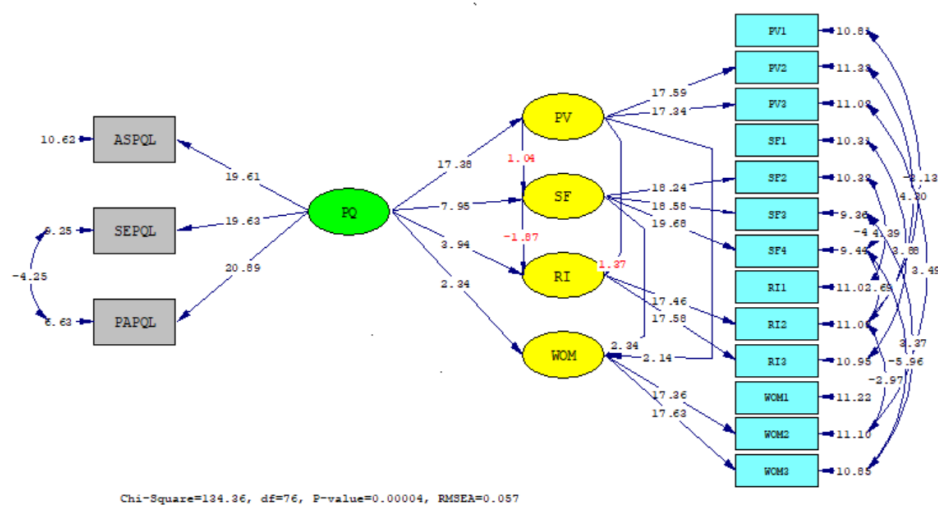
Berdasarkan kuesioner yang disebarakan secara online melalui *google form*, terdapat 240 responden yang memenuhi kriteria yang telah ditentukan. Dari hasil data yang dikumpulkan, 83,8% responden adalah perempuan dan 16,3% laki-laki. Responden berdomisili di Jakarta 24,6%, Bogor 21,7%, Depok 17,9%, Tangerang 22,1%, dan Bekasi 13,7%. Sebanyak 96,7% responden berusia 17-25 tahun, sementara 2,5% berusia 26-35 tahun, dan 36-45 tahun 0,8%, dengan mayoritas berprofesi sebagai pelajar atau mahasiswa sebanyak 96,7%. Dalam tiga bulan terakhir, sebagian besar responden berbelanja di gerai Sociolla dengan pengeluaran Rp 200.000 – Rp 500.000 sebesar 51,7%.

Semua variabel dinyatakan valid karena menunjukkan nilai *loading factor* lebih dari 0,50. Selain itu, hasil uji reliabilitas dengan batasan minimal nilai *construct reliability* 0,60, dan nilai *variance extracted* mencapai minimal 0,50 (Hair *et al.*, 2019). Nilai *construct reliability* pada variabel *Perceived Quality* adalah 0,96, *Perceived Value* 0,87, *Satisfaction* 0,92, *Repurchase Intention* 0,87, serta *Word of Mouth* 0,88. Sementara itu, nilai *variance extracted* untuk *Perceived Quality* adalah 0,91, *Perceived Value* 0,70, *Satisfaction* 0,75, *Repurchase Intention* 0,49, dan *Word of Mouth* 0,50.

Kemudian, hasil yang diperoleh dari uji struktural, dengan memperhatikan nilai R^2 pada setiap persamaan, dapat dilihat sebagai berikut. Pertama, variabel *Perceived Value* dipengaruhi oleh *Perceived Quality* dengan nilai R^2 0.31. Dimana hal ini mengindikasikan bahwa 31% dari variabel *Perceived Value* dijelaskan oleh variabel *Perceived Quality*, sisanya sebanyak 69% dapat dipengaruhi oleh variabel

lain diluar penelitian ini. Kedua, *Satisfaction* dipengaruhi oleh variabel *Perceived Value* dan *Perceived Quality* dengan nilai R^2 0,97. Dimana hal ini mengindikasikan bahwa 97% dari variabel *Satisfaction* dijelaskan oleh variabel *Perceived Value* dan *Perceived Quality*, sisanya sebanyak 3% dapat dipengaruhi oleh variabel lain diluar penelitian ini. Hasil ketiga, variabel *Repurchase Intention* dipengaruhi oleh *Perceived Value*, *Satisfaction*, *Perceived Quality* dengan nilai R^2 yaitu 0,77. Maka, mengindikasikan bahwa 77% dari *Repurchase Intention* dapat dijelaskan oleh *Perceived Value*, *Satisfaction*, *Perceived Quality*, sisanya sejumlah 33% dipengaruhi variabel lain yang tidak ada dalam penelitian ini. Hasil keempat, variabel *Word of Mouth* dipengaruhi oleh *Perceived Value*, *Satisfaction*, *Perceived Quality* dengan nilai R^2 yaitu 0,80. Maka, mengindikasikan bahwa 80% dari *Word of Mouth* dapat dijelaskan oleh *Perceived Value*, *Satisfaction*, *Perceived Quality*, sisanya sejumlah 20% dipengaruhi variabel lain yang tidak ada dalam penelitian ini.

Dalam uji kesesuaian model, analisis menunjukkan bahwa semua item seperti *Chi Square*, RMSEA, ECVI, AIC, CAIC, Fit Index, *Critical N*, dan GFI menghasilkan nilai yang memenuhi kriteria good fit. Hasil penelitian ini digambarkan dalam diagram T-Value.



Gambar 1. Path Diagram T-value

Berdasarkan Path Diagram T-Value yang ditampilkan pada Gambar 2 di atas, berikut adalah penyajian hasil pengujian hipotesis model penelitian:

Tabel 1. Uji Hipotesis Model Penelitian

Hipotesis	Pernyataan Hipotesis	Nilai T-Value	Keterangan
H1	<i>Perceived Quality (PQ)</i> memiliki pengaruh	17.38	Data mendukung hipotesis

Hipotesis	Pernyataan Hipotesis	Nilai T-Value	Keterangan
	positif terhadap <i>Perceived Value</i> (PV)		
H2	<i>Perceived Quality</i> (PQ) memiliki pengaruh positif terhadap <i>Satisfaction</i> (SF)	7.95	Data mendukung hipotesis
H3	<i>Perceived Quality</i> (PQ) memiliki pengaruh positif terhadap <i>Repurchase Intention</i> (RI)	3.94	Data mendukung hipotesis
H4	<i>Perceived Quality</i> (PQ) memiliki pengaruh positif terhadap <i>Word of Mouth</i> (WOM)	2.34	Data mendukung hipotesis
H5	<i>Perceived Value</i> (PV) memiliki pengaruh positif terhadap <i>Satisfaction</i> (SF)	1.04	Data tidak mendukung hipotesis
H6	<i>Perceived Value</i> (PV) memiliki pengaruh positif terhadap <i>Repurchase Intention</i> (RI)	1.37	Data tidak mendukung hipotesis
H7	<i>Perceived Value</i> (PV) memiliki pengaruh positif terhadap <i>Word of Mouth</i> (WOM)	2.14	Data mendukung hipotesis
H8	<i>Satisfaction</i> (SF) memiliki pengaruh positif terhadap <i>Repurchase Intention</i> (RI)	1.87	Data tidak mendukung hipotesis
H9	<i>Satisfaction</i> (SF) memiliki pengaruh positif terhadap <i>Word of Mouth</i> (WOM)	2.34	Data mendukung hipotesis

Hipotesis	Pernyataan Hipotesis	Nilai T-Value		Keterangan
H10	<i>Perceived Value</i> (PV) memediasi <i>Perceived Quality</i> (PQ) dan <i>Repurchase Intention</i> (RI)	PQ-PV 17.38	PV-RI 1.37	Data tidak mendukung hipotesis
H11	<i>Perceived Value</i> (PV) memediasi <i>Perceived Quality</i> (PQ) dan <i>Word of Mouth</i> (WOM)	PQ-PV 17.38	PV-WOM 2.14	Data mendukung hipotesis
H12	<i>Satisfaction</i> (SF) memediasi <i>Perceived Quality</i> (PQ) dan <i>Repurchase Intention</i> (RI)	PQ-SF 7.95	SF-RI -1.87	Data tidak mendukung hipotesis
H13	<i>Satisfaction</i> (SF) memediasi <i>Perceived Quality</i> (PQ) dan <i>Word of Mouth</i> (WOM)	PQ-SF 7.95	SF-WOM 2.34	Data mendukung hipotesis
H14	<i>Satisfaction</i> (SF) memediasi <i>Perceived Value</i> (PV) dan <i>Repurchase Intention</i> (RI)	PV-SF 1.04	SF-RI -1.87	Data tidak mendukung hipotesis
H15	<i>Satisfaction</i> (SF) memediasi <i>Perceived Value</i> (PV) dan <i>Word of Mouth</i> (WOM)	PV-SF 1.04	SF-WOM 2.34	Data tidak mendukung hipotesis

Sumber: Data Olahan SEM LISREL (2024)

Berdasarkan tabel di atas, terdapat 7 hipotesis dengan T-Value di bawah 1,96 yang menunjukkan bahwa data tidak mendukung hipotesis tersebut (Hair *et al.*,2019). Hipotesis yang tidak didukung meliputi H5 yaitu *Perceived Value* (PV) mempunyai pengaruh positif pada *Satisfaction* (SF), H6 yaitu *Perceived Value* (PV) memiliki dampak positif terhadap *Repurchase Intention* (RI), H8 yaitu *Satisfaction* mendukung secara positif terhadap *Repurchase Intention* (RI), H10 yaitu *Perceived Value* (PV) tidak bertindak sebagai perantara terhadap *Perceived Quality* (PQ) dan *Repurchase Intention* (RI), H12 yaitu *Satisfaction* (SF) tidak bertindak sebagai perantara *Perceived Value* (PV) dan *Repurchase Intention* (RI), H14 yaitu *Satisfaction* (SF) tidak bertindak sebagai perantara *Perceived Value* (PV) dan *Repurchase Intention* (RI) dan H15 yaitu *Satisfaction* (SF) tidak bertindak sebagai perantara *Perceived Value* (PV) dan *Word of Mouth* (WOM). Sementara itu, 8 hipotesis lainnya, yaitu H1, H2, H3,

H4, H7, H9, H11, H13 mendukung karena memiliki nilai T-Value di atas 1,96 sehingga data penelitian ini mendukung hipotesis yang diajukan (Hair *et al.*,2019).

KESIMPULAN

Dari hasil studi yang dilakukan diperoleh kesimpulan bahwa *Perceived Quality* yang sesuai dengan harapan dapat menambah nilai dimata konsumen, membuat konsumen merasa puas, melakukan pembelian ulang dan mendorong konsumen untuk merekomendasikan produk tersebut. Namun terdapat hasil bahwa *Perceived Value* bukan faktor pendorong yang membuat konsumen menjadi puas. *Perceived Value* dan *Satisfaction* tidak memiliki hubungan dengan *Repurchase Intention*, tetapi berpengaruh terhadap *Word of Mouth*. Studi ini juga membuktikan bahwa *Perceived Value* dan *Satisfaction* tidak mampu memediasi hubungan antara *Perceived Quality* dengan *Repurchase Intention*, namun mampu memediasi hubungan antara *Perceived Quality* dengan *Word of Mouth*. Selain itu, *Satisfaction* tidak mampu memediasi *Perceived Value* dengan *Repurchase Intention* & hubungan *Perceived Value* dengan *Word of Mouth*.

Studi ini memiliki keterbatasan atau limitasi yang perlu diperhatikan dan dapat diperbaiki dalam studi di masa depan. Pertama, studi ini dilakukan di Indonesia, khususnya di wilayah Jabodetabek. Hasil penelitian ini mungkin berbeda jika dilakukan di negara atau wilayah yang berbeda. Sehubungan dengan itu, penelitian mendatang diharapkan mampu mengatasi keterbatasan ini dengan melibatkan negara atau wilayah lain sebagai lokasi penelitian. Kedua, penelitian ini didominasi oleh responden perempuan, sehingga penelitian selanjutnya perlu memperluas cakupan dengan melibatkan lebih banyak responden laki-laki agar hasilnya lebih representatif dan seimbang. Ketiga, studi ini hanya fokus pada objek *skincare* yang tersedia di Sociolla. Oleh karena itu, diharapkan penelitian selanjutnya dapat mengeksplorasi objek lain, seperti produk fashion, pakaian, elektronik, atau cafe, untuk memperoleh wawasan yang lebih luas dan mendalam.

Penelitian ini memiliki beberapa implikasi manajerial yaitu untuk meningkatkan *Repurchase Intention* dan *Word of Mouth*, dilihat dari hasil yang diperoleh *Perceived Value* dan *Satisfaction* belum bisa meningkatkan *Repurchase Intention*. Oleh karena itu, untuk menarik konsumen membeli kembali produk, perusahaan perlu mengembangkan nilai pada produk yang kuat sehingga menghasilkan persepsi yang baik dirasakan oleh konsumen tentang produk. Hal itu perlu diperbaiki dengan memperhatikan dari segi kepuasan konsumen dengan memberikan nilai tambahan (seperti penawaran khusus) agar konsumen tetap memilih untuk membeli produk tersebut. Selain itu *Perceived Quality* pada produk yg bagus dapat membangun persepsi positif tentang produk dibenak konsumen, yang dapat meningkatkan *Repurchase Intention* dan *Word of Mouth*. Dengan melakukan straregi tersebut, perusahaan dapat meningkatkan ketertarikan konsumen terhadap produk *skincare* dengan harapan akan tercipta *Repurchase Intention* dan *Word of Mouth* terhadap produk tersebut.

DAFTAR PUSTAKA

- Agüera, F. O., & Cuadra, S. M. (2020). The Relevance of the Souvenirs, Food, Experiences and Facilities of a Bordered Destination on the Key Relationship of Perceived Value, Attitudes and Satisfaction. *Journal of Borderlands Studies*, 37(3), 1–20. <https://doi.org/10.1080/08865655.2020.1792799>
- Ahmad Fuzir, F. N., & A Rahman, M. K. B. (2020). The Mediating Effect of Customer Satisfaction on the Relationship Between Service Quality, Relationship Quality, Relationship Quality, Perceived Value, and Perceived Price Towards Repurchase Intention in the Fast Food Industry. *Social and Management Research Journal*, 17(2), 371. <https://doi.org/10.24191/smrj.v17i2.10564>
- Ahmadi, A. (2019). Thai Airways: key influencing factors on customers' word of mouth. *International Journal of Quality and Reliability Management*, 36(1), 40–57. <https://doi.org/10.1108/IJQRM-02-2018-0024>
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157. <https://doi.org/10.1177/2278682119850275>
- Ali, J. B., Gardi, B., Jabbar Othman, B., Ali Ahmed, S., Burhan Ismael, N., Abdalla Hamza, P., Mahmood Aziz, H., Yassin Sabir, B., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management (IJEBM)*, 5(3), 2456–8678. <https://doi.org/10.22161/ijebm.5.3>
- Amalia, L., & Putra, F. P. (2021). The Effect of Service Quality, Product Quality, Experimental Marketing and Location by Intervening Consumer Satisfaction on McDonald's Repurchase Interest in the Green Garden Kedoya Branch. In *Journal of Management and Leadership* (Vol. 4, Issue 1).
- Amgad, A. S., Ahmed, S., Khan, M. A., Al Homaidi, E. A., & Mansour, A. M. (2021). Exploring the relationship of marketing & technological innovation on store equity, word of mouth and satisfaction. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2020.1861752>
- Amoako, G. K., Caesar, L. D., Dzogbenuku, R. K., & Bonsu, G. A. (2023). Service recovery performance and repurchase intentions: the mediation effect of service quality at KFC. *Journal of Hospitality and Tourism Insights*, 6(1), 110–130. <https://doi.org/10.1108/JHTI-06-2021-0141>
- Ananda, A. S., Hanny, H., Hernández-García, Á., & Prasetya, P. (2023). 'Stimuli Are All Around'—The Influence of Offline and Online Servicescapes in Customer Satisfaction and Repurchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(1), 524–547. <https://doi.org/10.3390/jtaer18010027>

- Aquinia, A., Liana, L., & Wahyudi, D. (2021). *The Role of Perceived Quality and Brand Loyalty Influencing Repurchase Intention*. <https://www.topbrand-award.com/top-brand->
- Assaker, G., O'Connor, P., & El-Haddad, R. (2020). Examining an integrated model of green image, perceived quality, satisfaction, trust, and loyalty in upscale hotels. *Journal of Hospitality Marketing and Management*, 29(8), 934–955. <https://doi.org/10.1080/19368623.2020.1751371>
- Asti, W. P., Handayani, P. W., & Azzahro, F. (2021). Influence of Trust, Perceived Value, and Attitude on Customers' Repurchase Intention for E-Grocery. *Journal of Food Products Marketing*, 27(3), 157–171. <https://doi.org/10.1080/10454446.2021.1922325>
- Augusto, J. A. R., Vera, C. G. L., Zubiria, L. L., & Andia, M. M. (2023). How to Reach Green Word of Mouth through Green Trust, Green Perceived Value and Green Satisfaction. *Data*, 8(2). <https://doi.org/10.3390/data8020025>
- Ayuningsih, F., & Maftukhah, I. (2020). Management Analysis Journal The Influence of Product Knowledge, Brand Image, and Brand Love on Purchase Decision through Word of Mouth Article Information. *Management Analysis Journal*, 9(4). <http://maj.unnes.ac.id>
- Bakhshizadeh, E., & Aliasghari, H. (2023). Customer-Based Brand Equity and Customer Behavior Intention: Evidence from Insurance Service. *Revista Brasileira de Marketing*, 22(1), 439–468. <https://doi.org/10.5585/REMARK.V22I1.20256>
- Bello, K. B., Jusoh, A., & Md Nor, K. (2021). Relationships and impacts of perceived CSR, service quality, customer satisfaction and consumer rights awareness. *Social Responsibility Journal*, 17(8), 1116–1130. <https://doi.org/10.1108/SRJ-01-2020-0010>
- Bolton, R. N., Gustafsson, A., Tarasi, C. O., & Witell, L. (2022). Managing a Global Retail Brand in Different Markets: Meta-Analyses of Customer Responses to Service Encounters. *Journal of Retailing*, 98(2), 294–314. <https://doi.org/10.1016/j.jretai.2021.03.004>
- Caber, M., Albayrak, T., & Crawford, D. (2020). Perceived value and its impact on travel outcomes in youth tourism. *Journal of Outdoor Recreation and Tourism*, 31. <https://doi.org/10.1016/j.jort.2020.100327>
- Çevik, H., & Sevilmış, A. (2022). The effects of sense of community on perceived value, consumer satisfaction and future intention in the low-cost fitness clubs. *Managing Sport and Leisure*. <https://doi.org/10.1080/23750472.2022.2115393>

- Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.e10619>
- Chen, shihchih, & Lin, chiehpeng. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. <https://doi.org/10.1016/j.techfore.2018.11.025>
- Chen, C. C. V., & Chen, C. J. (2017). The role of customer participation for enhancing repurchase intention. *Management Decision*, 55(3), 547–562. <https://doi.org/10.1108/MD-06-2016-0380>
- Chen, J. L. (2023). Effect of Perceived Quality of Green Brands on Road Race Participants' Green Word of Mouth and Mediating Roles of Satisfaction with and Trust in Green Brands. *Sustainability (Switzerland)*, 15(17). <https://doi.org/10.3390/su151713121>
- Chen, Q., Huang, R., & Hou, B. (2020). Perceived authenticity of traditional branded restaurants (China): impacts on perceived quality, perceived value, and behavioural intentions. *Current Issues in Tourism*, 0(0), 2950–2971. <https://doi.org/10.1080/13683500.2020.1776687>
- Chen, Y., Lu, F., & Zheng, S. (2020). A Study on the Influence of E-Commerce Live Streaming on Consumer Repurchase Intentions. *International Journal of Marketing Studies*, 12(4), 48. <https://doi.org/10.5539/ijms.v12n4p48>
- Chi, X., Lee, S. K., Ahn, Y. joo, & Kiatkawsin, K. (2020). Tourist-perceived quality and loyalty intentions towards rural tourism in China. *Sustainability (Switzerland)*, 12(9). <https://doi.org/10.3390/su12093614>
- Chienwattanasook, K., Jermsittiparsert, K., & Jarinto, K. (2019). Customer Satisfaction, Word-of-Mouth and Conventional Banks in Thailand. In *International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 10, Issue 1). www.ijicc.net
- Chiu, W., & Cho, H. (2019). E-commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-commerce websites. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1339–1362. <https://doi.org/10.1108/APJML-10-2018-0403>
- Choi, H. C., Huang, S., Choi, H., & Chang, H. (2020). The effect of flight attendants' physical attractiveness on satisfaction, positive emotion, perceived value, and behavioral intention. *Journal of Hospitality and Tourism Management*, 44, 19–29. <https://doi.org/10.1016/j.jhtm.2020.05.001>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance*,

Economics and Business, 8(3), 585–593.
<https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>

Devi, A. A. D. T., & Yasa, N. N. K. (2021). role of customer satisfaction in mediating the influence of service quality and perceived value on brand loyalty. *International Research Journal of Management, IT and Social Sciences*, 8(3), 315–328. <https://doi.org/10.21744/irjmis.v8n3.1786>

Donighi, S. S., & Yousefi, M. (2016). Impact of service quality and perceived value on post-purchase intention with mediation of customer satisfaction (Case Study: Pharmacies in Tehran, Iran). *Special Issue on New Dimensions in Economics, Accounting and Management*, 4(1). <http://www.european-science.com>

Eklof, J., Podkorytova, O., & Malova, A. (2020). Linking customer satisfaction with financial performance: an empirical study of Scandinavian banks. *Total Quality Management and Business Excellence*, 31(15–16), 1684–1702. <https://doi.org/10.1080/14783363.2018.1504621>

Etim, G. S., James, E. E., Inyang, I. B., & Anna, E. H. (2023). Word-of-Mouth Communication and Customer Patronage Behaviour Towards Smartphones. *International Journal of Entrepreneurship and Business Innovation*, 6(2), 69–85. <https://doi.org/10.52589/ijebi-ibjmwrb6>

Fan, T. Y., Pan, B. Y., Tseng, S. Der, & Chao, L. P. (2023). How to Enhance Corporate Customers' Loyalty on Purchasing Service Products? Exploring from the Perspective of Information Search. *Sustainability (Switzerland)*, 15(9). <https://doi.org/10.3390/su15097101>

Farias, F. De, Eberle, L., Milan, G. S., De Toni, D., & Eckert, A. (2019). Determinants of Organic Food Repurchase Intention from the Perspective of Brazilian Consumers. *Journal of Food Products Marketing*, 25(9), 921–943. <https://doi.org/10.1080/10454446.2019.1698484>

Fatmawati, I., & Fauzan, N. (2021). Building Customer Trust through Corporate Social Responsibility: The Effects of Corporate Reputation and Word of Mouth. *Journal of Asian Finance, Economics and Business*, 8(3), 0793–0805. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0793>

Fauzia, M. (2021, March 27). *Di Tengah Pandemi, Transaksi Sociolla Meningkat 50 persen*. Kompas.Com. <https://money.kompas.com/read/2021/03/27/172000726/di-tengah-pandemi-transaksi-sociolla-meningkat-50-persen>

Fernandes, N., & Barfknecht, C. (2020). Keep customers coming back: Enhancing value and satisfaction in a mobile shopping application context. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1788874>

Ghorbanzadeh, D., Shabbir, M. S., Mahmood, A., & Kazemi, E. (2021). Investigating the role of experience quality in predicting destination image, perceived value,

satisfaction, and behavioural intentions: a case of war tourism. *Current Issues in Tourism*, 24(21), 3090–3106.
<https://doi.org/10.1080/13683500.2020.1863924>

Ghosh, P., & Jhamb, D. (2021). How is the influence of hotel internship service quality a measurable factor in student interns' behavioral intentions? Mediating Role of Interns' Satisfaction. *Journal of Teaching in Travel and Tourism*, 21(3), 290–311. <https://doi.org/10.1080/15313220.2021.1912688>

Giantari, I. G. A. K., YASA, N. N. K., Sukawati, T. G. R., & Setini, M. (2021). Student Satisfaction and Perceived Value on Word of Mouth (WOM) During the COVID-19 Pandemic: An Empirical Study in Indonesia. *Journal of Asian Finance*, 8(6), 1047–1056. <https://doi.org/10.13106/jafeb.2021.vol8.no6.1047>

Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>

Gulam, I., Suryadi, N., & Prima Waluyowati, N. (2023). The effect of service quality and perceived value on customer loyalty in Tuban restaurants with customer satisfaction mediation. *International Journal of Research in Business and Social Science* (2147-4478), 12(5), 62–73. <https://doi.org/10.20525/ijrbs.v12i5.2667>

Ha, M. T., Nguyen, G. Do, & Doan, B. S. (2023). Understanding the mediating effect of switching costs on service value, quality, satisfaction, and loyalty. *Humanities and Social Sciences Communications*, 10(1). <https://doi.org/10.1057/s41599-023-01797-6>

Habibi, A., & Rasoolimanesh, S. M. (2021). Experience and Service Quality on Perceived Value and Behavioral Intention: Moderating Effect of Perceived Risk and Fee. *Journal of Quality Assurance in Hospitality and Tourism*, 22(6), 711–737. <https://doi.org/10.1080/1528008X.2020.1837050>

Hafidz, G. P., & Tunisa, S. S. R. (2023). On Revisit Intention And Word-Of-Mouth Intention Of Supermarkets Through Price Fairness, Perceived Value And Satisfaction. *Jurnal Ekonomi*, 12(02). <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>

Hair, Joseph, Black, William, Babin, Barry, Anderson, & Rolph. (2019). *Multivariat Data Analysis Eight Edition*. www.cengage.com/highered

Harju, C. (2022). The perceived quality of wooden building materials—A systematic literature review and future research agenda. In *International Journal of Consumer Studies* (Vol. 46, Issue 1, pp. 29–55). John Wiley and Sons Inc. <https://doi.org/10.1111/ijcs.12764>

- Hayati, S., Suroso, A., Suliyanto, & Elfan Kaukab, M. (2020). Customer satisfaction as a mediation between micro banking image, customer relationship and customer loyalty. *Management Science Letters*, 10(11), 2561–2570. <https://doi.org/10.5267/j.msl.2020.3.039>
- Hermanus, J., & Indradewa, R. (2022). Perceived Value and Attitude with Trust as Mediating Variable toward Intention to Booking Hotel Online. In *American International Journal of Business Management (AIJBM)* (Vol. 5).
- Issock, P. B. I., Mpinganjira, M., & Roberts-Lombard, M. (2020). Modelling green customer loyalty and positive word of mouth: Can environmental knowledge make the difference in an emerging market? *International Journal of Emerging Markets*, 15(3), 405–426. <https://doi.org/10.1108/IJOEM-09-2018-0489>
- Jasin, M., & Firmansyah, A. (2023). The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products. *Uncertain Supply Chain Management*, 11(1), 383–390. <https://doi.org/10.5267/j.uscm.2022.9.004>
- Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/APJML-02-2019-0101>
- Jusoh, rosli, abdul ghani mohd, & Yusuf, D. H. M. (2020). The Relationship between Product Quality, E-Service Quality and Brand Image on Customer Satisfaction: Preliminary Investigation in Perlis. *International Journal of Business and Management*, 4(5), 43–54. <https://doi.org/10.26666/rmp.ijbm.2020.5.6>
- Karunaratna, A. (2021). Impact of Brand Equity Dimensions on Repurchase Intention: Evidence from Soft Drinks Consumption of Adolescents. In *South Asian Journal of Business Insights* (Vol. 2021, Issue 1).
- Khoo, K. L. (2022). A study of service quality, corporate image, customer satisfaction, revisit intention and word-of-mouth: evidence from the KTV industry. *PSU Research Review*, 6(2), 105–119. <https://doi.org/10.1108/PRR-08-2019-0029>
- Kim, W. H., Cho, J. L., & Kim, K. S. (2019). The relationships of wine promotion, customer satisfaction, and behavioral intention: The moderating roles of customers' gender and age. *Journal of Hospitality and Tourism Management*, 39, 212–218. <https://doi.org/10.1016/j.jhtm.2019.03.001>
- Konuk, F. A. (2019a). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50(February), 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>

- Konuk, F. A. (2019b). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50, 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Konuk, F. A. (2021). The moderating impact of taste award on the interplay between perceived taste, perceived quality and brand trust. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102698>
- Kusuma, I. G. A. E. T., Yasmari, N. N. W., Agung, A. A. P., & Landra, N. (2021). When Satisfaction Is Not Enough to Build a Word of Mouth and Repurchase Intention. *Asia-Pacific Management and Business Application*, 1–27.
- Leon, M., Atienza, R., & Susilo, D. (2020). Influence of self-service technology (SST) service quality dimensions as a second-order factor on perceived value and customer satisfaction in a mobile banking application. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1794241>
- Leon, S., & Choi, H. (2020). Satisfaction and word-of-mouth moderated by choice: a service industry perspective. *Journal of Consumer Marketing*, 37(7), 869–881. <https://doi.org/10.1108/JCM-08-2019-3369>
- Levi, L. (2022). Hadirkan 18 Gerai Di Jabodetabek, Yuk, Cari Tahu Alasan Wajib Berkunjung Ke Sociolla Store! *Beauty Journal*. <https://www.soco.id/post/beauty/62662ad00d2753436891f347/sociolla-store-jabodetabek>
- Li, Y., & Shang, H. (2020). Service quality, perceived value, and citizens' continuous-use intention regarding e-government: Empirical evidence from China. *Information and Management*, 57(3). <https://doi.org/10.1016/j.im.2019.103197>
- Lin, T., Yeh, Y. Q., & Hsu, S. Y. (2022). Analysis of the Effects of Perceived Value, Price Sensitivity, Word-of-Mouth, and Customer Satisfaction on Repurchase Intentions of Safety Shoes under the Consideration of Sustainability. *Sustainability (Switzerland)*, 14(24). <https://doi.org/10.3390/su142416546>
- Liu, C. H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, 52, 42–54. <https://doi.org/10.1016/j.jairtraman.2015.12.007>
- Luoma-aho, V., Pirttimäki, T., Maity, D., Munnukka, J., & Reinikainen, H. (2019). Primed Authenticity: How Priming Impacts Authenticity Perception of Social Media Influencers. *International Journal of Strategic Communication*, 13(4), 352–365. <https://doi.org/10.1080/1553118X.2019.1617716>
- Mahadin, B. K., & Akroush, M. N. (2019). A study of factors affecting word of mouth (WOM) towards Islamic banking (IB) in Jordan. *International Journal of*

Emerging Markets, 14(4), 639–667. <https://doi.org/10.1108/IJOEM-10-2017-0414>

Marcos, A. M. B. de F., & Coelho, A. F. de M. (2022). Service quality, customer satisfaction and customer value: holistic determinants of loyalty and word-of-mouth in services. *TQM Journal*, 34(5), 957–978. <https://doi.org/10.1108/TQM-10-2020-0236>

Mariam, S., Fatimah, S., & Soekirman, A. (2022). The Weight of Product Quality and Service Quality on Customer Satisfpretense of PT. Tigabelas Pilar Mandiri in South Jakarta. In *Majalah Ilmiah Bijak* (Vol. 19, Issue 2). <http://ojs.stiami.ac.id>

Maulina, A., Sukoco, I., Hermanto, B., & Kostini, N. (2023). Tourists' Revisit Intention and Electronic Word-of-Mouth at Adaptive Reuse Building in Batavia Jakarta Heritage. *Sustainability (Switzerland)*, 15(19). <https://doi.org/10.3390/su151914227>

Meeprom, S., & Silanoi, T. (2020). Investigating the perceived quality of a special event and its influence on perceived value and behavioural intentions in a special event in Thailand. *International Journal of Event and Festival Management*, 11(3), 337–355. <https://doi.org/10.1108/IJEFM-09-2019-0043>

Meida, T. A., & Yusran, H. L. (2022). Pengaruh Information Quality Dan Brand Equity Melalui Perceived Value Terhadap Customer Satisfaction Pada Pengguna Aplikasi Go Food Di Masa Covid-19. *International Journal Demos*, 4(1), 1–15.

Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, 57. <https://doi.org/10.1016/j.ijinfomgt.2020.102300>

Mendoza, E. C. (2021). A Study Of Online Customers Repurchase Intention Using The 4RS Of Marketing Framework. *International Review of Management and Marketing*, 11(2), 1–10. <https://doi.org/10.32479/irmm.11009>

Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2021). Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2020.102404>

Morano, R. S., Barrichello, A., Jacomossi, R. R., & D'Acosta-Rivera, J. R. (2018). Street food: factors influencing perception of product quality. *RAUSP Management Journal*, 53(4), 535–554. <https://doi.org/10.1108/RAUSP-06-2018-0032>

Muhajir, Mohc. V., & Indarwati, T. A. (2021a). The Effect of Corporate Social Responsibility (CSR), Food Quality, and Perceived Value on Repurchase Intention Through Customer Satisfaction as Intervening Variables in The Pandemi Covid-19 Era (Study On “Chatime” Bubble Drink Products). *Journal*

of Business and Behavioural Entrepreneurship, 5(1), 60–77.
<https://doi.org/10.21009/jobbe.005.1.04>

Muhajir, Mohc. V., & Indarwati, T. A. (2021b). The Effect of Corporate Social Responsibility (CSR), Food Quality, and Perceived Value on Repurchase Intention Through Customer Satisfaction as Intervening Variables in The Pandemi Covid-19 Era (Study On “Chatime” Bubble Drink Products). *Journal of Business and Behavioural Entrepreneurship*, 5(1), 60–77.
<https://doi.org/10.21009/jobbe.005.1.04>

Mulady, R., & Sumadi. (2023). The influence of service quality, product quality, price, and innovation on customer loyalty at satay restaurant with the customer satisfaction as an intervening variable. *International Journal of Research in Business and Social Science* (2147- 4478), 12(4), 115–122.
<https://doi.org/10.20525/ijrbs.v12i4.2613>

Muskat, B., Hörtnagl, T., Prayag, G., & Wagner, S. (2019). Perceived quality, authenticity, and price in tourists’ dining experiences: Testing competing models of satisfaction and behavioral intentions. *Journal of Vacation Marketing*, 25(4), 480–498. <https://doi.org/10.1177/1356766718822675>

Nasir, M., Adil, M., & Dhamija, A. (2021). The synergetic effect of after sales service, customer satisfaction, loyalty and repurchase intention on word of mouth. *International Journal of Quality and Service Sciences*, 13(3), 489–505.
<https://doi.org/10.1108/IJQSS-01-2021-0015>

Nawang Sari, S., & Kusumawati, N. A. (2023). The Influence of brand trust, product quality, price and social media marketing on interest to repurchase wardah cosmetic product under a creative commons attribution - noncommercial 4.0 international license (cc by-nc 4.0). *Jurnal Ekonomi*, 12(01), 2023.
<http://ejournal.seaninstitute.or.id/index.php/Ekonomi>

Nguyen, L., Nguyen, T. H., & Tan, T. K. P. (2021). An Empirical Study of Customers’ Satisfaction and Repurchase Intention on Online Shopping in Vietnam. *Journal of Asian Finance, Economics and Business*, 8(1), 971–983.
<https://doi.org/10.13106/jafeb.2021.vol8.no1.971>

Nguyen, N. X., Tran, K., & Nguyen, T. A. (2021). Impact of service quality on in-patients’ satisfaction, perceived value, and customer loyalty: A mixed-methods study from a developing country. *Patient Preference and Adherence*, 15, 2523–2538.
<https://doi.org/10.2147/PPA.S333586>

Nisar, T. M., Prabhakar, G., Ilavarasan, P. V., & Baabdullah, A. M. (2020). Up the ante: Electronic word of mouth and its effects on firm reputation and performance. *Journal of Retailing and Consumer Services*, 53.
<https://doi.org/10.1016/j.jretconser.2018.12.010>

Oraedu, C. (2021). How relationship value and quality motivate positive word-of-mouth behaviour: Expressing the rules of reasoning in the Nigerian telecom

market. *International Journal of Quality and Reliability Management*, 38(1), 249–272. <https://doi.org/10.1108/IJQRM-07-2018-0188>

Osman, Z., Othman, F. I., Musa, N., & Richard, C. M. (2023). Exploring the Relationships among Image, Perceived Value, Satisfaction, and Loyalty among Tourists in Homestay Tourism Sector. *International Journal of Academic Research in Business and Social Sciences*, 13(8). <https://doi.org/10.6007/ijarbss/v13-i8/17785>

Özkan, P., Süer, S., Keser, İ. K., & Kocakoç, İ. D. (2020). The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation. *International Journal of Bank Marketing*, 38(2), 384–405. <https://doi.org/10.1108/IJBM-03-2019-0096>

Paiz, N. A. M., Ali, M. H., Abdullah, A. R., & Mansor, Z. (2021). Repurchase Intention among Mobile Shoppers with Mediating Effect of Satisfaction on Mobile Shopping. *International Journal of Business and Management*, 16(7), 1. <https://doi.org/10.5539/ijbm.v16n7p1>

Paulose, D., & Shakeel, A. (2022). Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality and Tourism*, 23(2), 447–481. <https://doi.org/10.1080/1528008X.2021.1884930>

Pei, X. L., Guo, J. N., Wu, T. J., Zhou, W. X., & Yeh, S. P. (2020). Does the effect of customer experience on customer satisfaction create a sustainable competitive advantage? A comparative study of different shopping situations. *Sustainability (Switzerland)*, 12(18). <https://doi.org/10.3390/SU12187436>

Pham, H., & Nguyen, T. (2019). The effect of website quality on repurchase intention with the mediation of perceived value: The case study of online travel agencies in Vietnam. *Journal of Global Business Insights*, 4(1), 78–91. <https://doi.org/10.5038/2640-6489.4.1.1041>

Pitaloka, I. W., & Gumanti, T. A. (2019). The Effects Of Brand Equity On Repurchase Intention: The Role Of Brand Relationship Quality In Muslim Wear Brand Surabaya-Indonesia. *International Journal of Scientific & Technology Research*, 8, 1. www.ijstr.org

Prabarini, D. D., Sumiati, & Setiawan, M. (2022). Product quality, reference group, convenience and its effect on the repurchase intentions of Janji Jiwa brand coffee. *International Journal of Research in Business and Social Science (2147-4478)*, 11(8), 92–101. <https://doi.org/10.20525/ijrbs.v11i8.2043>

Prabowo, D. S. P., & Aji, H. M. (2021). Visual Packaging and Perceived Emotional Value: A Study on Islamic Branded Cosmetics. *The South East Asian Journal of Management*, 15(1), 55–71. <https://doi.org/10.21002/seam.v15i1.12995>

- Preko, A., Mohammed, I., Gyepi-Garbrah, T. F., & Allaberganov, A. (2021). Islamic tourism: travel motivations, satisfaction and word of mouth, Ghana. *Journal of Islamic Marketing*, 12(1), 124–144. <https://doi.org/10.1108/JIMA-04-2019-0082>
- Purnamasari, D. S., & Fadli, J. A. (2024). The Influence Of Perceived Quality On Repurchase Intention With The Mediating Customer Satisfaction And Perceived Value Of Cosmetic Products In Jabodetabek. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3). <https://doi.org/10.37641/jimkes.v11i3.2311>
- Puspitasari, C. D. (2022, June 24). *Spire Insights: Permintaan Produk Skin Care di Indonesia Terus Meningkat*. TechnoBusiness Media. <https://technobusiness.id/insight/spire-insights/2022/06/24/spire-insights-permintaan-produk-skin-care-di-indonesia-terus-meningkat/>
- Ramesh, K., Saha, R., Goswami, S., Sekar, & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, 26(2), 377–387. <https://doi.org/10.1002/csr.1689>
- Rimba, H. N., Noermijati, N., & Rohman, F. (2022). The The Effect of Service Quality and Service Experience on Word Of Mouth (WOM) with Perceived Value As Mediation. *Journal of Business and Management Review*, 3(11), 783–798. <https://doi.org/10.47153/jbmr311.5282022>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Roy, S., S., S., & Bhatia, S. (2019). Service quality versus service experience: An empirical examination of the consequential effects in B2B services. *Industrial Marketing Management*, 82, 52–69. <https://doi.org/10.1016/j.indmarman.2019.02.017>
- Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction. *Management Science Letters*, 10(5), 1077–1084. <https://doi.org/10.5267/j.msl.2019.11.001>
- Sari, A., Ambarwati, D. A. S., & Ramelan, M. R. (2020). The mediation relationship of customer satisfaction between service quality and repurchase intention on e-commerce in Indonesia. *Jurnal Manajemen Dan Pemasaran Jasa*, 13(1), 137–150. <https://doi.org/10.25105/jmpj.v13i1.6102>
- Seopela, L., & Zulu, V. M. (2022). Consumer perceptions on satisfaction and word of mouth in smallholder horticultural stores in an emerging economy. *Management Science Letters*, 12(1), 21–34. <https://doi.org/10.5267/j.msl.2021.8.004>

- Severt, K., Shin, Y. H., Chen, H. S., & DiPietro, R. B. (2022). Measuring the Relationships between Corporate Social Responsibility, Perceived Quality, Price Fairness, Satisfaction, and Conative Loyalty in the Context of Local Food Restaurants. *International Journal of Hospitality and Tourism Administration*, 23(3), 623–645. <https://doi.org/10.1080/15256480.2020.1842836>
- Shang, B., & Bao, Z. (2022). How Repurchase Intention Is Affected in Social Commerce?: An Empirical Study. *Journal of Computer Information Systems*, 62(2), 326–336. <https://doi.org/10.1080/08874417.2020.1812133>
- Sharif, S., Rehman, S. U., Ahmad, Z., Albadry, O. M., & Zeeshan, M. (2023). Consumer quality management for beverage food products: analyzing consumer' perceptions toward repurchase intention. *TQM Journal*. <https://doi.org/10.1108/TQM-01-2022-0012>
- Singh, S., & Alok, S. (2022). Drivers of Repurchase Intention of Organic Food in India: Role of Perceived Consumer Social Responsibility, Price, Value, and Quality. *Journal of International Food and Agribusiness Marketing*, 34(3), 246–268. <https://doi.org/10.1080/08974438.2020.1869135>
- Sitthipon, T., Limna, P., Jaipong, P., Siripipattanakul, S., & Auttawechasakoon, P. (2022). Gamification Predicting Customers' Repurchase Intention Via E-Commerce Platforms Through Mediating Effect of Customer Satisfaction in Thailand. In *Review of advanced multidisciplinary science, engineering & innovation (ramsey) ramsey* (Vol. 1, Issue 1). <https://ssrn.com/abstract=4080558>
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324–1344. <https://doi.org/10.1108/BFJ-09-2020-0771>
- Sofiane, L. (2019). The Impact of Consumer-Based Brand Equity on Word-of-Mouth Behavior. *International Journal of Business and Social Science*, 10(4). <https://doi.org/10.30845/ijbss.v10n4p9>
- Souki, G. Q., Antonialli, L. M., Barbosa, Á. A. da S., & Oliveira, A. S. (2020). Impacts of the perceived quality by consumers' of à la carte restaurants on their attitudes and behavioural intentions. *Asia Pacific Journal of Marketing and Logistics*, 32(2), 301–321. <https://doi.org/10.1108/APJML-11-2018-0491>
- Stranieri, S., Riccardi, F., Meuwissen, M. P. M., & Soregaroli, C. (2021). Exploring the impact of blockchain on the performance of agri-food supply chains. *Food Control*, 119. <https://doi.org/10.1016/j.foodcont.2020.107495>
- Stribbell, H., & Duangekanong, S. (2022). Satisfaction as a key antecedent for word of mouth and an essential mediator for service quality and brand trust in international education. *Humanities and Social Sciences Communications*, 9(1). <https://doi.org/10.1057/s41599-022-01459-z>

- Stylidis, K., Wickman, C., & Söderberg, R. (2020). Perceived quality of products: a framework and attributes ranking method. *Journal of Engineering Design*, 31(1), 37–67. <https://doi.org/10.1080/09544828.2019.1669769>
- Suchánek, P., & Králová, M. (2019). Customer satisfaction, loyalty, knowledge and competitiveness in the food industry. *Economic Research-Ekonomska Istrazivanja*, 32(1), 1237–1255. <https://doi.org/10.1080/1331677X.2019.1627893>
- Sugandi, A. T. (2022, March 22). *Sociolla Incar Potensi Ekonomi Rp831,5 Triliun dari Perempuan Indonesia*. *Bisnis.Com*. <https://teknologi.bisnis.com/read/20220330/266/1516466/sociolla-incar-potensi-ekonomi-rp8315-triliun-dari-perempuan-indonesia>
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867–879. <https://doi.org/10.1080/13683500.2019.1568400>
- Sun, J., Nazlan, N. H., Leung, X. Y., & Bai, B. (2020). “A cute surprise”: Examining the influence of meeting giveaways on word-of-mouth intention. *Journal of Hospitality and Tourism Management*, 45, 456–463. <https://doi.org/10.1016/j.jhtm.2020.10.003>
- Sun, S., & Pan, Y. (2023). Effects of Service Quality and Service Convenience on Customer Satisfaction and Loyalty in Self-Service Fitness Centers: Differences between Staffed and Unstaffed Services. *Sustainability (Switzerland)*, 15(19). <https://doi.org/10.3390/su151914099>
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1976468>
- Sweeney, J., Payne, A., Frow, P., & Liu, D. (2020). Customer Advocacy: A Distinctive Form of Word of Mouth. *Journal of Service Research*, 23(2), 139–155. <https://doi.org/10.1177/1094670519900541>
- Syah, T. Y. R., & Olivia, D. (2022). Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image, and E-Service Quality. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2065790>
- Taheri, B., Chalmers, D., Wilson, J., & Arshed, N. (2021). Would you really recommend it? Antecedents of word-of-mouth in medical tourism. *Tourism Management*, 83. <https://doi.org/10.1016/j.tourman.2020.104209>
- Tamez, C. R. G., Aguirre, M. C. D., Codina, J. N. B., & Rodríguez, P. G. (2021). Analysis of the Elements of the Theory of Flow and Perceived Value and Their Influence

in Craft Beer Consumer Loyalty. *Journal of International Food and Agribusiness Marketing*, 33(5), 487–517.
<https://doi.org/10.1080/08974438.2020.1823929>

Tandon, A., Aakash, A., & Aggarwal, A. G. (2020). Impact of EWOM, website quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling. *International Journal of System Assurance Engineering and Management*, 11, 349–356.
<https://doi.org/10.1007/s13198-020-00954-3>

Thuy, D. C., & Ngoc Quang, N. (2022). Factors affecting satisfaction and intention to repurchase retail banking services in Vietnam. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2137952>

Tian, H., Siddik, A. B., & Masukujjaman, M. (2022). Factors Affecting the Repurchase Intention of Organic Tea among Millennial Consumers: An Empirical Study. *Behavioral Sciences*, 12(2). <https://doi.org/10.3390/bs12020050>

Tuncer, I., Unusan, C., & Cobanoglu, C. (2021). Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intention in Restaurants: An Integrated Structural Model. *Journal of Quality Assurance in Hospitality and Tourism*, 22(4), 447–475. <https://doi.org/10.1080/1528008X.2020.1802390>

Tzavlopoulos, I., Gotzamani, K., Andronikidis, A., & Vassiliadis, C. (2019a). Determining the impact of e-commerce quality on customers' perceived risk, satisfaction, value and loyalty. *International Journal of Quality and Service Sciences*, 11(4), 576–587. <https://doi.org/10.1108/IJQSS-03-2019-0047>

Umayrah, S., & Hutasuhut, S. (2024). The Effect of Perceived Value and Word Of Mouth on Customer Loyalty Mediated by Consumer Satisfaction at Stiinacake Shop. *Ejournal.Upi.Edu*. <https://doi.org/10.17509/mimbardik.v5i2>

Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102721>

Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020a). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12). <https://doi.org/10.1016/j.heliyon.2020.e05710>

Uzir, M. U. H., Jerin, I., Al Halbusi, H., Hamid, A. B. A., & Latiff, A. S. A. (2020b). Does quality stimulate customer satisfaction where perceived value mediates and the usage of social media moderates? *Heliyon*, 6(12). <https://doi.org/10.1016/j.heliyon.2020.e05710>

- Valiño, P. C., Rodríguez, P. G., & Henche, G. B. (2022). Word of mouth and digitalization in small retailers: Tradition, authenticity, and change. *Technological Forecasting and Social Change*, 175. <https://doi.org/10.1016/j.techfore.2021.121382>
- Venkateswaran, P. S., & Sundram, S. (2021). Impact of Retail Service Quality and Store Service Quality on Patronage Intention towards Organized Retail Industry. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 3).
- Vioentina, F. D. (2023). Pengaruh perceived value dan trust terhadap intention to recommend dengan satisfaction sebagai variabel mediasi (studi pada aplikasi Bibit). *Ejournal.Unsrat.Ac.Id*, 10(2), 1–17.
- Vu, D. Van, Tran, G. N., & Nguyen, C. Van. (2022). Digital Transformation, Student Satisfaction, Word of Mouth and Online Learning Intention in Vietnam. *Emerging Science Journal*, 6(special issue), 40–54. <https://doi.org/10.28991/ESJ-2022-SIED-04>
- Wang, T. L., Tran, P. T. K., & Tran, V. T. (2017). Destination perceived quality, tourist satisfaction and word-of-mouth. *Tourism Review*, 72(4), 392–410. <https://doi.org/10.1108/TR-06-2017-0103>
- Wantara, P., & Tambrin, M. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. ! ! ! *International Tourism and Hospitality Journal*. <https://rpajournals.com/ithj!>:<https://rpajournals.com/ithj>
- Widodo, T., & Krisma Maylina, N. L. P. (2022). The mediating role of perceived value and social media word-of-mouth in the relationship between perceived quality and purchase intention. *Jurnal Manajemen Dan Pemasaran Jasa*, 15(1), 49–68. <https://doi.org/10.25105/jmpj.v15i1.9468>
- Wijaya, J., & Fadli, J. A. (2022). Jurnal multidisiplin Indonesia pengaruh perceived value, kualitas produk, ekuitas merek terhadap loyalitas customer di mediasi kepuasan. *Jurnal Multidisiplin Indonesia*, 1(1). <https://jmi.rivierapublishing.id/>
- Won, L., & Nuangjamnong, C. (2022). The Effect of Coffee-mix Experience and Experience Quality through Perceived Value, Satisfaction towards Repurchase Intention in Myanmar. In *Chompu Nuangjamnong / AU-GSB e-Journal* (Vol. 15). <http://www.assumptionjournal.au.edu/index.php/AU-GSB/index>
- Wu, J., Wu, T., & Schlegelmilch, B. B. (2020). Seize the Day: How Online Retailers Should Respond to Positive Reviews. *Journal of Interactive Marketing*, 52, 52–60. <https://doi.org/10.1016/j.intmar.2020.04.008>
- Wulandar, L. R. (2023). *Tren Skincare di Indonesia: Produk Skincare Satu-satunya Solusi Kulit Sehat?* Hellosehat. <https://hellosehat.com/spotlight/tren-skincare-indonesia/>

- Xie, J., Ye, L., Huang, W., & Ye, M. (2021). Understanding fintech platform adoption: Impacts of perceived value and perceived risk. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1893–1911. <https://doi.org/10.3390/jtaer16050106>
- Yang, L., Hu, X., Lee, H. M., & Zhang, Y. (2023). The Impacts of Ecotourists' Perceived Authenticity and Perceived Values on Their Behaviors: Evidence from Huangshan World Natural and Cultural Heritage Site. *Sustainability*, 15(2), 1551. <https://doi.org/10.3390/su15021551>
- Yum, K., & Yoo, B. (2023). The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability (Switzerland)*, 15(14). <https://doi.org/10.3390/su151411214>
- Yun, J., & Park, J. (2022). The Effects of Chatbot Service Recovery With Emotion Words on Customer Satisfaction, Repurchase Intention, and Positive Word-Of-Mouth. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.922503>
- Zang, W., Qian, Y., & Song, H. (2022). The Effect of Perceived Value on Consumers' Repurchase Intention of Commercial Ice Stadium: The Mediating Role of Community Interactions. *International Journal of Environmental Research and Public Health*, 19(5). <https://doi.org/10.3390/ijerph19053043>
- Zeqiri, J., Ramadani, V., & Aloulou, W. J. (2023). The effect of perceived convenience and perceived value on intention to repurchase in online shopping: the mediating effect of e-WOM and trust. *Economic Research-Ekonomika Istrazivanja*, 36(3). <https://doi.org/10.1080/1331677X.2022.2153721>
- Zhao, Y., Chau, K. Y., Shen, H., & Duan, X. (2023). Relationship between perceived value, satisfaction and behavioural intention of homestays in the experience economy of mainland China. *Anatolia*, 34(2), 263–274. <https://doi.org/10.1080/13032917.2021.2018718>
- Zhao, Z., Haikel-Elsabeh, M., Baudier, P., Renard, D., & Brem, A. (2023). Need for Uniqueness and Word of Mouth in Disruptive Innovation Adoption: The Context of Self-Quantification. *IEEE Transactions on Engineering Management*, 70(6), 2006–2016. <https://doi.org/10.1109/TEM.2021.3067639>
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in china? Perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4). <https://doi.org/10.3390/foods9040460>